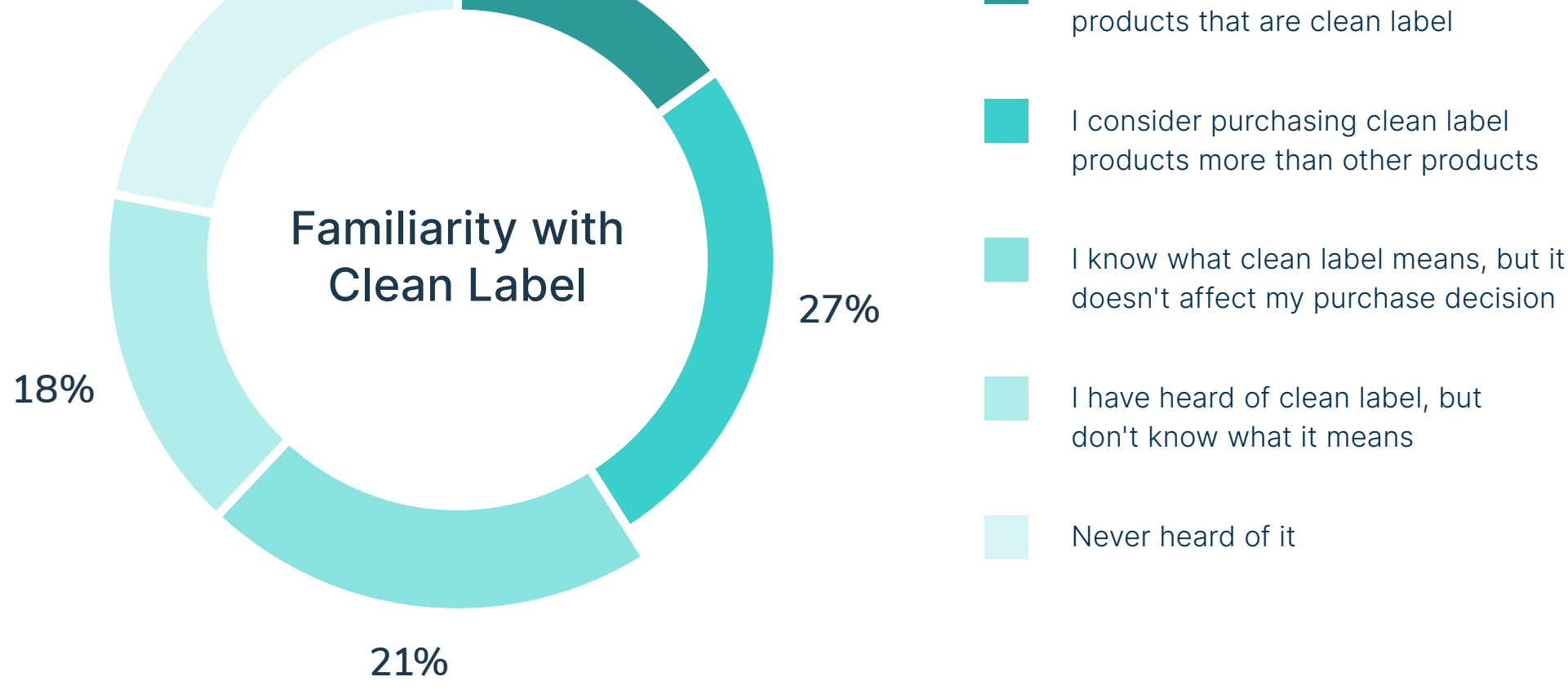


Consumer Perceptions of Clean Label

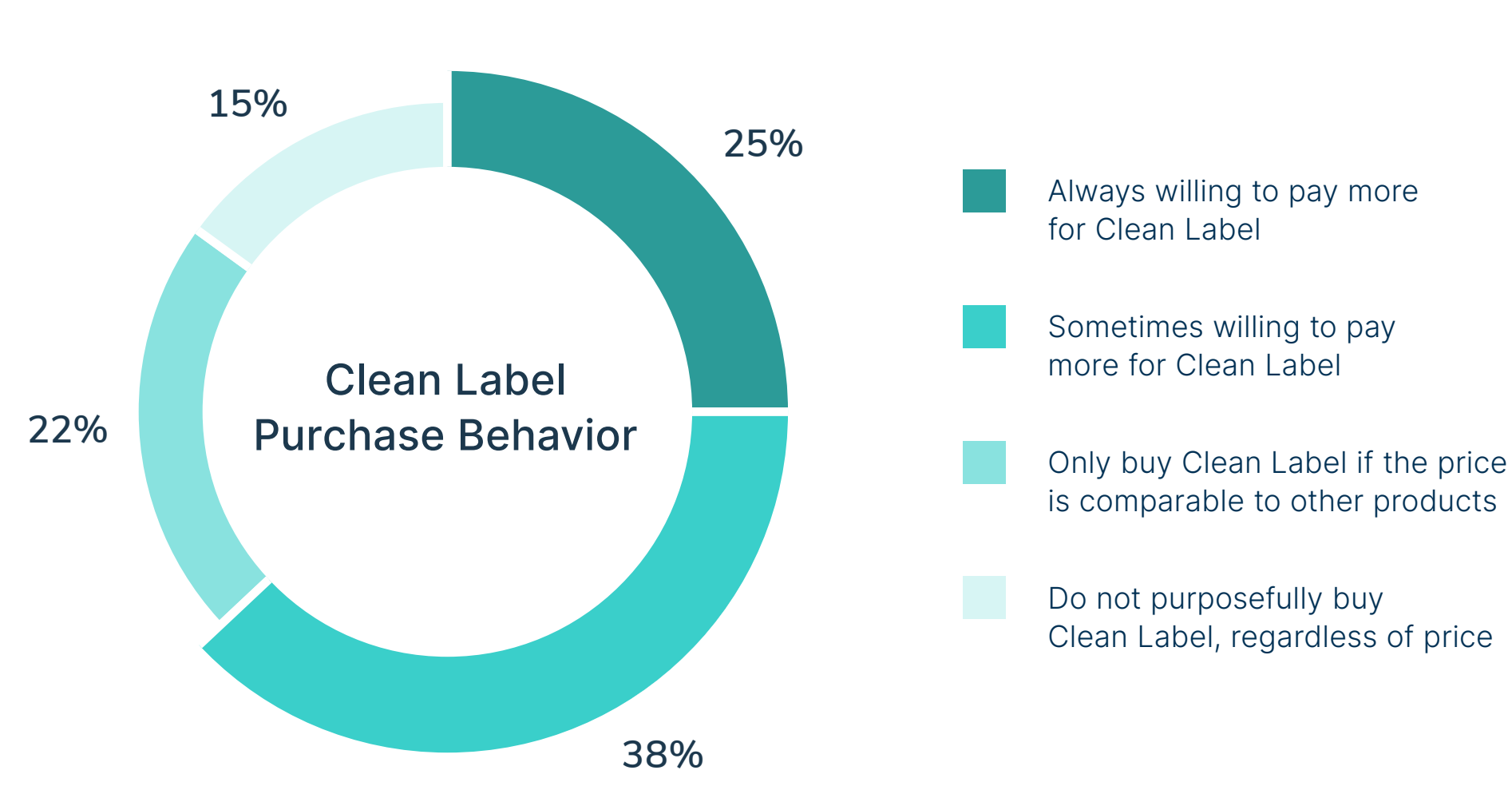
Learn About Consumers' Awareness of Clean Label and How They Value It

How Is Clean Label Perceived By Consumers?

59% of consumers say their purchasing is not impacted by Clean Label – mostly because they are not familiar with Clean Label.

