

Issue 16

A Global Review of the Clean Living Phenomena - Europe



Clean Label Research Community Behavior Report



Report Powered By:



Welcome to the Clean Label Enthusiasts® Monthly Report

The free-from food movement is a multi-billion dollar shift in consumer behavior that is impacting companies within the consumer packaged goods industry. To know how to effectively respond to this movement, InsightsNow has launched a long-term research initiative applying behavioral science to generate insights for faster, more informed clean label decisions. Please read on to find the results of our December 2019 report: **A Global Review of the Clean Living Phenomena – Europe**.

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A Global Review of the Clean Living Phenomena - Europe

Overview:

Clean Label Enthusiasts® (CLE) are a behavioral segment, differentiated by their attitudes and avoidances of products with artificial ingredients and other additives that they believe are unhealthy. They tend to read ingredient labels and avoid brands due to these concerns.

While we have observed regular increases in the percent of the US population who are CLE, we also see continued increases in the percent spent on clean label products on a global basis as well as increases in the sales of natural ingredients across the globe. These trends prompted us to conduct a study to look into CLE percentages and behaviors in 10 countries across the globe.

Study Details:

In October 2019, we conducted an online survey with 1388 primary shoppers in 10 countries. The research survey focused on understanding the attitudes and behaviors related to food purchasing and the clean living movement. This report contains an overview of the clean eating findings for France, Germany and the UK.



Interesting Facts

- ✓ Clean Label Enthusiasts® (CLE) are a global phenomenon, with every country studied having more than a quarter of the population classified as CLE.
- ✓ The percentage of CLE varies widely, across the globe, within Europe however, percentages were reasonably consistent between Germany, the UK, and France with France having the highest percentage (30%).
- ✓ Europe is most similar to North America in their CLE percentages.
- ✓ Whether CLE or non-CLE, the majority of the people in Europe, would be willing to trade-off amazing taste for something that contains ingredients they know and trust.
- ✓ CLE in Germany are less likely to avoid ingredients they don't believe taste good than CLE in France or the UK.
- ✓ CLE in Europe tend to have higher income than Non-CLE with the exception of the UK, where Non-CLE have generally higher incomes than CLE.



Summary of Insights

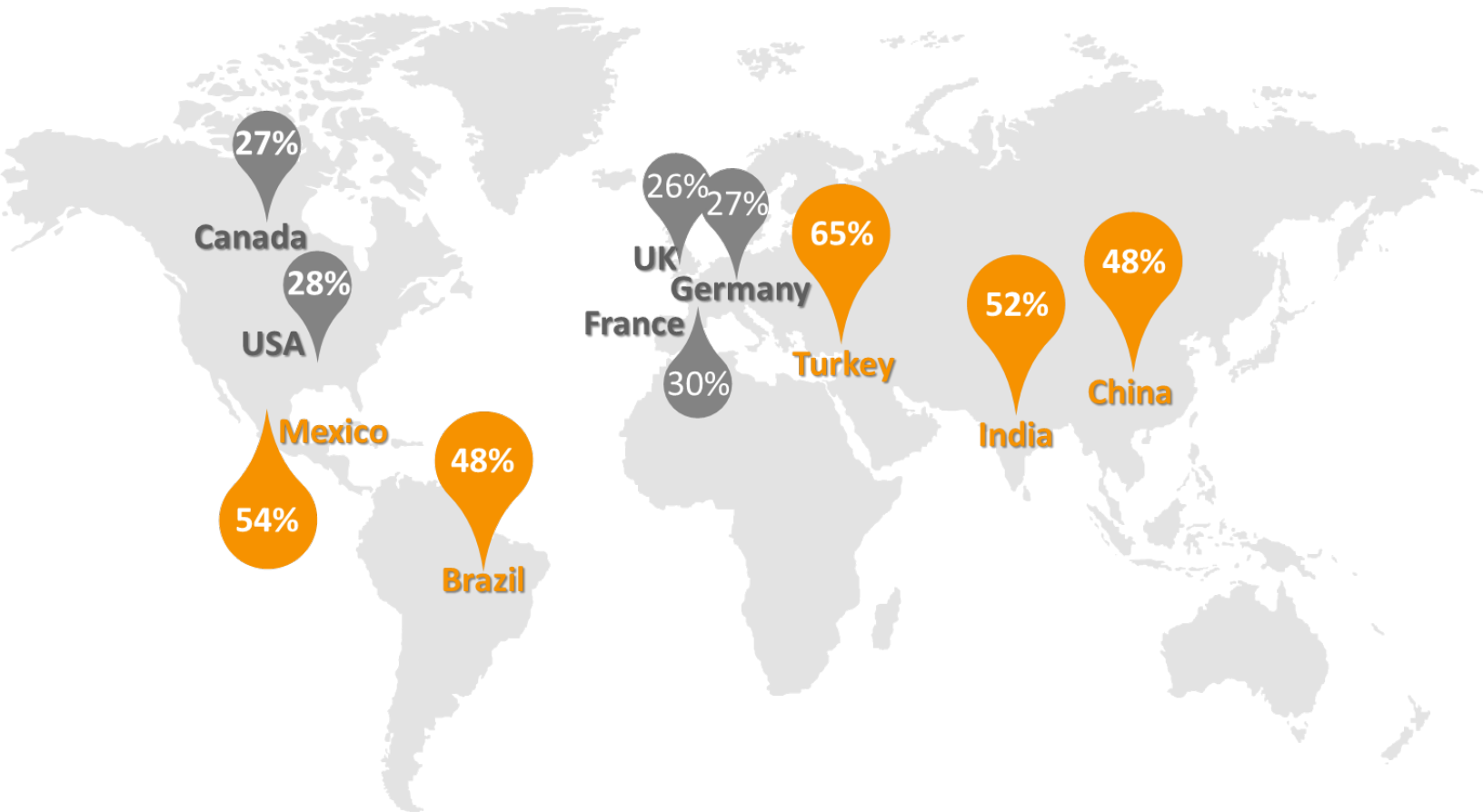
- ✓ Taste has long been on the forefront for product innovation but consumers are becoming more concerned with their health and natural ingredients than ever before. The majority of people in Europe say they are willing to trade away great taste to get ingredients they know and trust.
- ✓ While there is a heightened focus on avoiding specific ingredients around the globe, the UK and Germany are less likely to say they will 'never' buy food with ingredients they are avoiding. When they do avoid foods due to ingredients in Europe the avoidances are first and foremost for health reasons. Second is if it is artificial, followed by concern over ingredients being environmentally friendly.
- ✓ While the spend on gluten free products continue to be reported as being on the rise, few CLE in Europe are concerned about avoiding gluten. Similarly, avoidance of carbs and protein is not a major concern in Europe. This is an early indicator that there is an opportunity to focus on ingredients from nature and which are environmentally friendly rather than focusing exclusively on what they are free-from.



