



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 January 2020 report: **A Global Review of the Clean Living Phenomena – Western Hemisphere.**

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A Global Review of the Clean Living Phenomena – Western Hemisphere

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 Brazil, Canada, Mexico, and the US.



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 from country to country, however, in the Western Hemisphere, Brazil and Mexico have nearly twice the percentage of people who are CLE compared to Canada and US. Mexico has the highest percentage of CLE at 54%
- ✓ Whether CLE or Non-CLE, the majority of the people in The Western Hemisphere, would be willing to trade-off amazing taste for something that contains ingredients they know and trust. Canadians are less likely to be willing to trade off taste than other countries.
- ✓ CLE in Canada are much less likely to avoid ingredients due to them being unhealthy and are more concerned about them not being natural.
- ✓ CLE in Canada and the US much are less concerned about avoiding fat than those in Mexico or Brazil.
- ✓ CLE in Mexico are much more concerned about eating carbs than any of the other countries in the Western Hemisphere.
- ✓ Salt and Sugar are just as concerning as artificial ingredients to CLE in the Western Hemisphere.



Summary of Insights

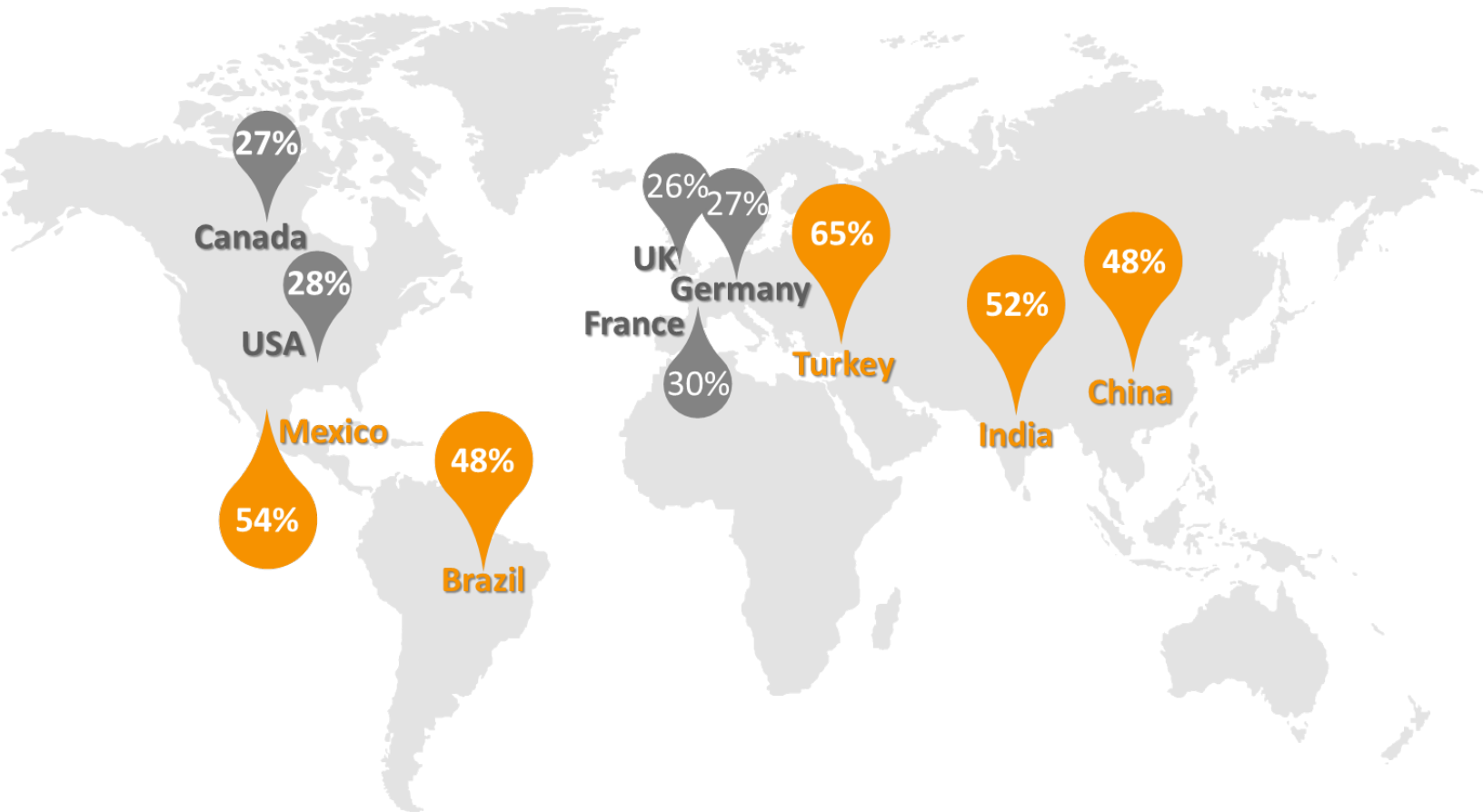
- ✓ Taste has long been on the forefront for product innovation but consumers are becoming more concerned with their health and natural ingredients than ever before. The majority of people in the Western Hemisphere say they are willing to trade away great taste to get ingredients they know and trust. This trend is weakest in Canada where half the people are willing to make the trade-off and the other half are not.
- ✓ The heightened focus on avoiding specific ingredients are first and foremost for health reasons. Second is natural, and then the environment. 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.
- ✓ There are nearly twice as many Clean Label Enthusiasts in Brazil and Mexico than in the US and Canada. However this does not appear to be linked to patterns in the avoidance of any specific ingredients.
- ✓ Avoidance of carbs, protein and to a lesser extent gluten, is not a major concern in the Western Hemisphere.
- ✓ The demographic trends across the four countries are similar with CLE's more likely to have higher incomes.



