

# Consumer Food Labelling - UK - January 2010

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## What is this report about?

This report looks at the issues surrounding food labelling. It is not meant as a definitive guide to all possible food labels or indicators that appear on-pack but rather looks at some of the important trends that are influencing how food labelling is evolving, looking at developing consumer demands and future legislation.

It looks at awareness and importance of different food labels, as well as the understanding of them within the context of the changing nature of the overall food market in the UK.

## What have we found out?

- Highlighting domestic sourcing on labelling can put a brand or product on the radar of the 11.5 million consumers for whom this is an important factor when buying food.
- Clearer labelling has potential to unlock a market of 10.7 million people, who find food labelling systems confusing, and therefore struggle to make purchase decisions.
- Clearer, cleaner labelling can also help food brands find favour with older and more affluent shoppers, with 5 million consumers aged over 55 and 7.5 million people earning more than £50k a year believing that there is too much information on labelling.
- More people find food labelling systems confusing than those who find everything they need to know, leaving consumers struggling to make purchase decisions. A high level of confusion will also deter shoppers from generally using labels as a motivating factor in purchases, acting as a barrier to the communication of important messages from brand marketing to mandatory nutritional information.
- More people require more information on packaging than admit to being confused but what they do find, presenting an opportunity for brand to engage with their customers by offering assistance in interpreting the information on labelling.
- Greater information on artificial additives and hydrogenated fats would tap into the substantial pool of 16 million adults that are looking for free-from products.

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