Clean Label Enthusiasts® Around the World

The percentage of people who are Clean Label Enthusiasts (CLE) vary greatly by country; however, we see commonalities within regional areas. Asia and Latin America have the highest percentages of CLE while Northern America and Europe have the lowest percentages.

Percentage of Country who are Clean Label Enthusiasts



Western Hemisphere

Northern America (Canada and USA) is similar to Europe and Latin America (Brazil and Mexico) is similar to Asia

Europe

Smallest percentage of CLE and similar to Northern America

Asia

Largest percentage of CLE

| | |
|--------|---------|
| USA | n = 300 |
| Canada | n = 120 |
| Mexico | n = 122 |
| Brazil | n = 124 |

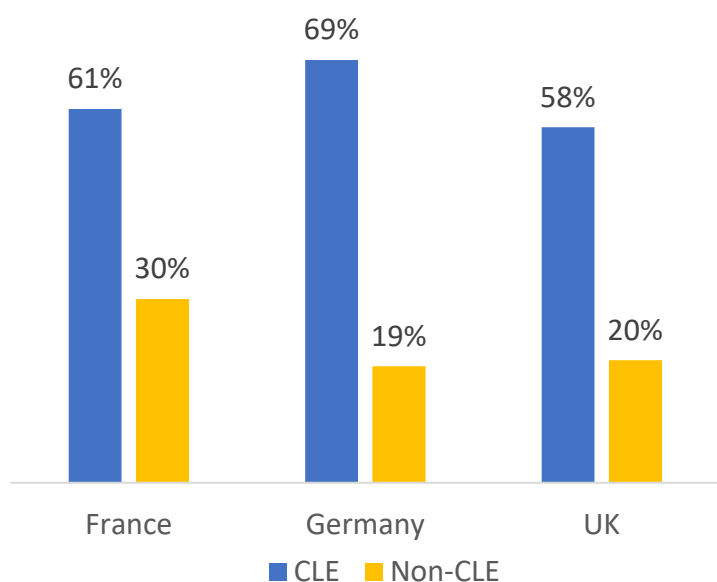
| | |
|---------|---------|
| France | n = 122 |
| Germany | n = 120 |
| UK | n = 120 |

| | |
|--------|---------|
| India | n = 120 |
| Turkey | n = 120 |
| China | n = 120 |

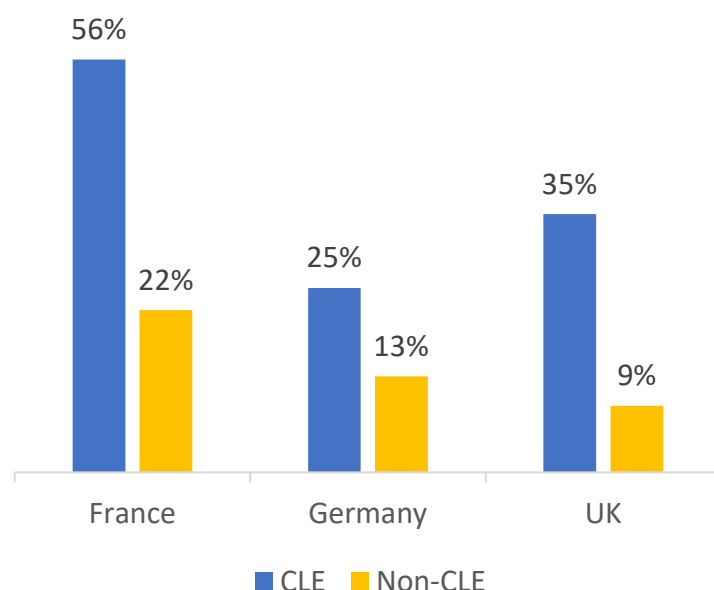
Clean Label Behaviors - Europe

Three behaviors which are common to Clean Label Enthusiasts® are reading ingredient statements, avoiding products with “bad” ingredients, and avoiding brands which are connected to unhealthy ingredients. There are similar patterns in the percentage of people with these behaviors across all 3 countries studied in Europe.

