



LABELINSIGHT



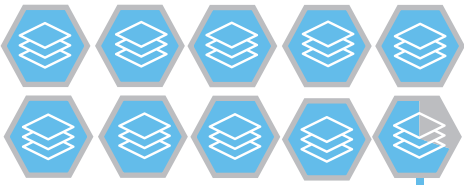
2017 Label Insight Shopper Trends Survey

KEY FINDINGS



WHAT IMPACTS SHOPPER CHOICES?

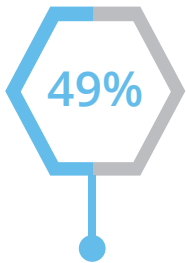
Nearly half of consumers say that food allergies, intolerances, or sensitivities impact the way they shop for food items.



INGREDIENTS MATTER

98% of consumers believe it's important for them to consider the ingredients in the food products they buy.

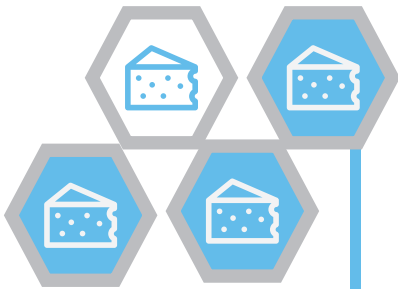
98%



- ▶ Heart-Healthy
- ▶ High Fiber
- ▶ Gluten-Free

DIETS & HEALTH PROGRAMS

Half of consumers adhere to diets or health-related programs that impact the way they shop for food.



75%

AVOIDING SPECIFIC INGREDIENTS

Three-fourths of consumers avoid specific ingredients when shopping for food products.

CONSUMERS REVIEW INGREDIENTS

Three-fourths of consumers review ingredients to ensure it meets their dietary needs.

75%



PACKAGING MAKES IT CHALLENGING TO MEET DIETARY NEEDS

67% of consumers find it challenging to determine whether a food product meets their needs by reviewing the package label.

67%



CONSUMERS TURN TO THE INTERNET WHEN THE PRODUCT LABEL ISN'T ENOUGH

74% of consumers research online when the information on product packaging and labels is not enough to meet their needs.

74%



DESCRIPTIONS ON PACKAGING INFLUENCE PURCHASE BEHAVIOR

91%

91% of consumers say that descriptions that appear on packaging influence what food products they purchase.



NOT KNOWING WHERE TO FIND THE NEEDED PRODUCT INFORMATION

Not knowing where to find the needed product information is the number one reason why consumers find it challenging to shop within their nutritional wants and needs.

#1

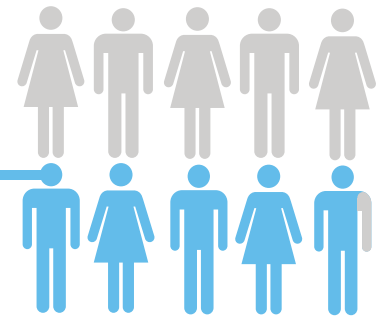
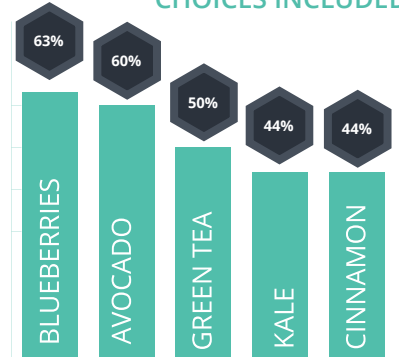
CONSUMERS SEEK SUPERFOODS

85%



85% of consumers seek out some type of "superfood" when shopping.