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

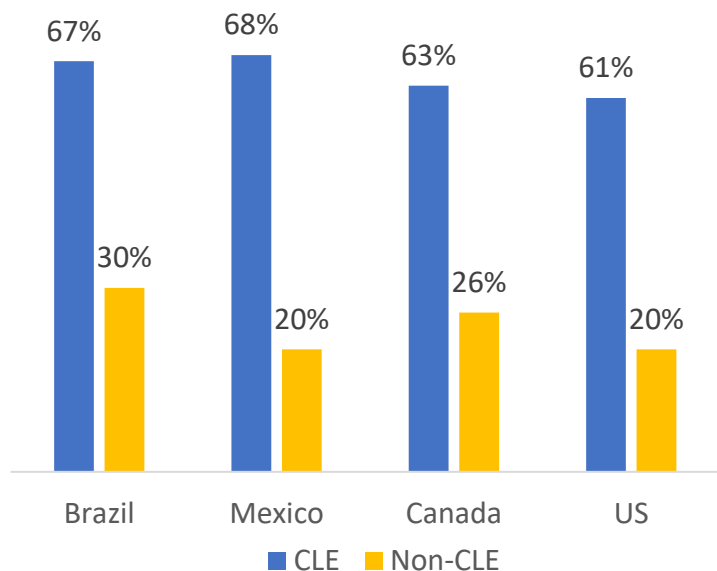
France	n = 122
Germany	n = 120
UK	n = 120

India	n = 120
Turkey	n = 120
China	n = 120

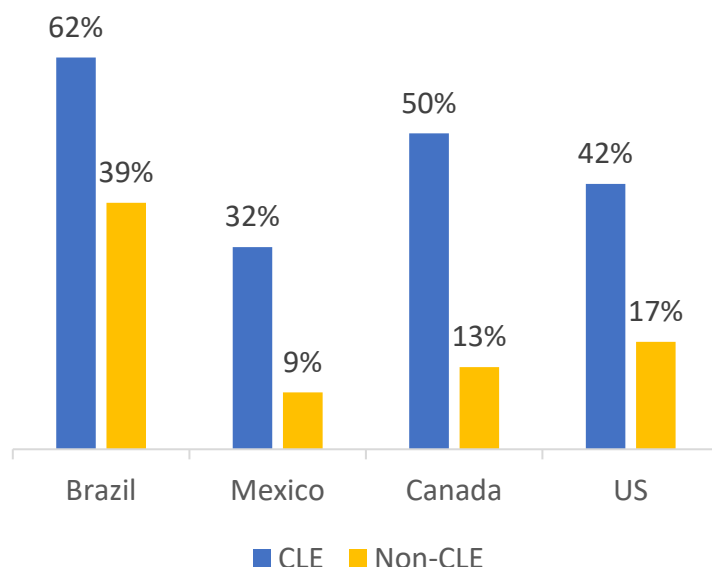
Clean Label Behaviors – Western Hemisphere

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 four countries studied in the Western Hemisphere.

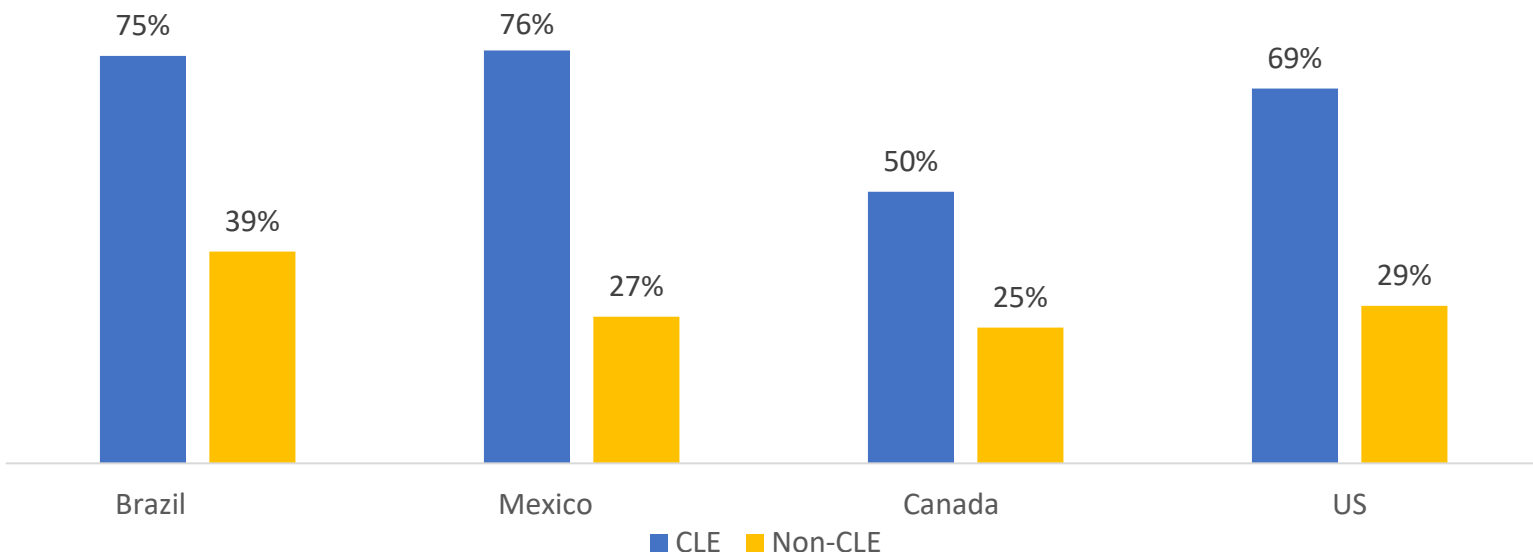
To a great extent, I read the list of ingredients before I will buy a product I haven’t tried before.



