

The Evolving World of “Clean Label”



Across countries and between consumers, drivers of the “clean label” movement may vary – from food safety concerns to a desire for simpler, “nearer-to-nature” foods. What constitutes “clean label” also varies considerably depending on who you ask.

A snapshot of the “clean label” consumer:¹



Millennials

most closely associate “clean label” with natural and organic.



New Parents,

typically Gen X consumers, prioritize minimally processed products.



Tech Savvy

younger consumers (Millennials/Gen Z) have greater expectations for transparency.

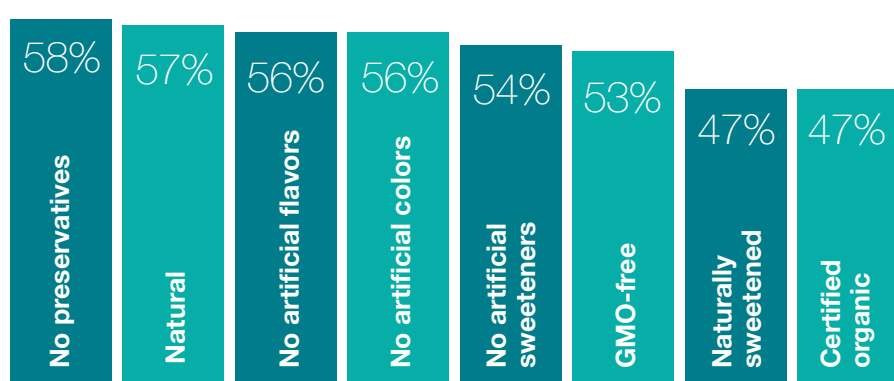


Baby Boomers

generally link “clean label” with products that are free from artificial ingredients.

Which label claims matter most?

Shoppers consider these extremely/very important:²



Steady growth continues

Global clean label sales in 2015:

\$165 billion

Forecasted growth by 2020:

\$180 billion³

Which products get the most scrutiny?⁴

Consumers say they pay the most attention to “clean label” in...



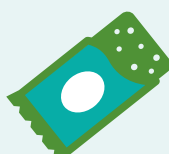
37%

Foods consumed by children



29%

Dairy products



28%

Nutrition bars or drinks



27%

Yogurt



27%

Ready to eat cereals

What's next?

As consumers become more engaged in their foods’ journey to the table, the definition of “clean label” will continue to evolve — and create new opportunities.



Supply chain traceability

Consumers increasingly want to know where their food originated and how it was made.



Localization

As an example, one U.S. juice maker was founded on the premise of local sourcing and limited distribution. In Europe, consumers can purchase milk from nearby farms at vending machines.



Technological innovation

A QR code can instantly deliver information about ingredients, sourcing, certifications and more. Emerging blockchain technology could put even more information at consumers’ fingertips.

For more information on label-friendly solutions

contact us at 1-877-SOLUTNS (765-8867) or www.cargill.com/labelfriendly

¹ “Clean Labels: What are consumers saying what is industry doing?” Findings from the Canadian Global Survey Q4 2015. Presented by Tom Vierhile, MSc, Innovations Insights Director. www.globalfoodforums.com/clean-labels-what-are-consumers-saying-what-is-industry-doing/

² “The Real Food Report Series: Clean Eating Around the World. ARTIFICIAL INGREDIENTS,” HealthFocus International, July 2017.

³ “Clean Label – a \$180 Billion Global Opportunity.” FoodBusinessNews.net, October 6, 2016.

⁴ Cargill Proprietary Research, August 2017. Top Box Score after August 2017.

Claims: The labeling, substantiation and decision making of all claims for your products is your responsibility. We recommend you consult regulatory and legal advisors familiar with all applicable laws, rules and regulations prior to making labeling and claims decisions.