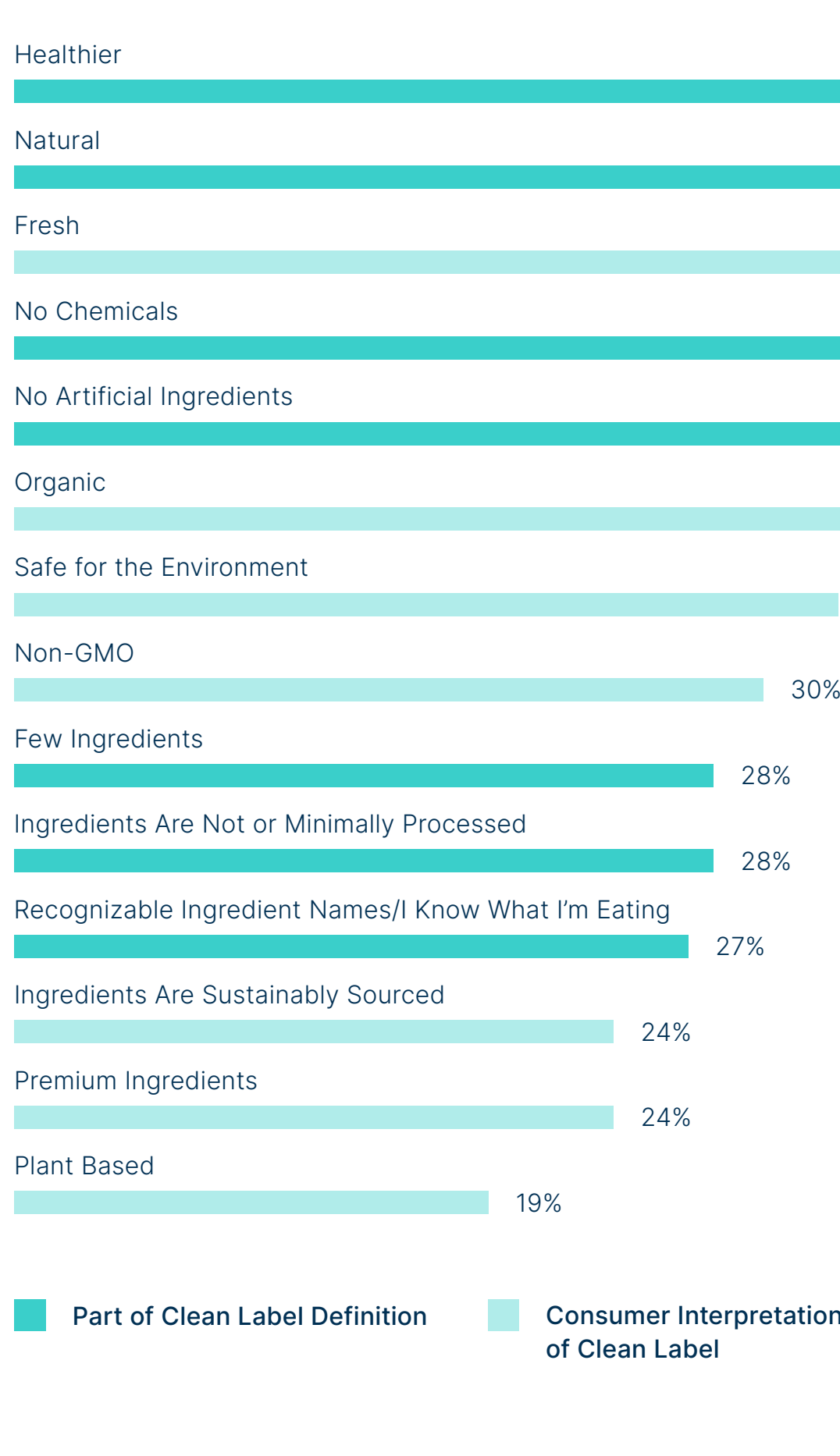


Despite the knowledge gap, 63% of consumers are willing to pay more for Clean Label.