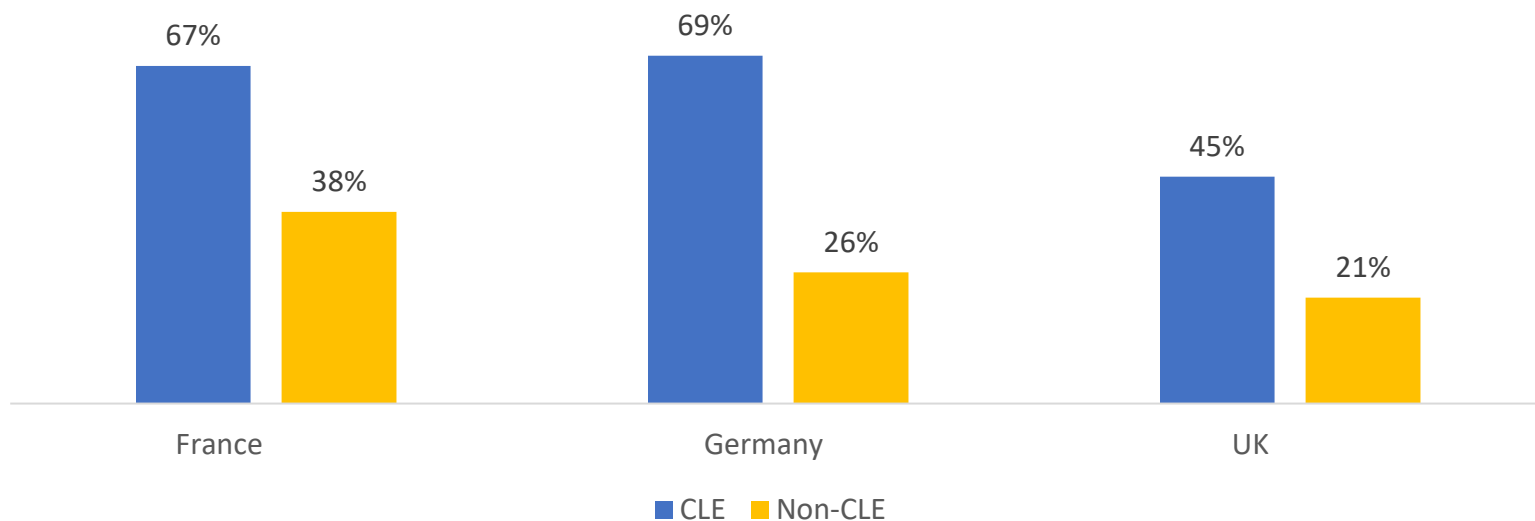
To a great extent, I read the list of ingredients before I will buy a product I haven't tried before.



I am extremely careful about what foods I eat, paying extra attention never to buy products which contain certain “bad” ingredients.



To a great extent, I will avoid buying a specific brand of food if I read that they are using bad/unhealthy ingredients.



Ingredient Tradeoffs - Europe

Willing to trade amazing taste for ingredients you know and trust

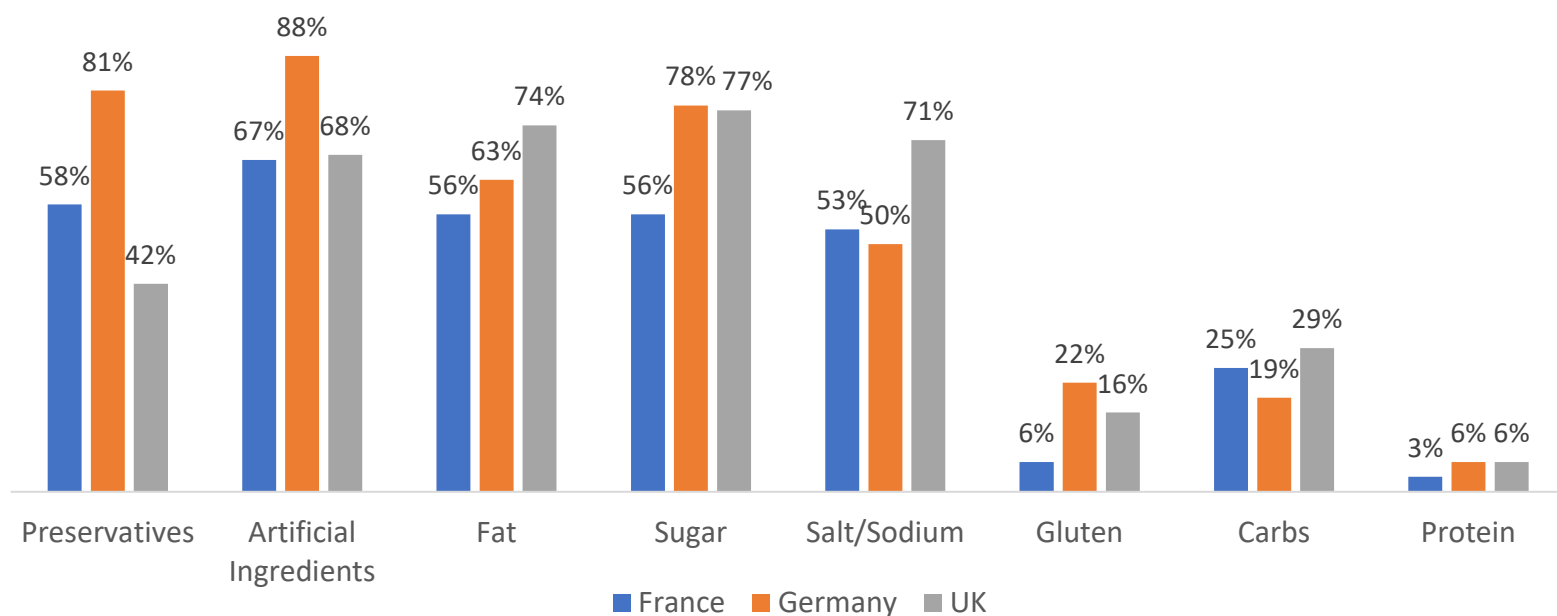


In all three countries studied in Europe over two thirds of the CLE consumers are willing to trade away amazing taste in order to get ingredients they know and trust.

Non-CLE in these same countries were not dissimilar to CLE with the exception of those in the UK. 45% of Non-CLE would not trade amazing taste.

Ingredient Concerns of CLE - Europe

I am concerned about eating too much...



Clean Label Enthusiasts® in Europe are not highly concerned about eating too much gluten, carbs or protein.

CLE in France are most concerned about too many artificial ingredients, and to a lesser extent preservatives, fat, sugar, and sodium.