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 – Western Hemisphere

Willing to trade amazing taste for ingredients you know and trust

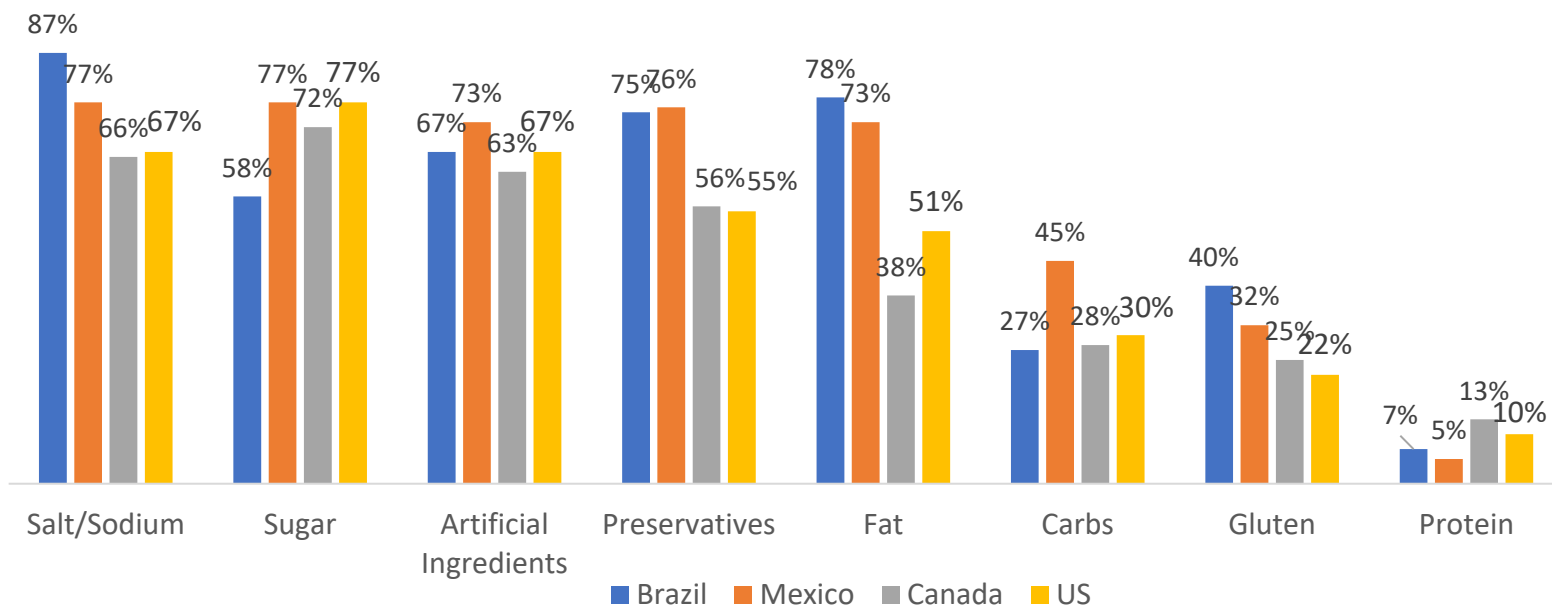


Looking at the Western Hemisphere, CLE in Brazil and Mexico are much more likely to trade away amazing taste in order to get ingredients they know and trust, with 80% willing to make the tradeoff. CLE in the US showed a lower percentage (65%) and Canada the lowest (50%).

Non-CLE in all countries with the exception of Canada were slightly less likely to trade away taste than CLE, however the majority would still choose trusted ingredients over amazing taste.

Ingredient Concerns of CLE – Western Hemisphere

I am concerned about eating too much...



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

CLE in Brazil are more concerned about salt and less concerned about sugar compared to other countries.



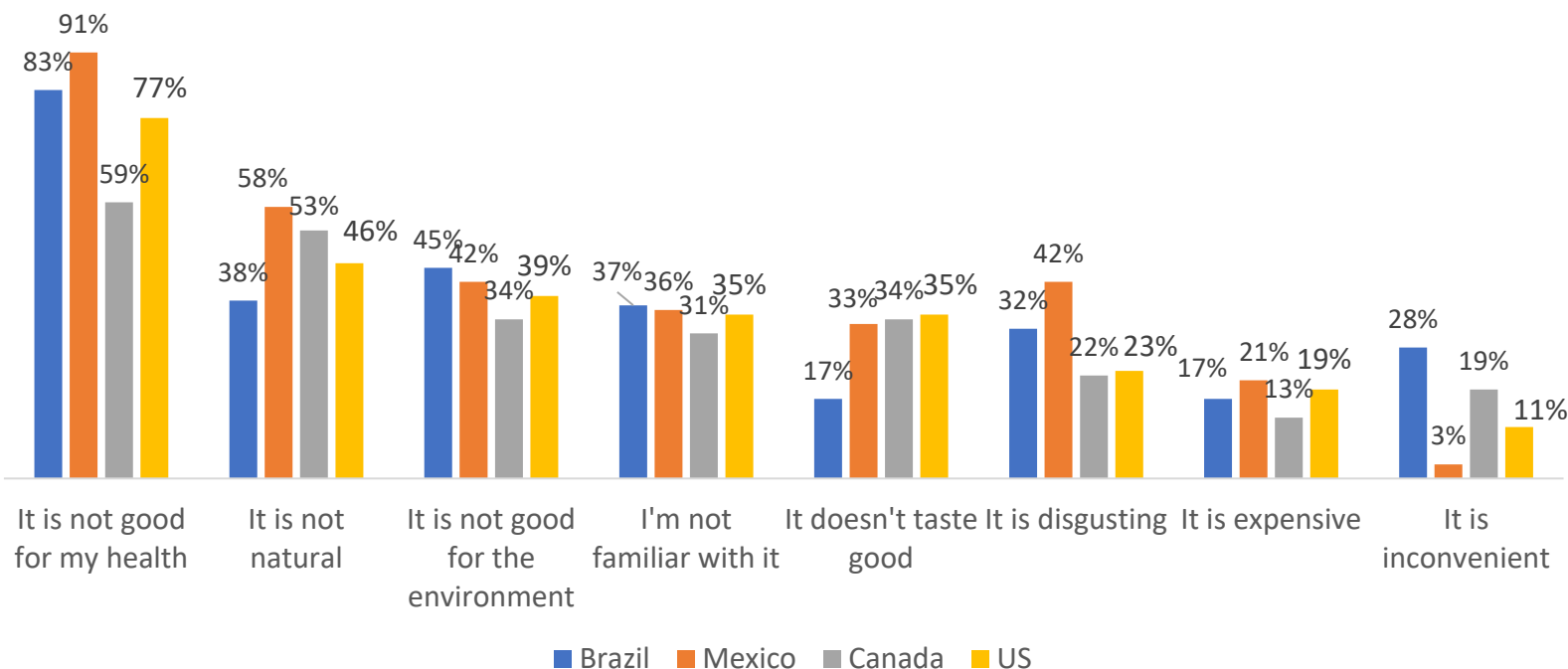
CLE in Canada and the US are less concerned about preservatives or fat than in Mexico or Brazil.