COMMON SUPERFOOD CHOICES INCLUDED:



48%

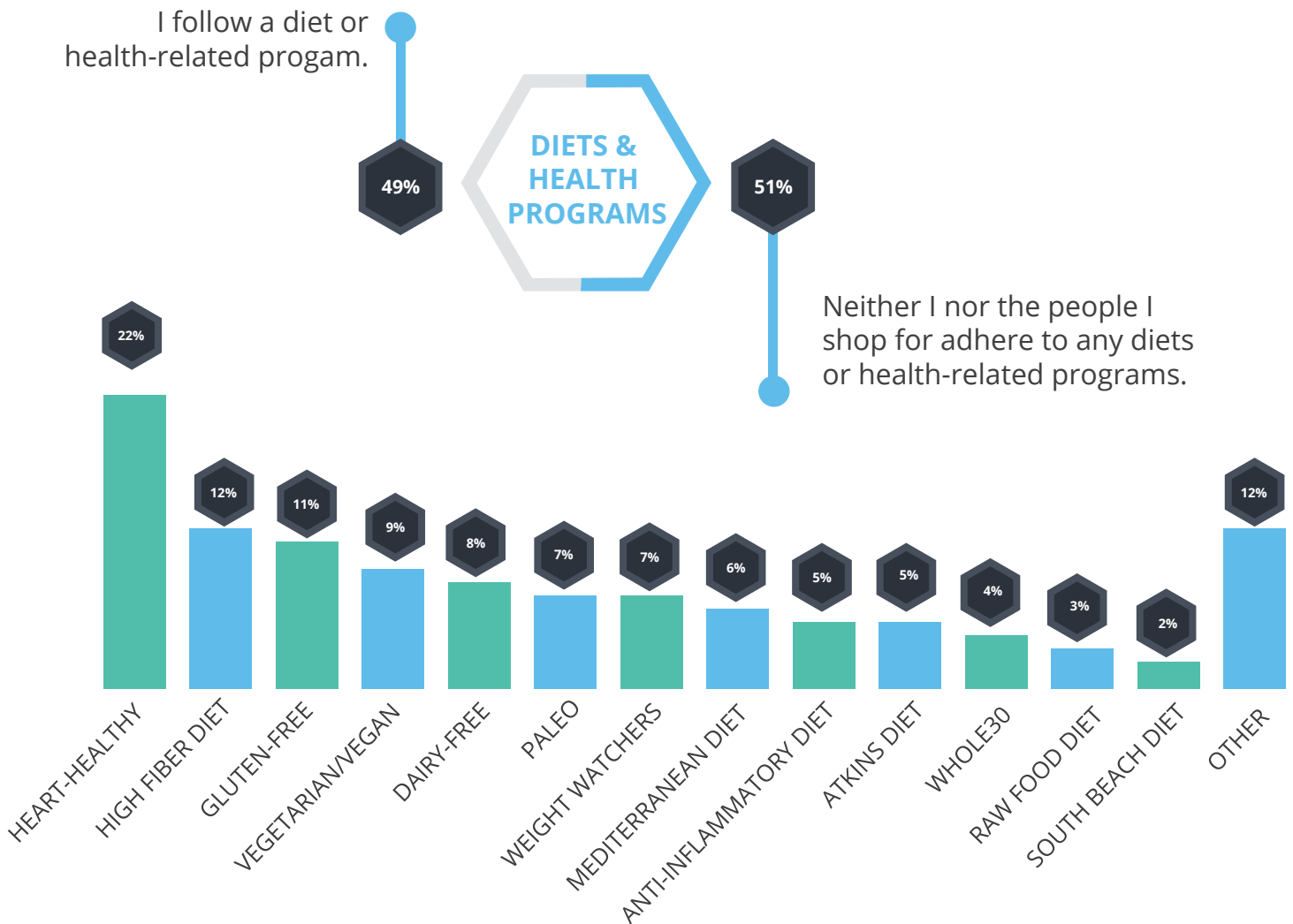
CONSUMERS DON'T FEEL INFORMED AFTER READING PRODUCT LABELS

Nearly half of consumers consider themselves to be "not informed at all about the product" even after reading the product's label.

