

Three trends shaping consumer ingredient perceptions



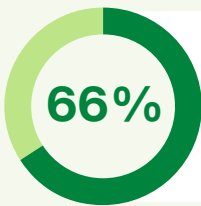
For more than a decade, Cargill IngredienTracker™ has been the authority on ever-changing consumer perceptions around food and beverage ingredients. Our expert interpretation provides context, translating insight into actionable intel for product formulation, messaging and claims... ultimately, helping you build consumer trust.

2026 STUDY:

- 151 ingredients
- 6,086 consumers
- 3 key takeaways

In our latest IngredienTracker™ study, three overriding themes emerged, bringing implications for product formulation and renovation.

1 Ingredient scrutiny remains high.



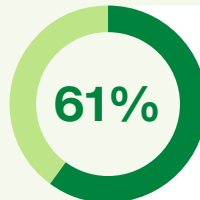
are “extremely / very” likely to **check the ingredient list** on a first-time purchase



Learn which **20 ingredients** respondents viewed most positively

2 Most demographics are avoiding (vs. seeking) ingredients.

GEN Z is the only generation where seeking outweighs avoiding



IN TOTAL:
61% check labels to **avoid** certain ingredients

3 Avoiding artificial is gaining momentum.



avoid artificial ingredients
(+2 points from 2022)



avoid processed foods
(+1 point from 2022)

Recognizable, “real food”



ingredients were considered healthiest
Contact us to find out which topped the charts



Hungry for more ingredient intel?

Learn how IngredienTracker™ insights can lead to more confident business decisions. Contact your Cargill representative today.

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