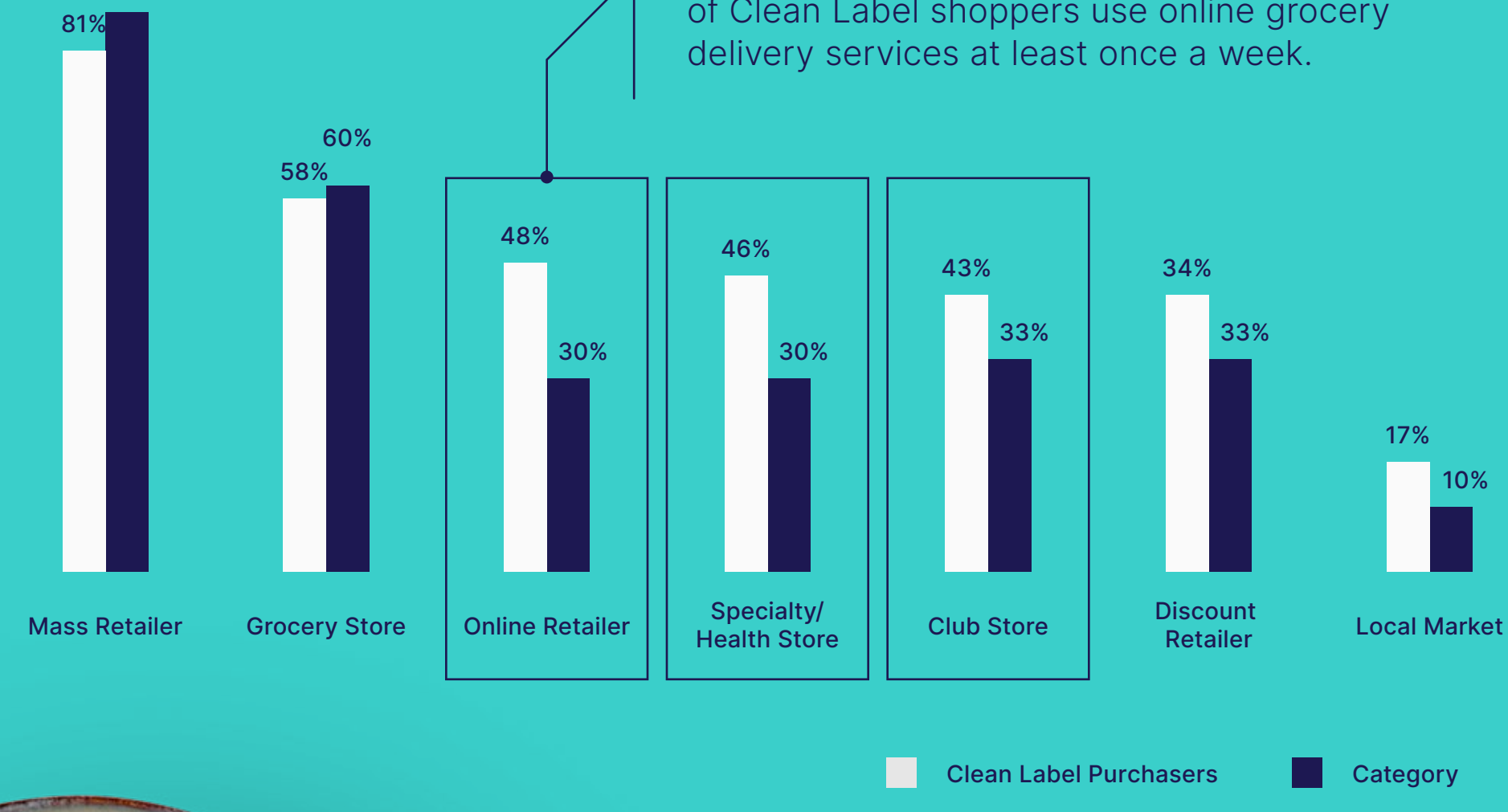
Consumers purchase Clean Label products because they perceive them as healthier. However, what 'healthier' means to them varies.

Consumers' Interpretation of Clean Label



Where Clean Label Shoppers Purchase

Clean Label purchasers shop more online, at specialty/health stores and club stores.