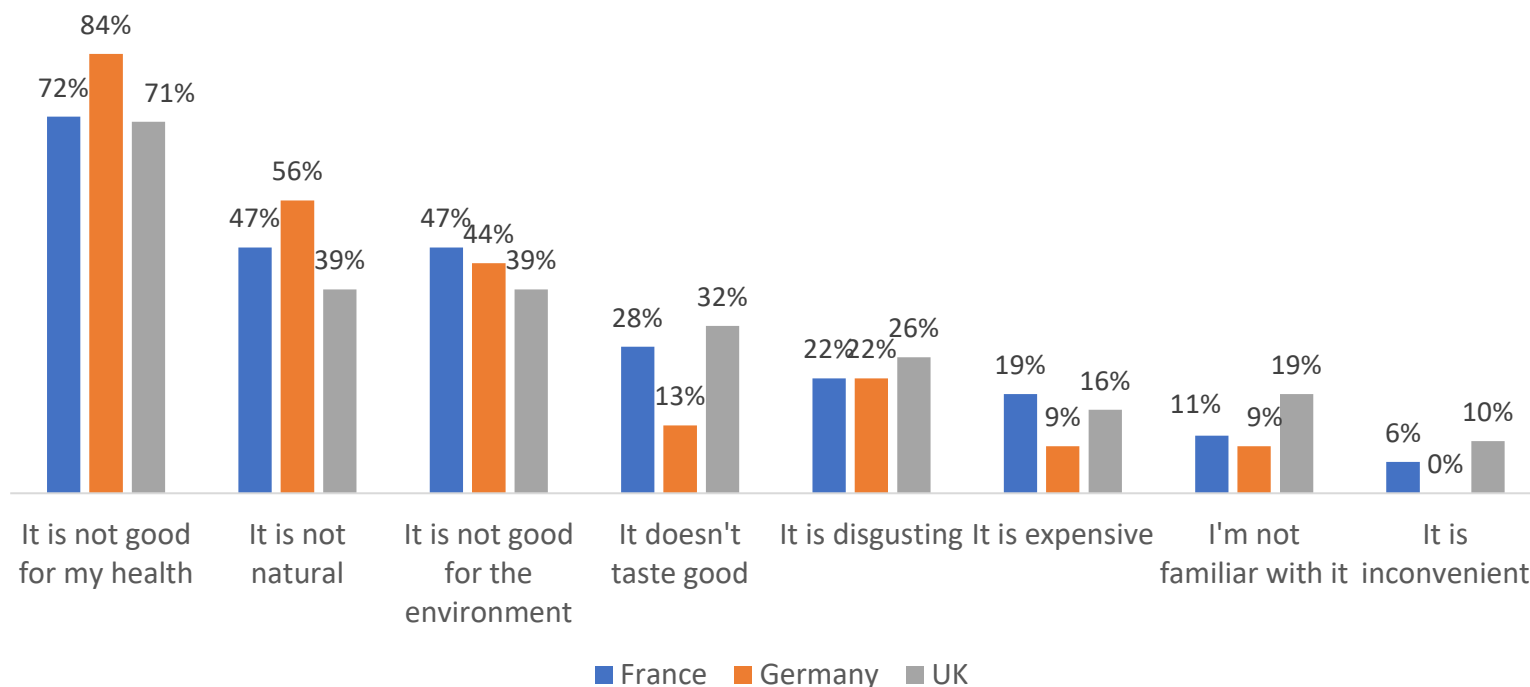
Although CLE in Germany are less likely to never buy foods with “bad” ingredients are more concerned about eating too much artificial ingredients and preservatives than those in UK or France.

CLE in the UK were more concerned about sodium and fat consumption than France or Germany. They are also concerned with eating too much sugar and artificial ingredients.



Ingredient Avoidance of CLE - Europe

What makes you avoid a specific ingredient in your food or beverages?



Health was the biggest reason for avoiding an ingredient in a food or beverage in the countries studied in Europe, followed by natural and environmentally friendly.

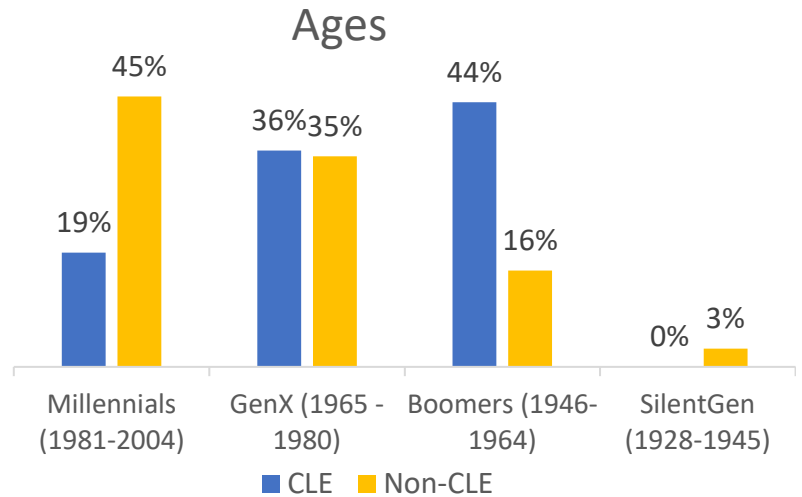
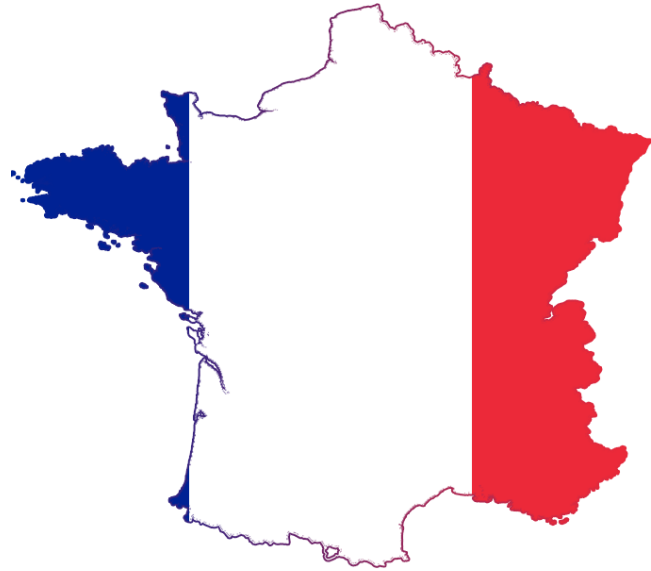
Germany was less concerned about taste than the other countries with only 13% stated that they would avoid an ingredient based only on taste.

Price, convenience and familiarity were less of a concern for the European countries under consideration.