Concerns over Gluten were higher in Brazil than other countries.

As with the other countries studied, CLE in all four countries were not concerned about eating too much protein.

Ingredient Avoidance of CLE – Western Hemisphere

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



The biggest reason for avoiding an ingredient in a food or beverage in the countries studied in the Western Hemisphere was health. However, Canada had the lowest avoidance due to health of any country.

The second greatest concern was the ingredients were not natural, however Brazil was less concerned about this than any other country.

CLE in the Western Hemisphere were less concerned about price and convenience than any other factors for avoidance.

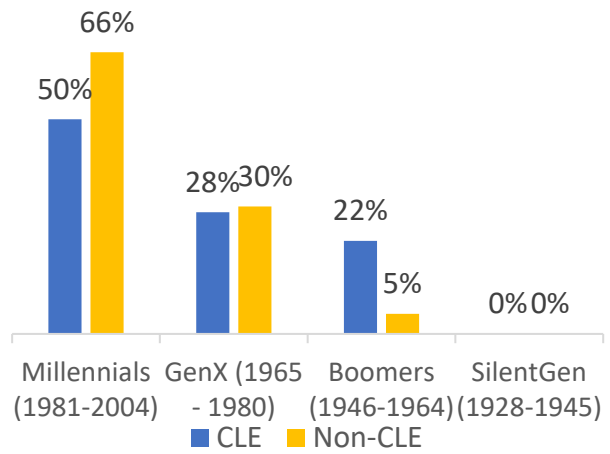


Brazil CLE Snapshot

N = 124

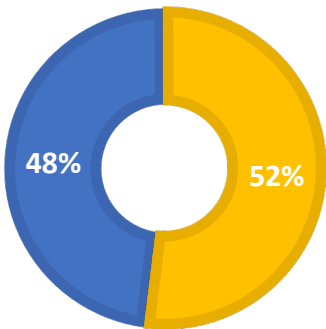


Ages



CLE are more likely to skew towards older ages than Non-CLE.

■ CLE ■ Non-CLE



In Brazil, CLE and Non-CLE are fairly evenly split.



N = 59

CLE = 52%

Non-CLE = 48%



N = 65

CLE = 45%

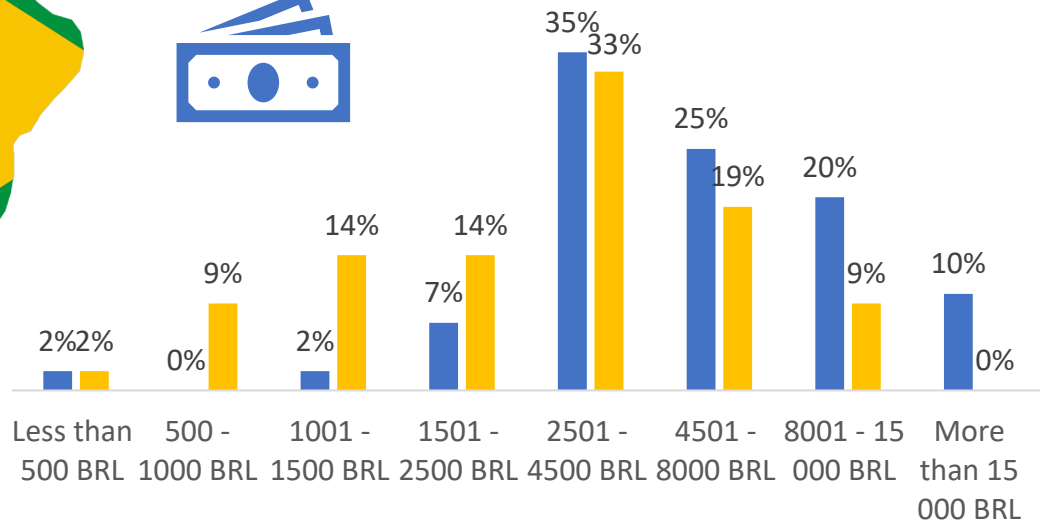
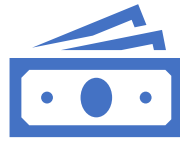
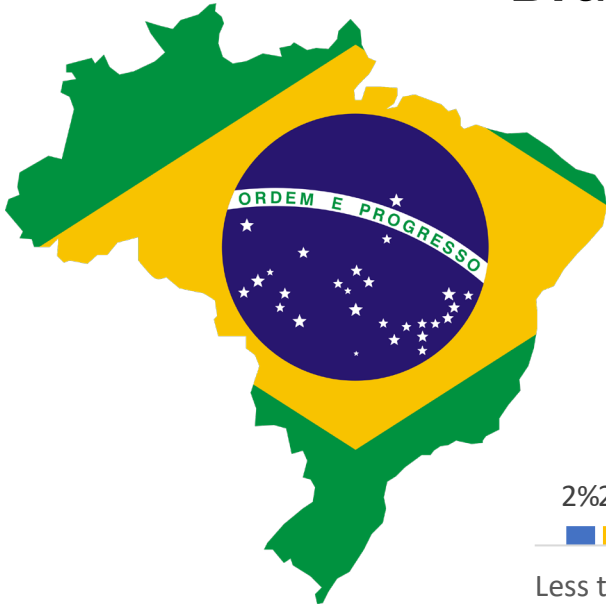
Non-CLE = 55%

The percentage of men and women who are CLE and Non-CLE is very similar in Brazil.