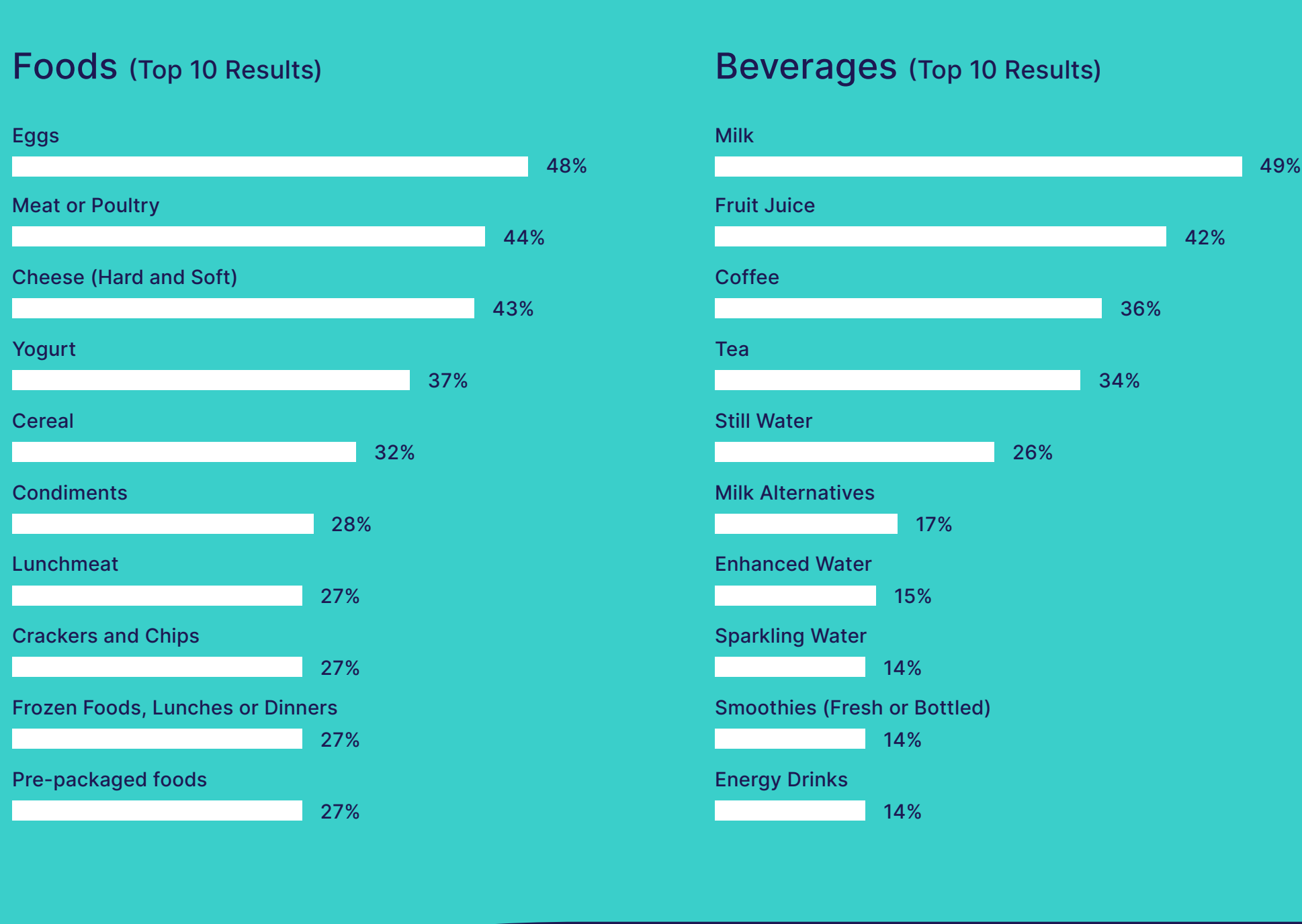


40% of Clean Label shoppers use online grocery delivery services at least once a week.