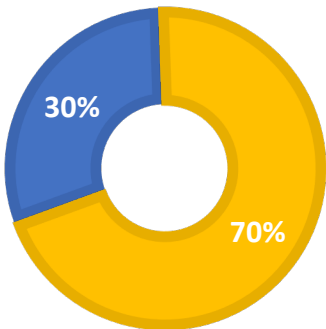
France CLE Snapshot

N = 122



CLE are much more likely to be Boomers than any other age group in France.

■ CLE ■ Non-CLE



In France, there is a greater percentage of people Non-CLE than CLE. This ratio is more similar to other European countries and North America than Asian and Latin America.



N = 62

CLE = 31%

Non- CLE = 69%



N = 60

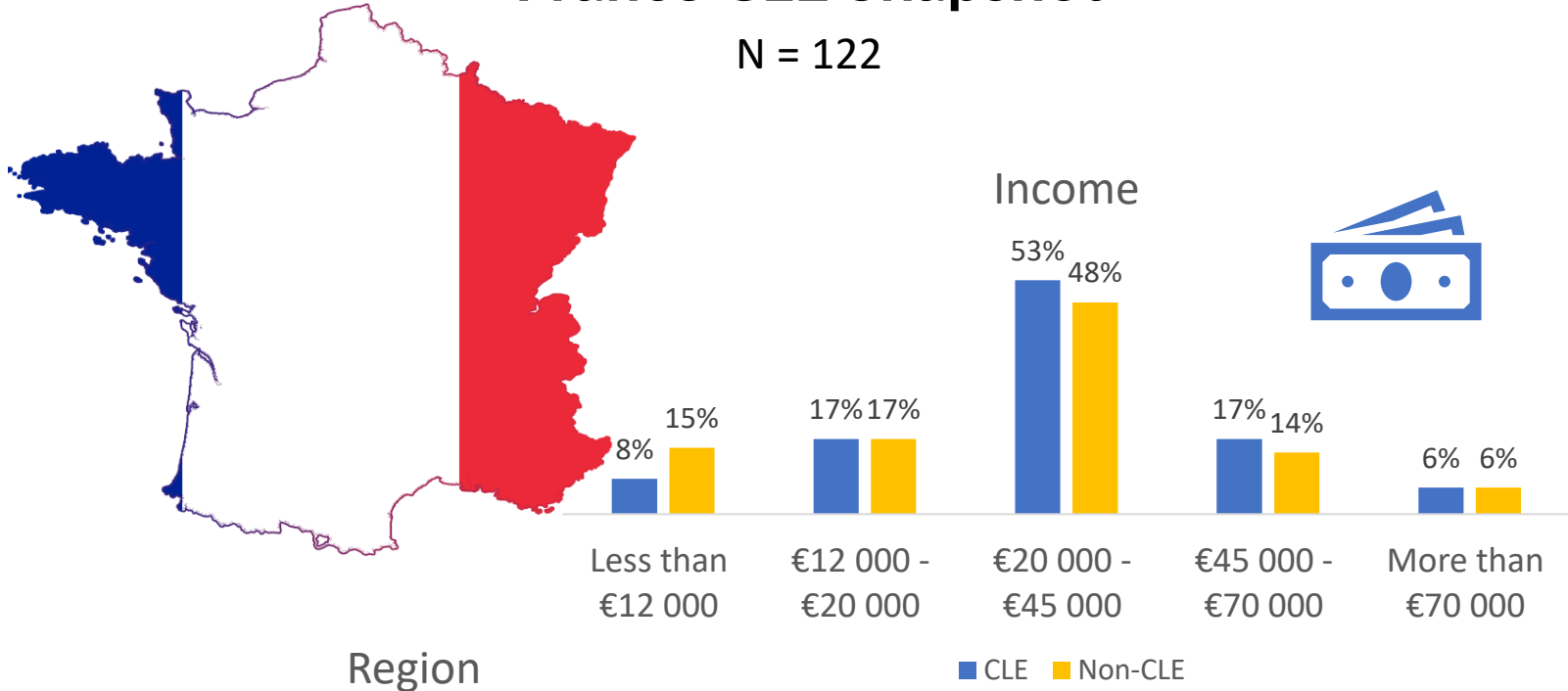
CLE = 30%

Non- CLE = 70%

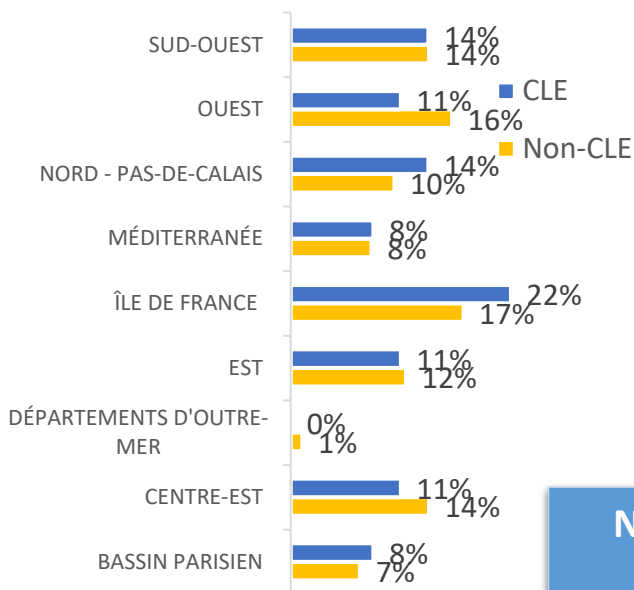
The percentage of men and woman who are CLE and Non-CLE is very similar in France.