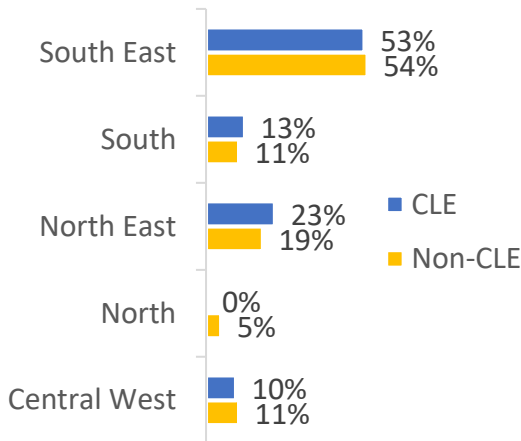
Brazil CLE Snapshot

N = 124

Income p/m



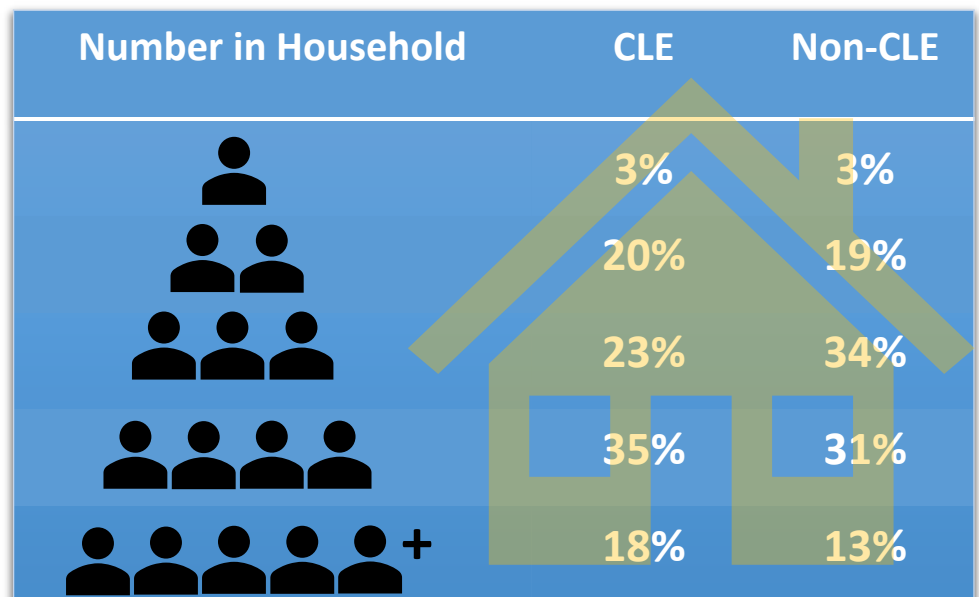
Region



CLE tend to have slightly higher incomes in Brazil compared to Non-CLE.

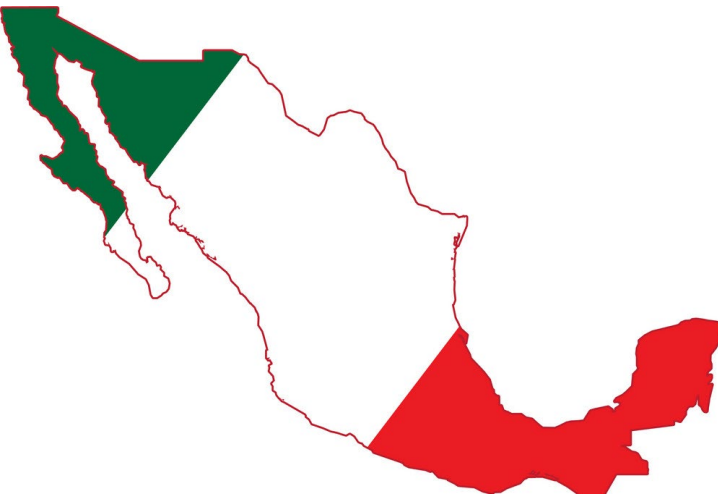
Geographically, CLE and Non-CLE have similar distribution, with over ½ concentrated in the South East.

CLE in Brazil have slightly larger households than their Non-CLE counterparts.

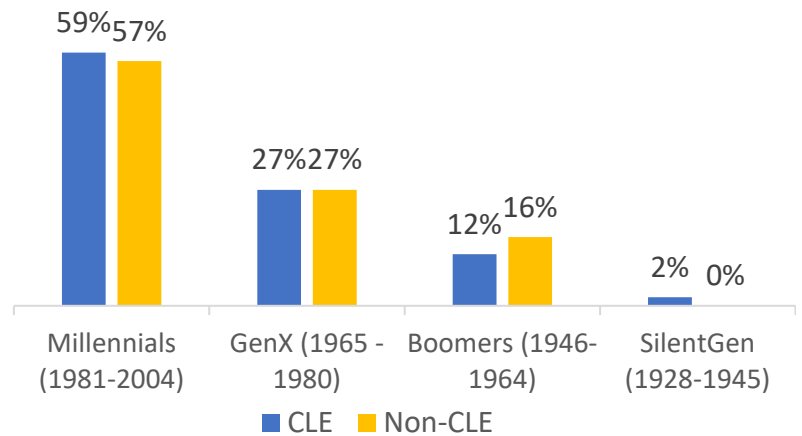


Mexico CLE Snapshot

N = 122

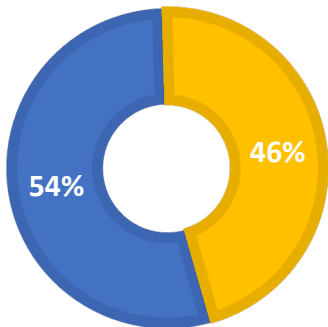


Ages



CLE and Non-CLE have similar age distributions in Mexico.

