

Consumers' Food Safety Concerns - UK - May 2015

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The level of trust consumers have in the food and drink industry is evidently low, with few believing either retailers or manufacturers to have complete information on their supply chains. Consumer faith in the role of the state, or official bodies, in guaranteeing the safety of food and drink in the UK is also low.

This report looks at the following areas:

- Consumer trust in retailers' knowledge of their supply chains is low
- "Best-before" and "use-by" dates are misunderstood and ignored
- Concern over artificial ingredients drives 'clean label' and scratch cooking trends

Despite the lack of trust in the industry, few people have are changing their behaviour with regards to the food and drink they consume. Extensive media coverage of events like the horsemeat crisis in 2013 or the nuts-for-spices scandal in 2015 do not go unnoticed, but appear to prompt only a minority to change their behaviour.

While the impact of such scares may be limited, there is marked interest in what goes into the food and drink people eat with ingredients a key point of interest for many. An awareness, if not an understanding, of artificial flavours, additives and sweeteners is helping to drive two cross-category trends in food and drink – 'clean label' and scratch cooking. A focus on the three W's of ingredients – which ingredients are used, where they come from, and why they are used can go a long way to satisfying consumer interest in this area.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Table of Contents

Overview

What you need to know

Covered in this report

Executive summary

Market background

Combatting campylobacter becomes a key priority

Media scrutiny is prompting consumer attention and steps from operators

Figure 1: Consumer attitudes towards food and drink safety, March 2015

Concern over artificial ingredients drives 'clean label' trend

The consumer

"Use by" and "best before" dates are ignored by the majority of Brits

Hygiene ratings can quell concerns around operators' hygiene standards

Figure 2: Concern around specific food safety issues, March 2015

British origin resonates

Figure 3: Factors that would make people trust food and drink companies/brands more, March 2015

Only three in 10 think retailers have complete info of their supply chain

Figure 4: Attitudes towards food safety, March 2015

Over a quarter think food that has passed its use-by date is safe to eat

Figure 5: Further attitudes towards food safety, March 2015

Issues and Insights

Consumer trust in retailers' knowledge of their supply chains is low

The facts

The implications

"Best-before" and "use-by" dates are misunderstood and ignored

The facts

The implications

Concern over artificial ingredients drives 'clean label' and scratch cooking trends

The facts

The implications

Market Background – What You Need to Know

Combatting campylobacter becomes a key priority

Media scrutiny is prompting consumer attention and steps from operators

Concern over artificial ingredients drives 'clean label' trend

Ongoing debate over mandatory "best before" labelling

Country of origin labelling requirement extended beyond beef

Market Background

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Spotlight on Campylobacter in 2015

Concern over artificial ingredients drives clean label innovation

Media scrutiny and investigative journalism are prompting operators into action

Ongoing debate over mandatory "best before" labelling

Level of reported food incidents has fallen

Figure 6: Number of food and environmental contamination incidents* in the UK, 2006-13

The Elliott review recommends a variety of steps to combat food crime

Country of origin labelling requirement extended beyond beef

New technologies look to improve food safety

Italian producer Amadori offers a live feed to chicken farms

The Consumer – What You Need to Know

Lack of regard for "best before" and "use by"

Impact of media coverage on food scares is limited...

...but social media is having an impact as well

There is a marked consumer curiosity in food and drink ingredients

Many people believe the price war is detrimental to food safety standards

Trust in retailers' control of their supply chains is low

'Real people' can build trust throughout the supply chain

Hygiene standards are a key concern for consumers

The Consumer – Attitudes and Behaviours Related to Food Safety Issues

"Use by" and "best before" dates are ignored by the majority of Brits

Figure 7: Consumer attitudes towards food and drink safety, March 2015

Media coverage of food scares has limited impact on behaviour

Despite high levels of concern, few people actively seek information

Social media can stir up fear, but can also combat it head on

Scratch cooking trend driven by concern about ingredients

Many consumers scrutinise labels

The Consumer – Concern around Specific Food Safety Issues

Hygiene ratings can quell concerns around operators' hygiene standards

Figure 8: Concern around specific food safety issues, March 2015

Proactive steps to combat bacteria can win consumer trust

Control over artificial ingredients makes them less of a concern

The Consumer – Factors that Would Encourage Trust in Companies and Brands

British origin resonates

Figure 9: Factors that would make people trust food and drink companies/brands more, March 2015

Openness about ingredient origin helps to build trust

On-pack quality assurances shouldn't be underestimated

Transparent packaging appeals

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The Consumer – Attitudes towards Food Safety

Only three in 10 think retailers have complete info of their supply chain

Figure 10: Attitudes towards food safety, March 2015

Focusing on the individuals can support trust

Price war deemed detrimental to food safety by some consumers

High interest in practical advice from brands and retailers

The Consumer – Further Attitudes towards Food Safety

Over a quarter think food that has passed its use-by date is safe to eat

Figure 11: Further attitudes towards food safety, March 2015

Consumers are suspicious of takeaway food

Few people are prepared to pay more for packs with use-by indicators

Appendix – Data Sources, Abbreviations and Supporting Information

Abbreviations

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