France CLE Snapshot

N = 122



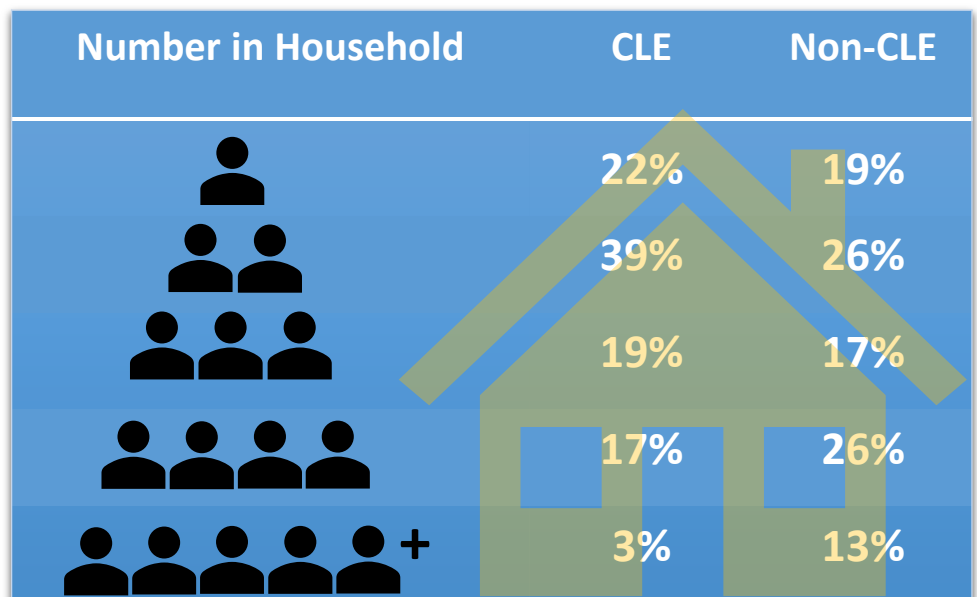
Region



While CLE tend to have slightly higher incomes in France, the differences are relatively small.

Geographically, CLE and Non-CLE have similar distribution.

Non-CLE in France have larger households than their CLE counterparts.

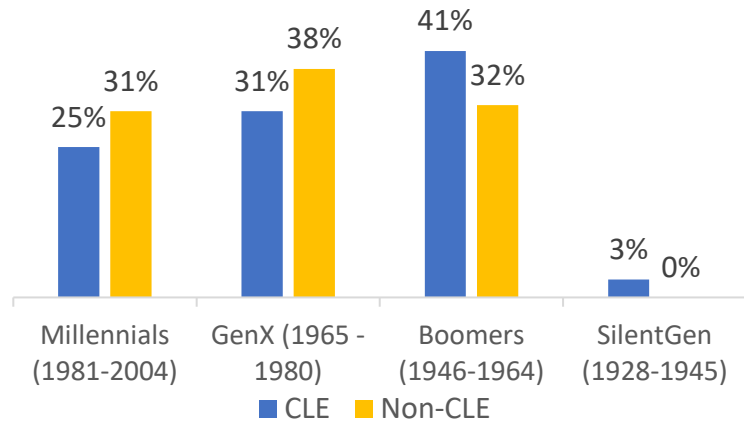


Germany CLE Snapshot

N = 120

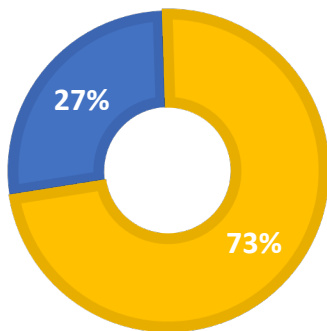


Ages



In Germany, CLE tend to be slightly older than Non-CLE.

■ CLE ■ Non-CLE



There is a greater percentage of people Non-CLE than CLE in Germany. This ratio is more similar to other European countries and North America than Asia and Latin America.



N = 57

CLE = 25%

Non- CLE = 75%



N = 63

CLE = 29%

Non- CLE = 71%

Men and Women are similar in Germany, with nearly $\frac{3}{4}$ being Non-CLE for each gender.

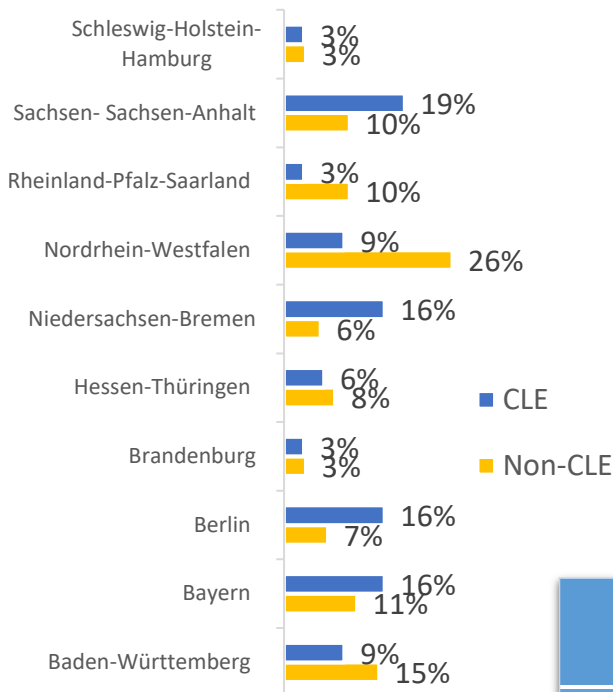
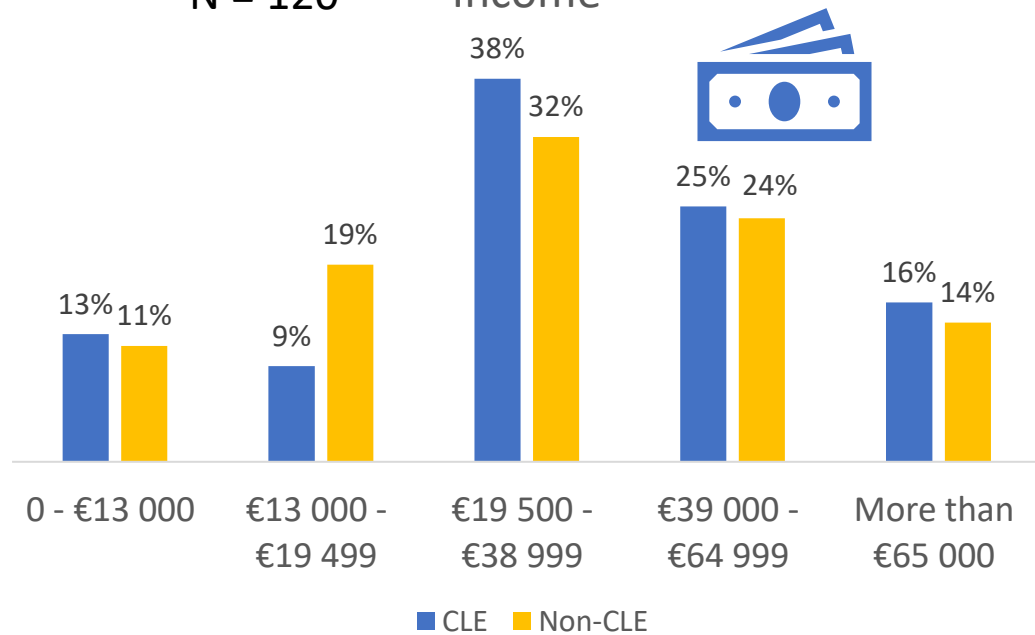
Germany CLE Snapshot

