

# Food and Drink Nutrition Claims - US - 2022

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## This report looks at the following areas:

- Market factors influencing nutrition claims and consumer choice
- Important food and drink claims
- Current and lapsed use and interest in food and drink health claims and benefits
- Consumer nutrition concerns
- Nutritional attitudes and behaviors

Lingering effects of the pandemic on consumer habits are hit or miss: consumers are nearly evenly split on whether the pandemic made them think more about food and drink nutrition claims (18%) or actually made them eat less healthy (14%). Amid the sea of fluctuating claims and benefits interests, one theme holds steady: consumer demand for real food. Consumers may use different claims to reach the same conclusion, but these “clean label” indicators that reassure consumers of a product’s realness are key to riding out upcoming fluctuations.

One of the biggest threats to brands using food and drink nutrition claims is poor claim value communications that further muddy consumers’ already shaky trust in the food system and claims themselves.

Creating a harmonic value-centric image through blends of hard and soft claims that connect ingredients to tangible health goals will align brands with consumer empowerment. Leading with transparency and clear value communications will be paramount to brands moving forward in gaining consumer trust, the most solid insurance for long-term consumer relationships.



“The pendulum is swinging away from the zealous health aspirations of 2020 to reveal what consumers truly want: real food that supports their personal health needs.”

– **Adriana Chychula, Analyst**  
– **Food, Drink & Nutrition**

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