Diets and Health Programs

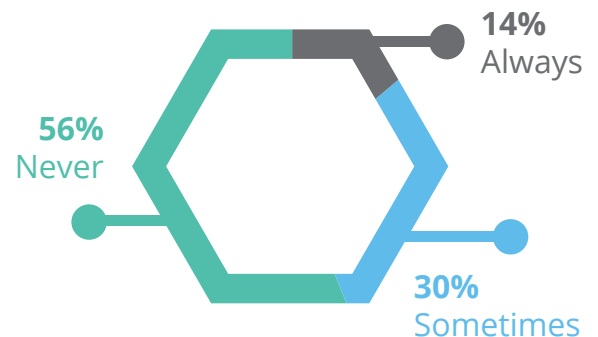
Half of consumers adhere to diets or health-related programs that impact the way they shop for food.

Which, if any, of the following are diets or health-related programs that you or the people you shop for adhere to?



Nearly half of consumers say that food allergies, intolerances, or sensitivities impact the way they shop for food items.

How often do food allergies, intolerances, or sensitivities impact the way you shop for food items?



Making Product Choices

98% of consumers believe it's important for them to consider the ingredients in the food products they buy.

How important is it for you to consider the ingredients in the food products you buy?

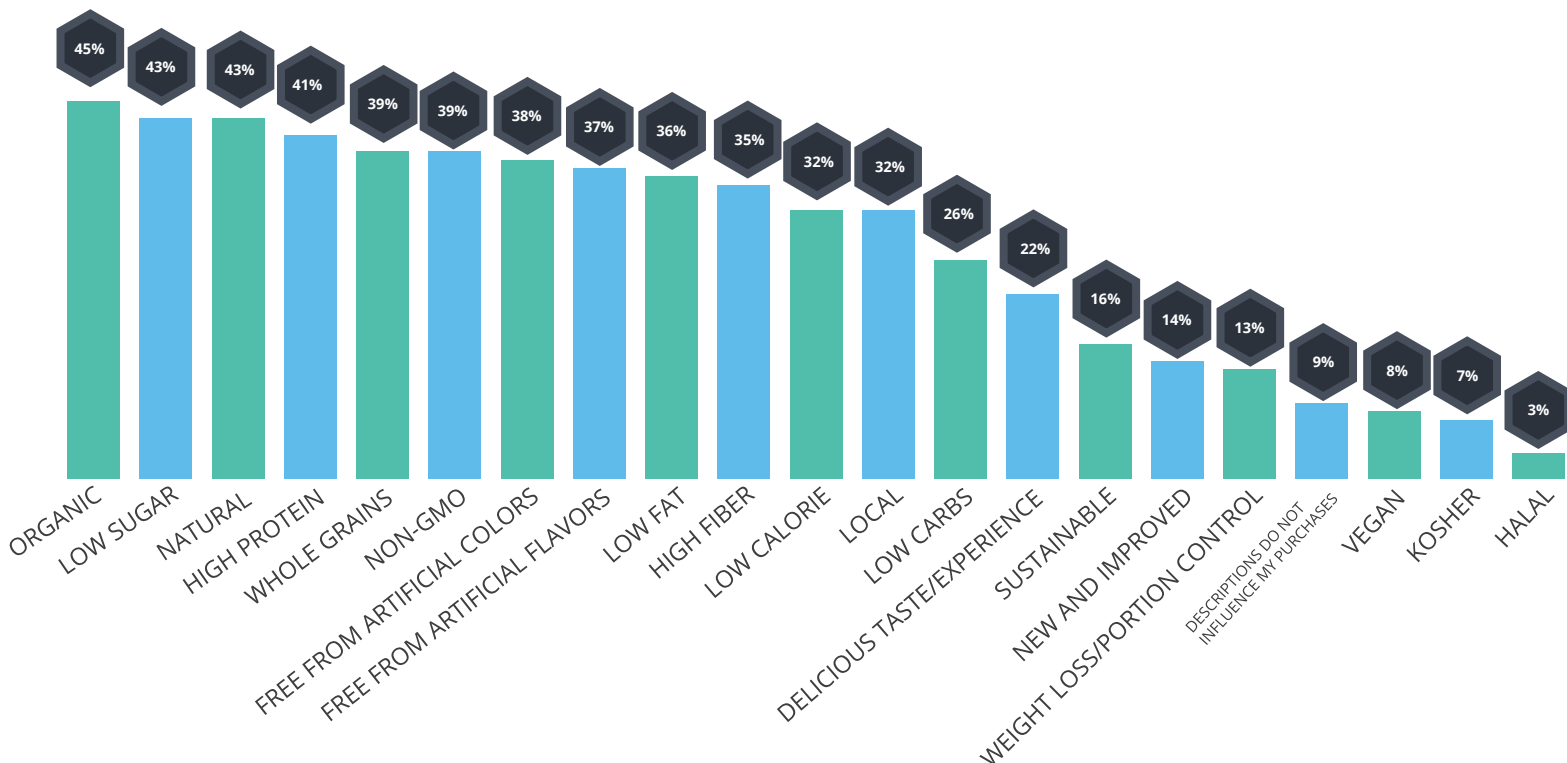


75% of consumers review food ingredients to ensure it meets their dietary needs.

How often do you have to search a product's ingredients to make sure the foods you buy meet your diet or health-related needs?



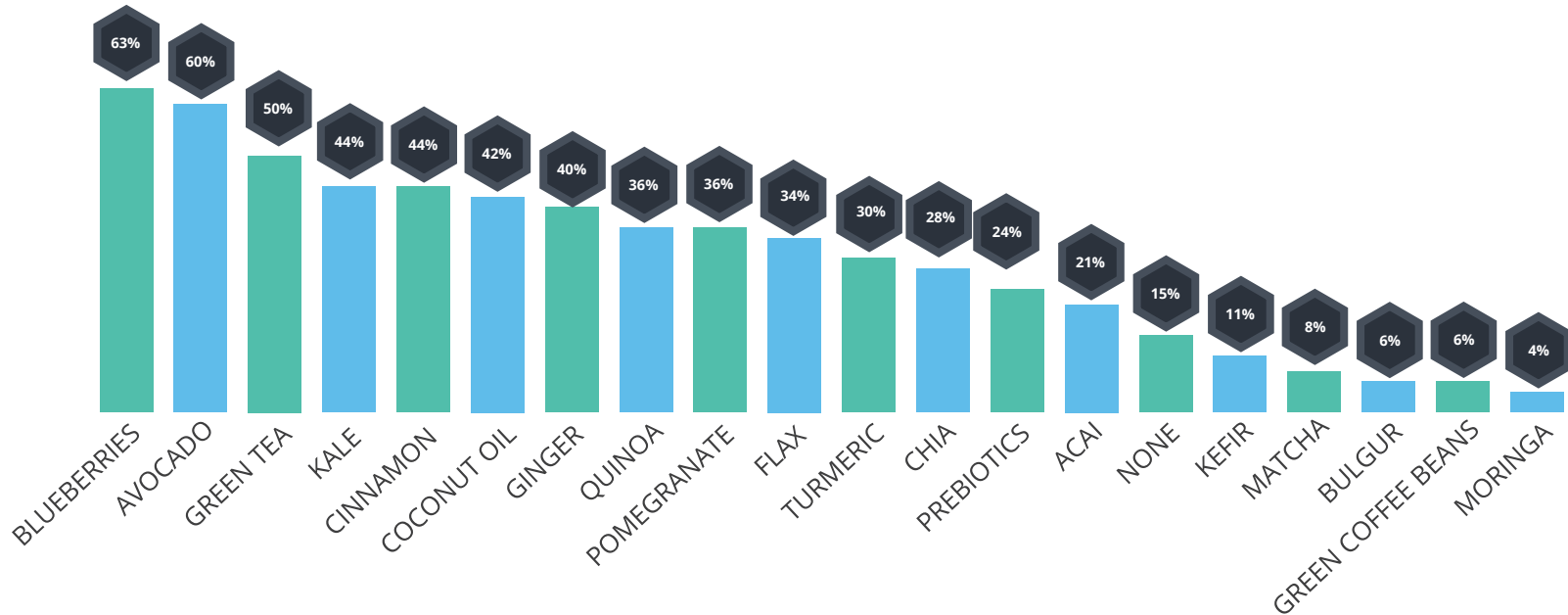
What descriptions that appear on packaging influence what you purchase as you shop for food items?