N = 120

Income



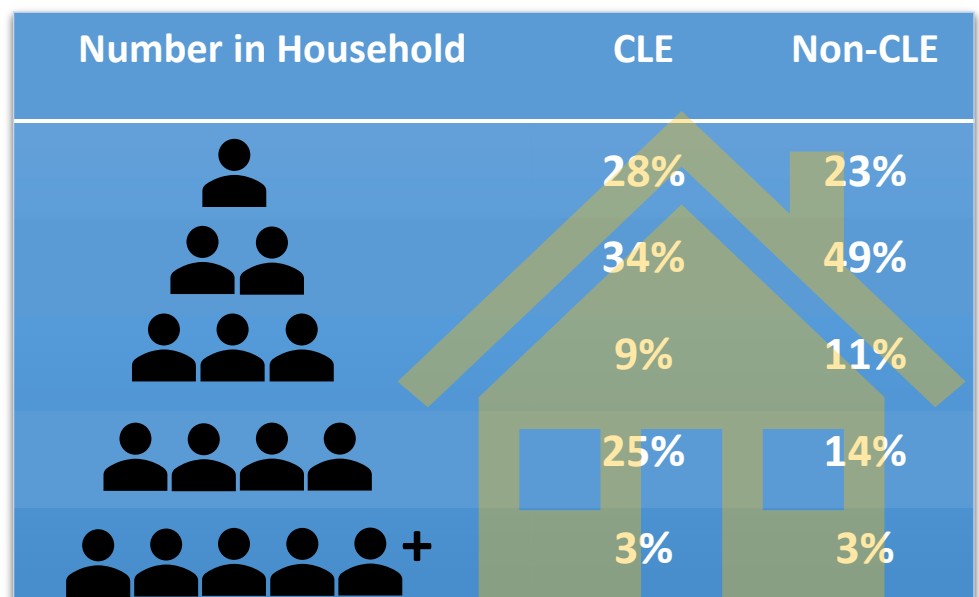
Region



CLE tend to have slightly higher incomes than Non-CLE in Germany.

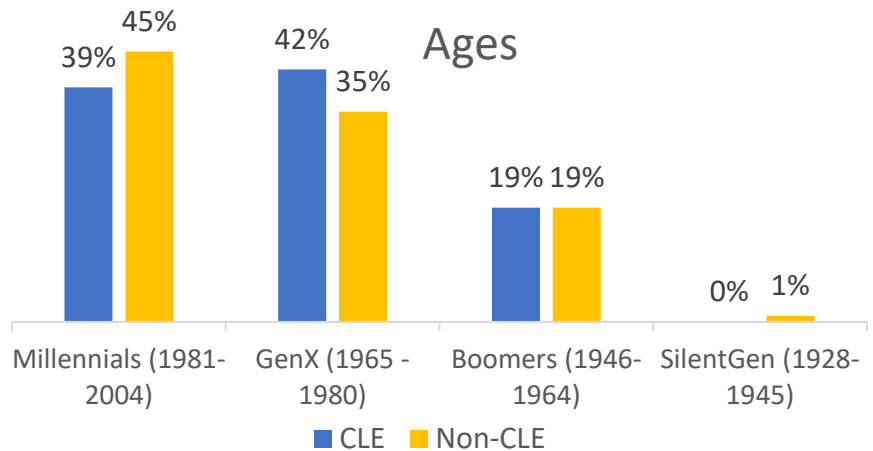
Geographically, Non-CLE are more highly concentrated in Nordrhein-Westfalen than CLE.

Non-CLE in Germany have smaller households than CLE, with the majority being 1 or 2 people.



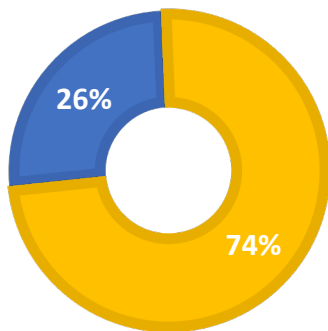
UK CLE Snapshot

N = 120



In the UK, CLE and Non-CLE tend to be slightly younger and of similar distribution.

■ CLE ■ Non-CLE



There is a greater percentage of people Non-CLE than CLE in the UK. This ratio is more similar to other European countries and North America than Asian and Latin America.



