

# Clean label

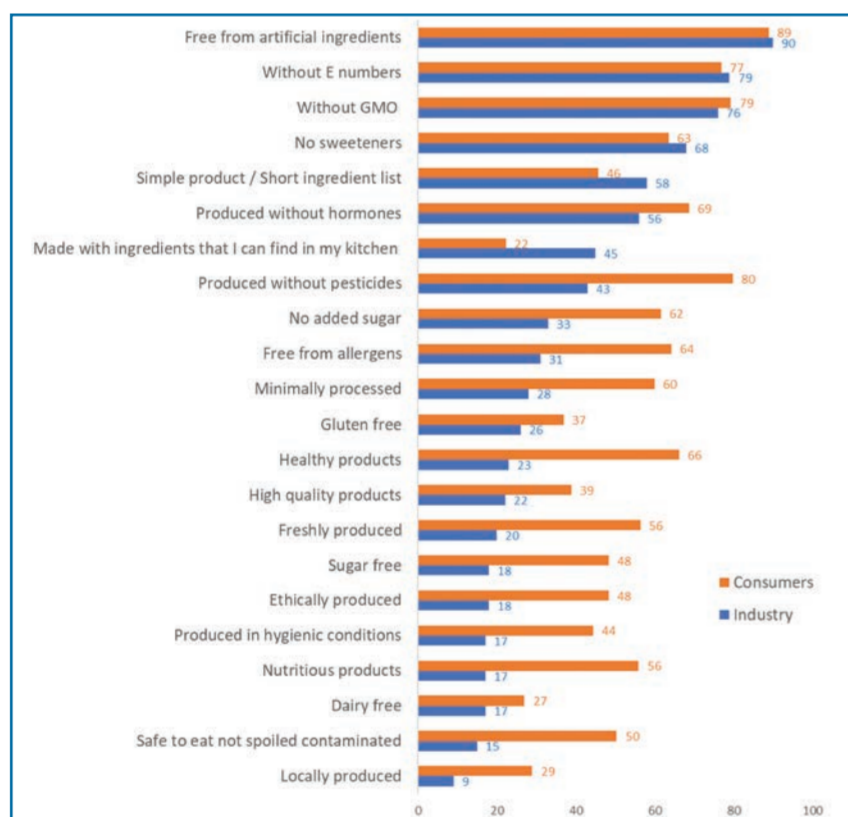
## consumer and industry perspectives

How much does clean label matter: to industry, to consumers, in marketing and in purchasing decisions?

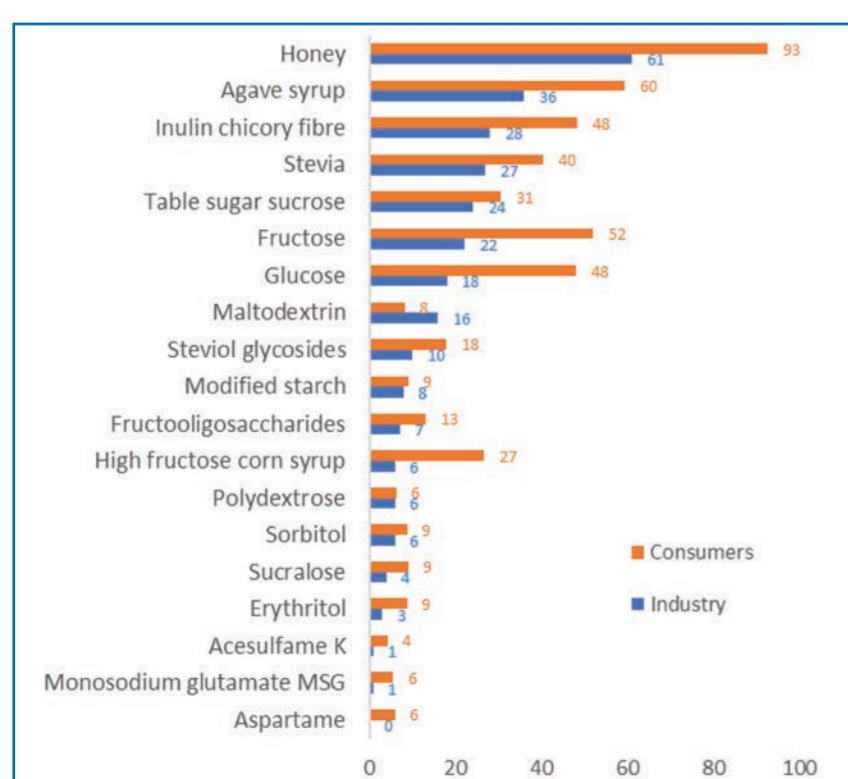
We surveyed industry and consumers on their understanding and attitudes to the concept of 'clean label'. Although most consumers did not know the term 'clean label', around three-quarters of respondents sought foods without 'artificial additives'.



Understanding of clean label concept for industry and consumers (% of respondents)



Industry and consumer perceptions of 'clean label status' of sweetening ingredients (% of respondents)



In contrast, although industry was much more aware of the term and used 'clean label messages' on many products, the majority of industry respondents (80%) said they did not have a 'clean label' policy or definition.

Products that consumer respondents regard as most important for 'clean label' include meat and fish, baby foods, fruit and vegetables, and dairy - but they regarded it as less important with beverages, sauces, confectionery and snacks.

The survey suggests consumers are not prepared to compromise on quality to achieve 'clean label status' - only 38% would buy the clean label product if it did not taste as good as the non-clean label equivalent.

Contact us to find out more about work on clean label ingredients, product reformulation and consumer insight.