Ingredient Choice

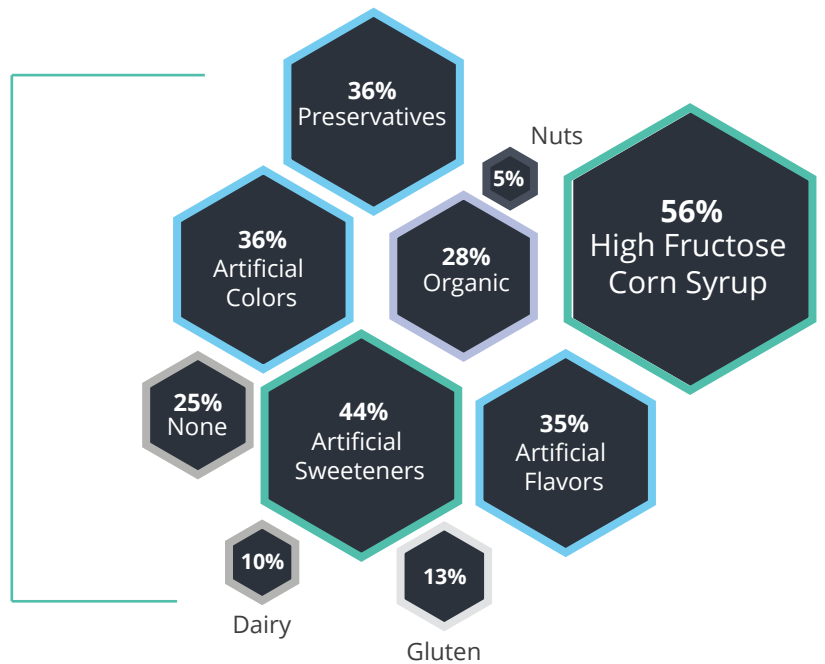
85% of consumers said that they seek out some type of “superfood” when shopping.

What “superfoods” do you seek out when shopping for food?



75% of consumers avoid specific ingredients when shopping for food products.

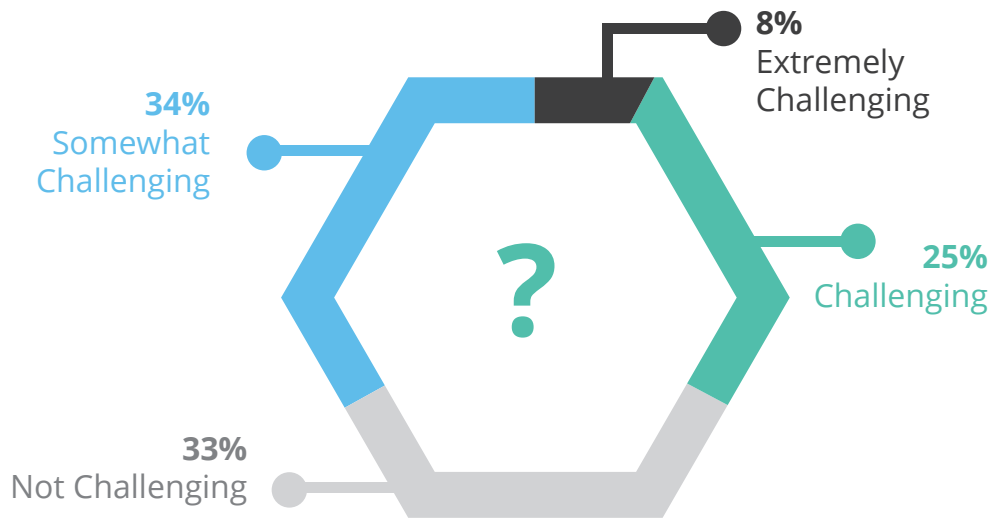
Which specific ingredients do you avoid when shopping for food products? (Select all that apply)



Understanding the Information

How challenging is it for you to make sure that a food product meets your specific dietary needs or wishes by looking at the package label?