N = 59
CLE = 27%
Non- CLE = 73%



N = 61
CLE = 25%
Non- CLE = 75%

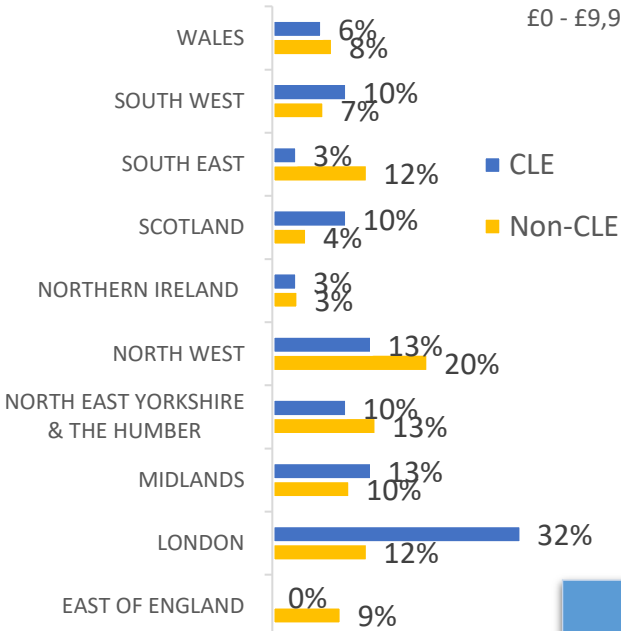
Men and Women are similar in the UK, with nearly $\frac{3}{4}$ being Non-CLE for each gender.

UK CLE Snapshot

N = 120

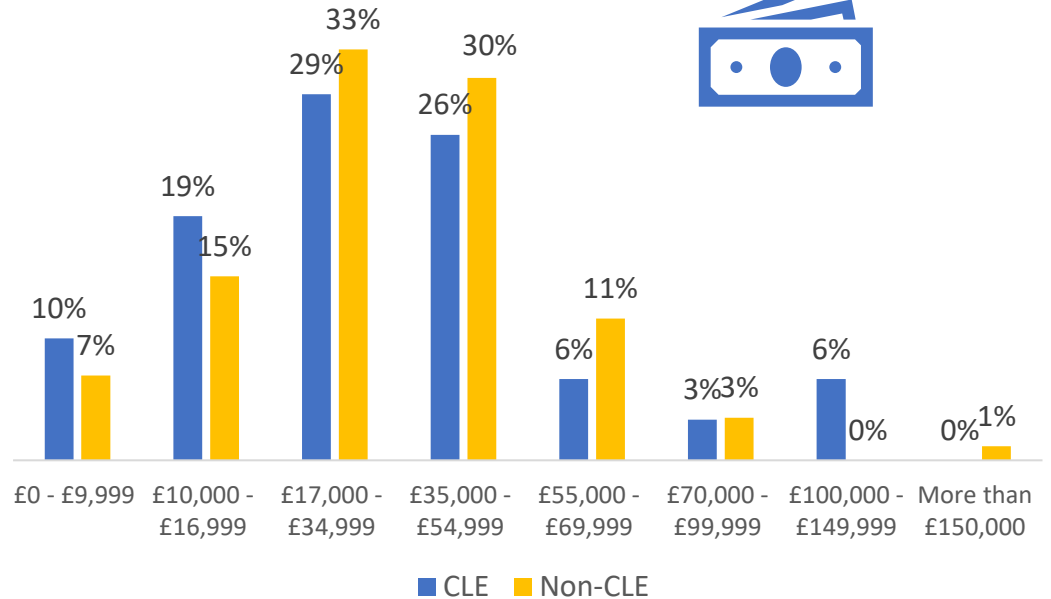


Region



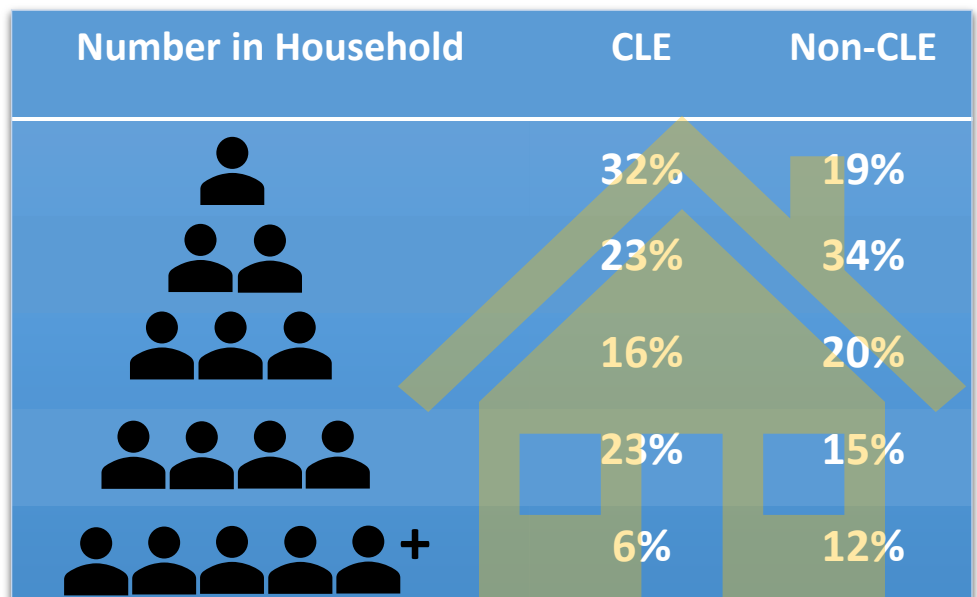
CLE and Non-CLE in the UK are similar in household size, with the majority being 1 – 2 people.

Income



CLE tend to have lower incomes in the UK, which is not the norm for other countries.

Geographically, CLE have a much higher presence in London than any other region.



To our valued subscribers:

Thank you for subscribing to the Clean Label Enthusiasts® Behavior Report with insights generated to help you achieve more rapid informed clean label decisions. We are excited to provide our second report regarding the global clean label movement.

This report on clean label behaviors across Europe will be followed by respective reports on the Americas. It is exciting to see that the Clean Label Enthusiasts behavioral segment, first identified among US shoppers, characterizes a significant number of consumers throughout the world. This behavioral segment is universal in avoiding foods, beverages and non-food products due to concerns about healthiness of ingredients as well as growing awareness for concerns that products are sustainable and the ingredient sources transparent. In addition, we now recognize that attitudes and reactions to products and ingredients differ across the world due to cultural, social, economic and political factors that underly these choice behaviors.

We welcome your input about how future issues can be of further value in helping you overcome the challenges of the clean label movement.

Sincerely,

Dave Lundahl, Ph.D.
CEO, InsightsNow, Inc.