■ CLE ■ Non-CLE



Mexico shows a slightly higher proportion of CLE than Non-CLE.



N = 61

CLE = 52%

Non- CLE = 48%



N = 61

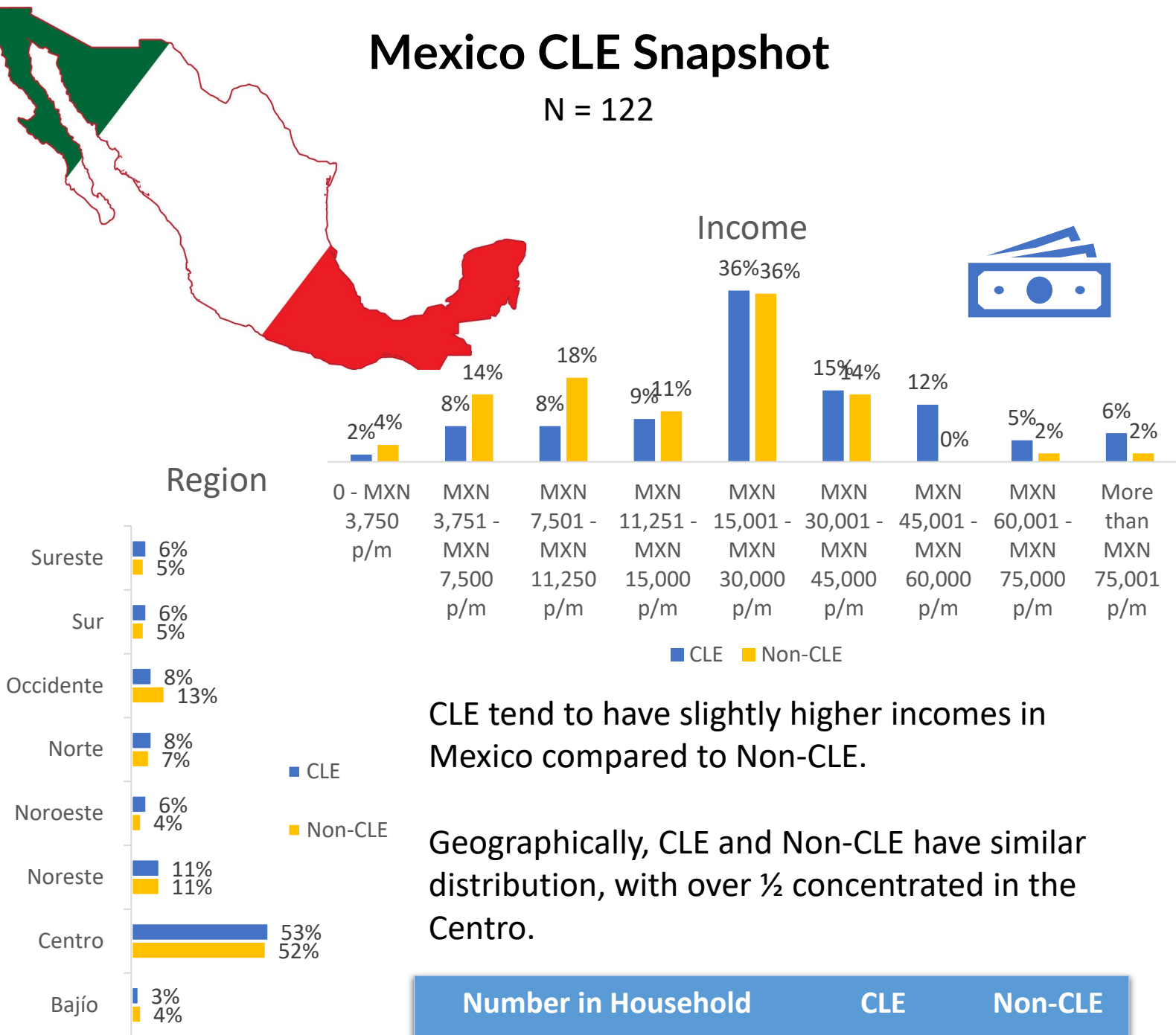
CLE = 56%

Non- CLE = 44%

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

Mexico CLE Snapshot

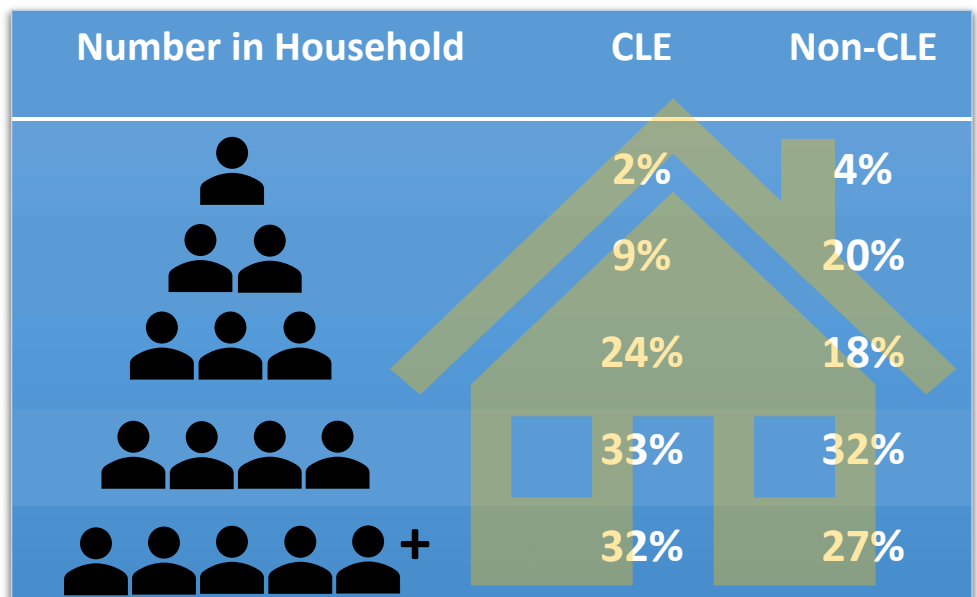
N = 122



CLE tend to have slightly higher incomes in Mexico compared to Non-CLE.

Geographically, CLE and Non-CLE have similar distribution, with over ½ concentrated in the Centro.

In General, households in Mexico tend to be larger, with no major differences in household size between CLE and Non-CLE