67% of consumers believe it is challenging to make sure that a food product meets their needs by looking at the package label.



Most consumers find it challenging to shop within their nutritional wants and/or needs because they can't find the necessary information.

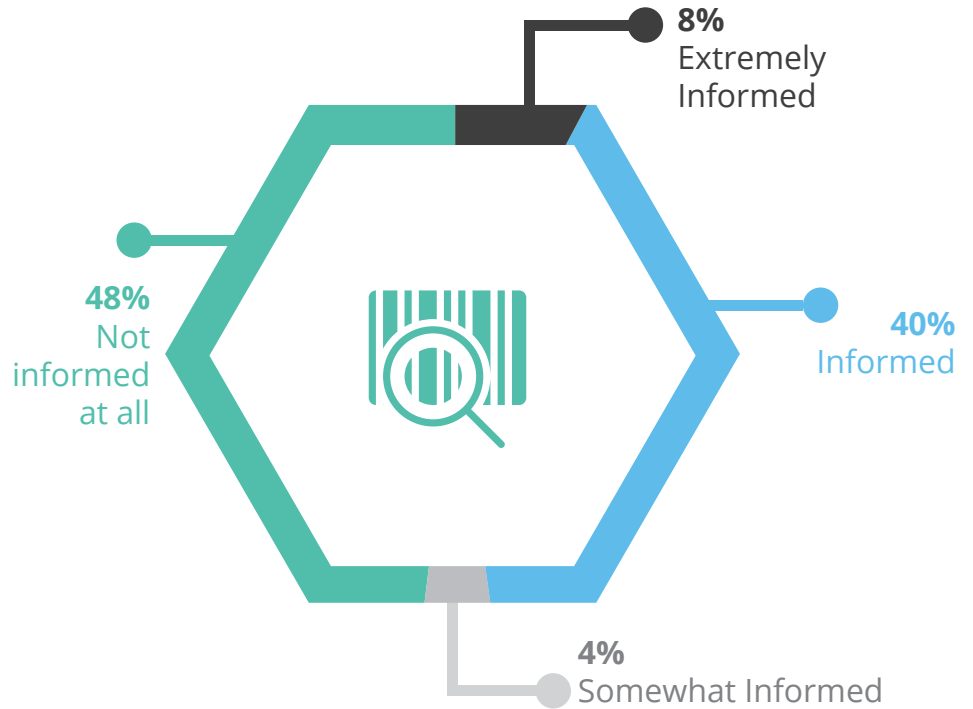
When asked to "please rank these reasons based on how challenging you find it to shop within your nutritional wants and/or needs" the top-ranked responses were:

- 1. I don't know where to find this information**
- 2. Labels such as "healthy", "natural" are too confusing or vague**
- 3. Ingredient lists too confusing or hard to read**

