

# Beyond the Label

## Understanding the European Consumer's Connection to Clean Label

CLEAN LABEL IS DRIVEN BY THE CONSUMER'S DESIRE TO KNOW WHAT'S IN THEIR FOOD, WHERE IT CAME FROM, AND HOW IT'S PROCESSED

**68%** 

of bakery consumers say understanding where food and drink ingredients come from is important to them



Scepticism has become a social habit and brands are becoming more exposed  
*(Mintel, 2019)*

..... But too many headlines have left consumers uncertain



(Female, UK)

“ I don't know what to believe. ”



(Male, Netherlands)

“ You just can't take it all in – so you eat what you're used to. ”

  
Consumer confidence is in decline

1 in 2 bakery consumers say they trust food and drink producers less than they used to

Clean is more important to consumers in bread than any other food category

**75%** 



BAKERY CONSUMERS ARE ACTIVELY CONSIDERING WHAT GOES INTO THEIR FOOD

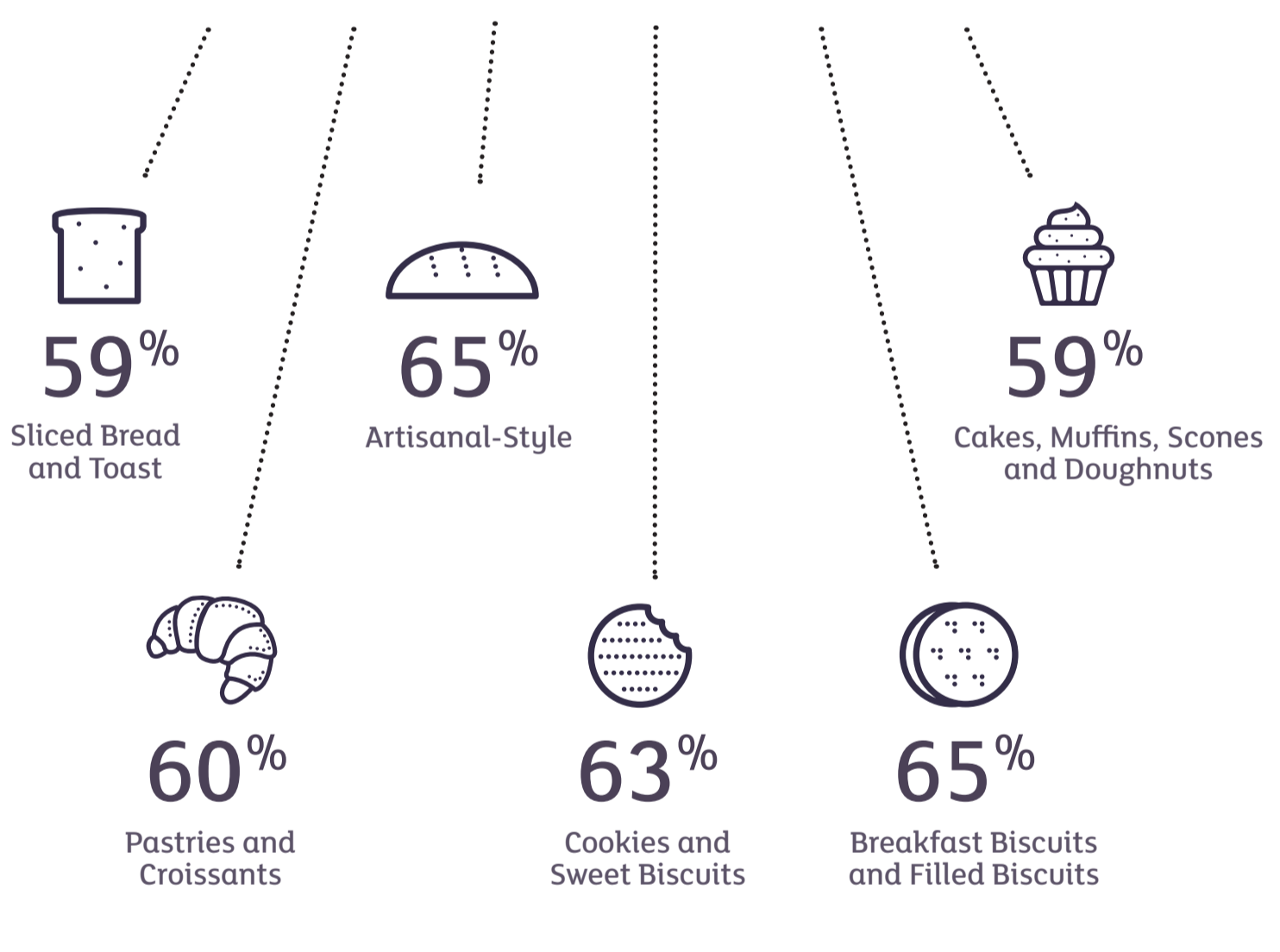
Simple ingredient messaging on pack will continue to resonate with consumers  
*(Mintel, 2019)*





More than 6 in 10 bakery consumers say they always read the ingredients list.

It varies depending on the application



CONSUMERS ASSOCIATE CLEAN WITH:



  
Made with real ingredients

  
More natural

  
Made without artificial additives or preservatives

CONSUMERS WANT CLEAN WITHOUT COMPROMISE



Clean label will continue to evolve as consumers demand more  
*(Mintel, 2019)*

Consumers want cleaner bakery products but they aren't willing to trade-off on taste or shelf-life

Across all categories, the two most important on-pack concerns are:

Expiration date  
**75%** 

Ingredients list  
**70%** 

Consumers connect clean label to **better health** and **sustainability**

Consumers believe cleaner products offer benefits – but they're concerned about the **impact clean may have on taste**