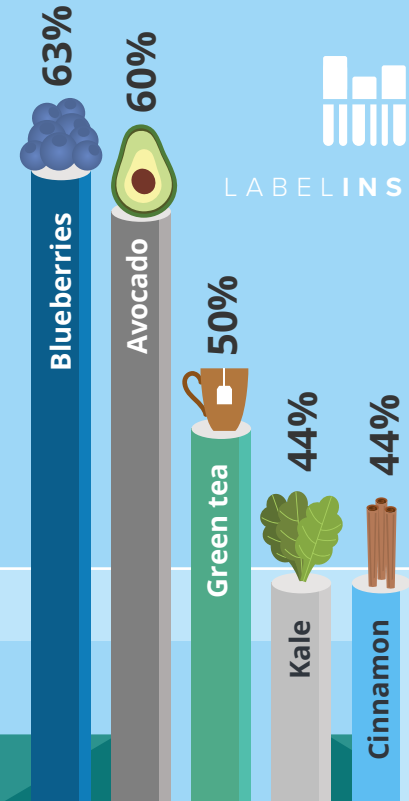
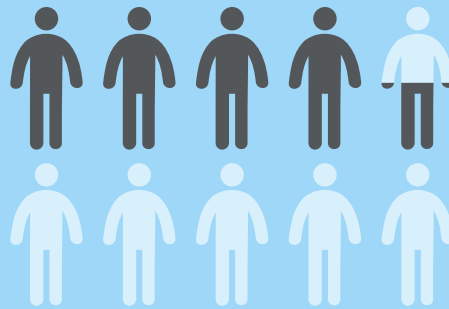


2017 Label Insight Shopper Trends Study

SHOPPERS SEEK OUT HEALTHY CHOICES



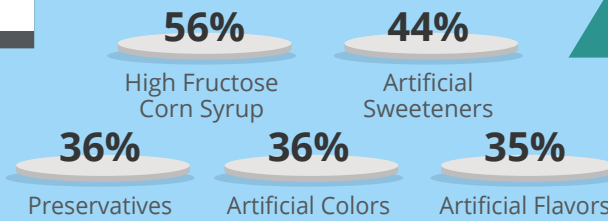
44% of consumers say food allergies, intolerances, or sensitivities affect the way they shop



FOCUS ON INGREDIENTS

98%
of consumers believe ingredients are an important consideration in the food products they buy

75%
of consumers avoid specific ingredients



The top ingredients consumers avoid

85%
of consumers seek out superfoods

The top superfoods consumers seek

PACKAGING MAKES IT DIFFICULT TO MEET NEEDS



74% of consumers research online when the information on product packaging and labels is not enough to be sure if it meets their dietary needs.