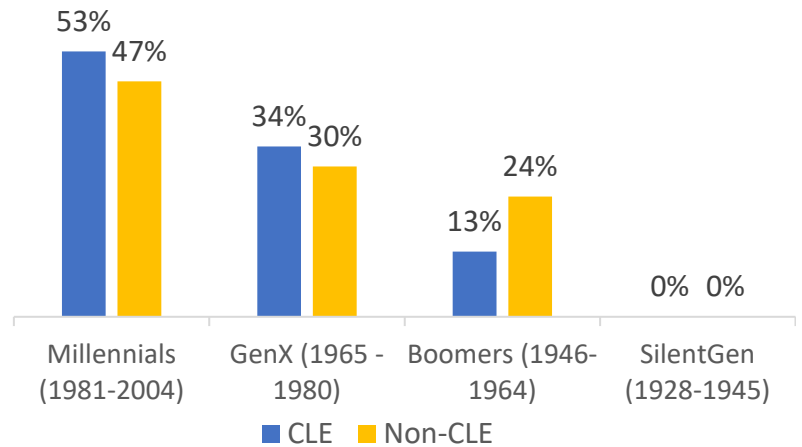


Canada CLE Snapshot

N = 120

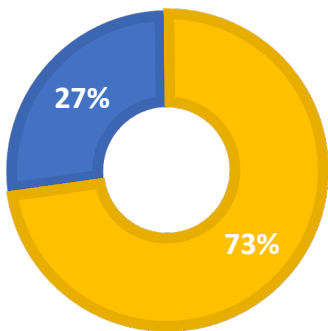


Ages



CLE in Canada trend lower in age and are much more likely to be Millennials than any other age group.

■ CLE ■ Non-CLE



Canada has one of the lowest percentages of CLE where nearly $\frac{3}{4}$ of respondents are considered Non-CLE.



N = 59

CLE = 24%

Non- CLE = 76%



N = 61

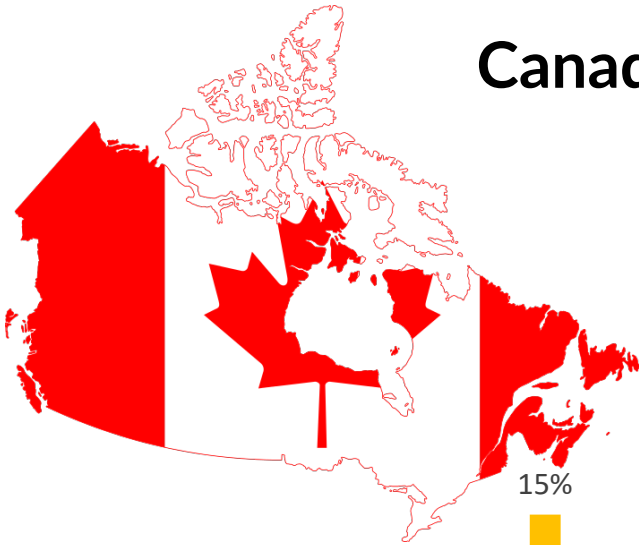
CLE = 30%

Non- CLE = 70%

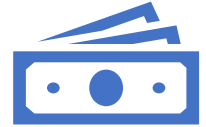
Non-CLE clearly outnumber CLE in Canada, for both men and women, however, women are slightly more CLE.