Shopping with Confidence

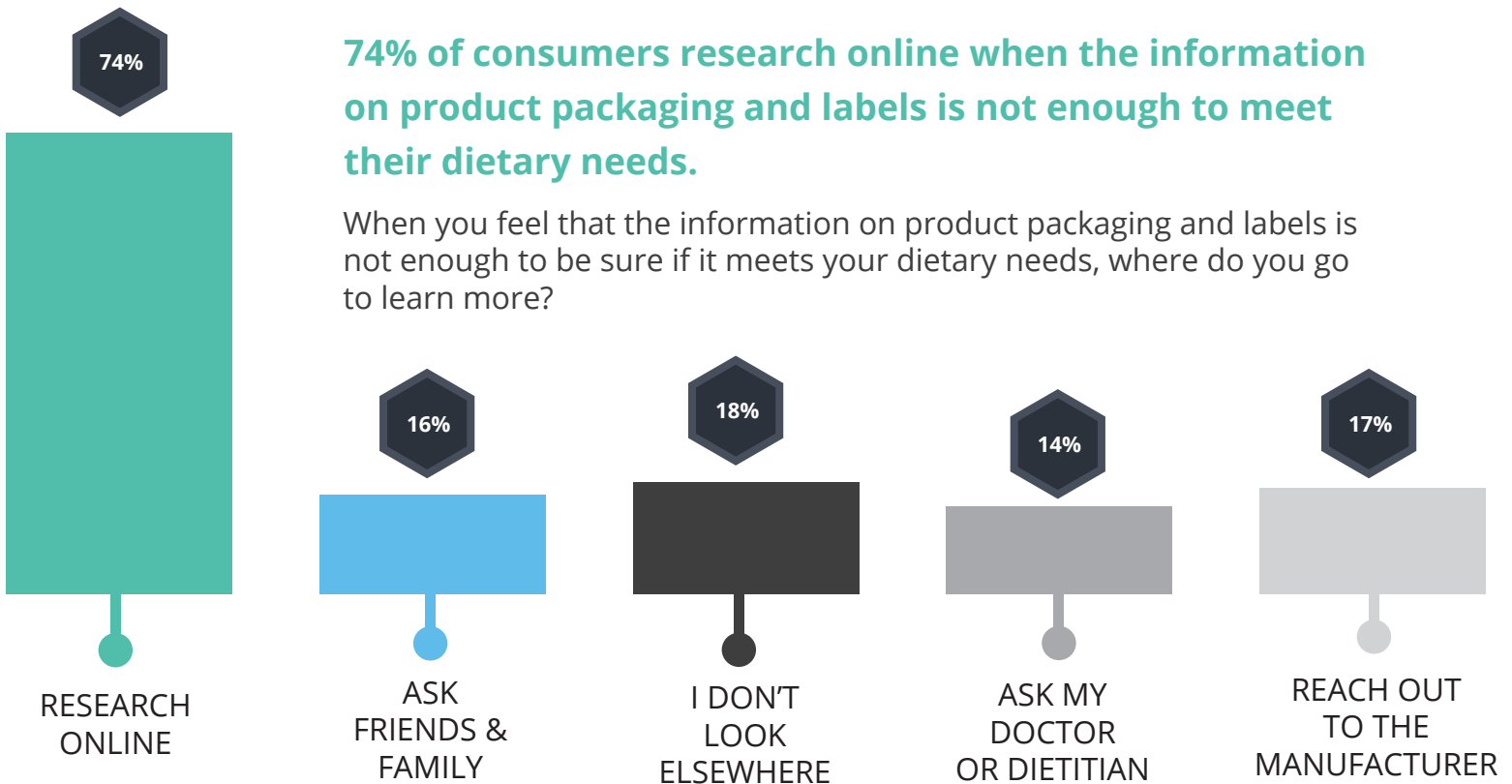
Half of consumers consider themselves to be “not informed at all about the product” after reading the product’s label.

After reading a product’s label, how informed do you consider yourself to be about that product?



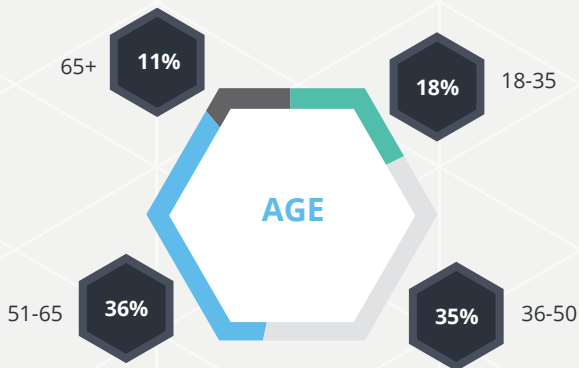
74% of consumers research online when the information on product packaging and labels is not enough to meet their dietary needs.

When you feel that the information on product packaging and labels is not enough to be sure if it meets your dietary needs, where do you go to learn more?



Methodology

In March of 2017, Label Insight surveyed 1,003 consumers, who have a shared or primary responsibility for household shopping purchases, about their dietary preferences, their ability to find information they need to make informed purchasing decisions, and their confidence in finding the information they seek.



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