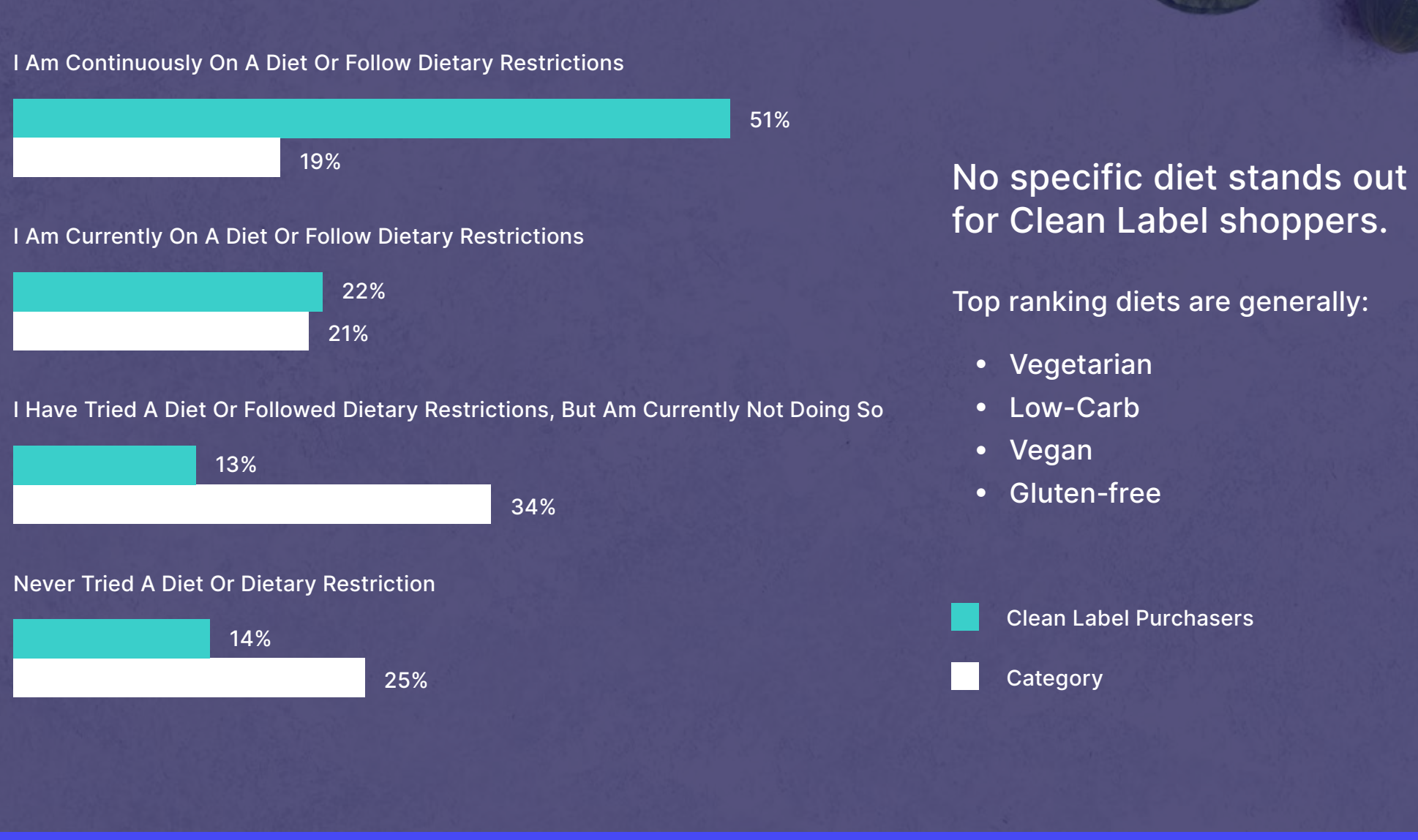


87% of Clean Label Shoppers choose the healthiest products.

What Types of Food and Beverages Do Consumers Think Fit Best with Clean Label?



Specialized Diets Are A Way of Life For Clean Label Shoppers



No specific diet stands out for Clean Label shoppers.

Top ranking diets are generally:

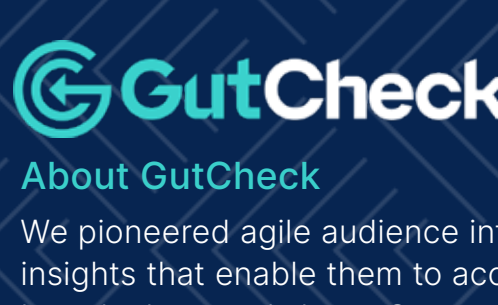
- Vegetarian
- Low-Carb
- Vegan
- Gluten-free

Reach out and schedule a meeting to get additional insights, including valuable info on generational differences, from our survey of more than 7,000 F&B shoppers.

CONTACT US



Study Details
 Online Interviews // 7,000 Respondents //
 Sample Balanced By Gender, Age and Region



About GutCheck
 We pioneered agile audience intelligence to provide clients with multi-layered, actionable insights that enable them to accelerate time to market and compete with disruptive brands that steal share. Our technology-enabled solutions and experts use a connected data approach to deeply profile specific audiences, helping clients activate successful consumer-centric strategies. For more information visit: gutcheckit.com

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