Canada CLE Snapshot

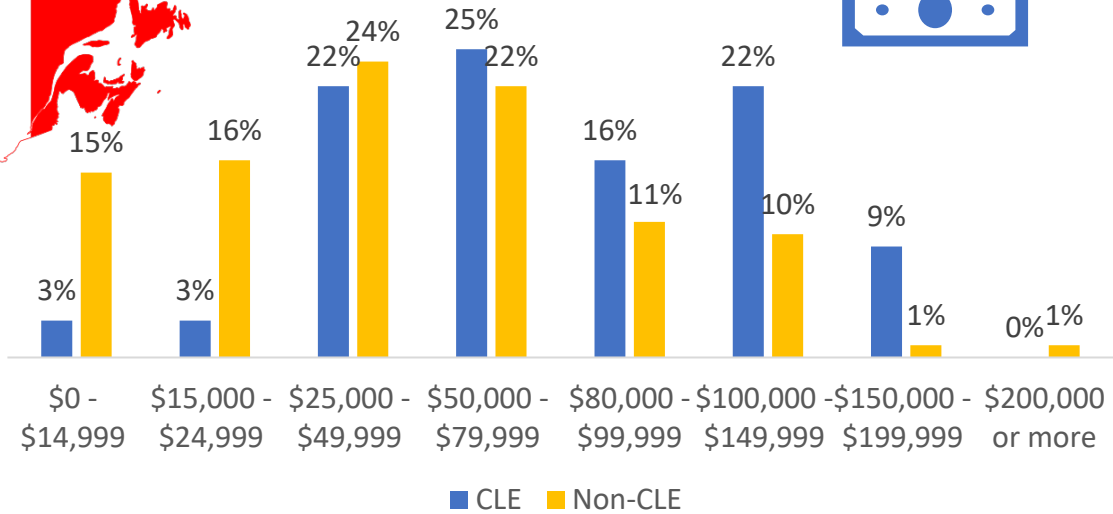
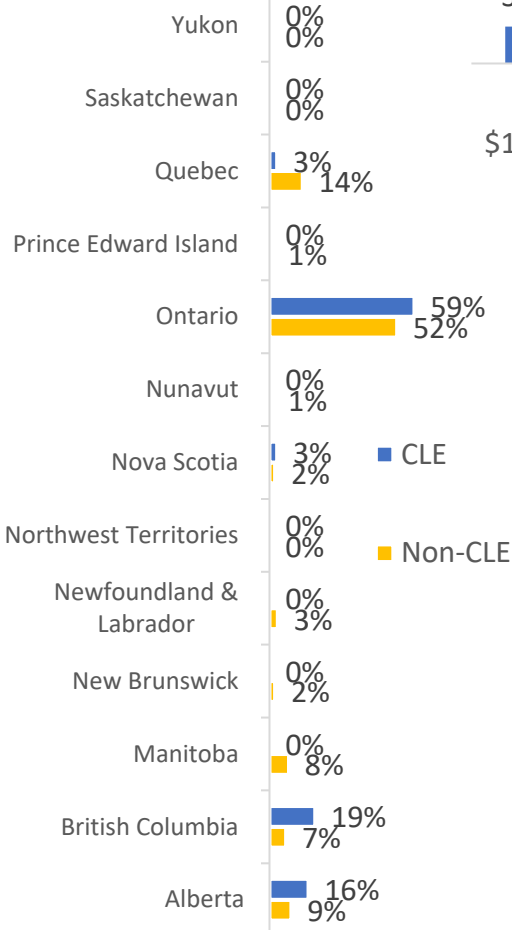
N = 120



Income



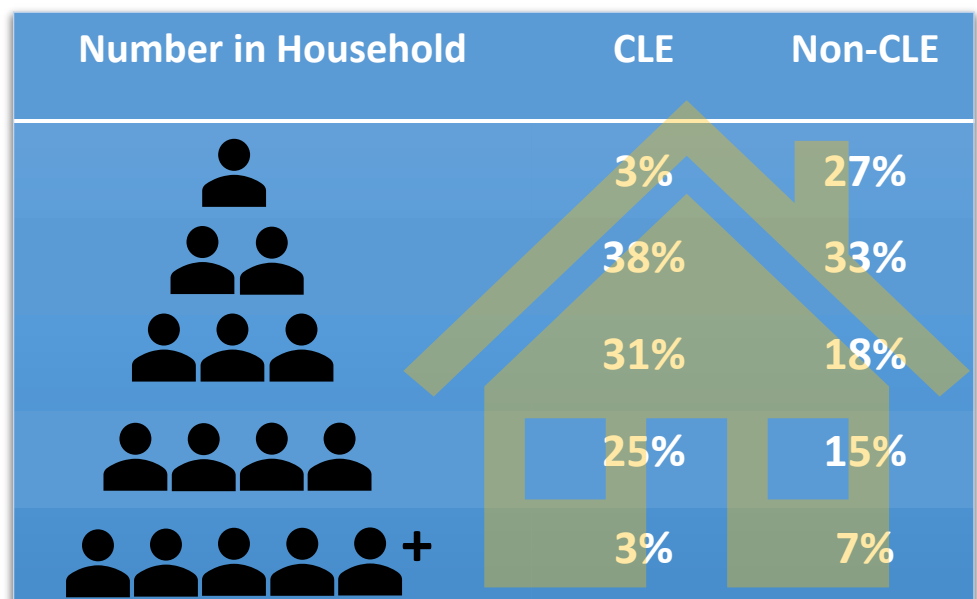
Region



CLE tend to have slightly higher incomes in Canada compared to Non-CLE.

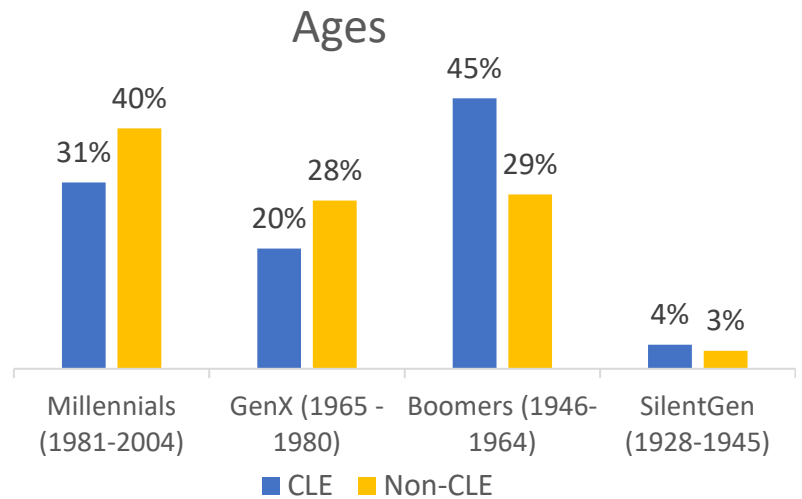
Geographically, CLE and Non-CLE have similar distribution, with over ½ concentrated in the Ontario.

CLE in Canada tend to have slightly larger households than their Non-CLE counterparts.



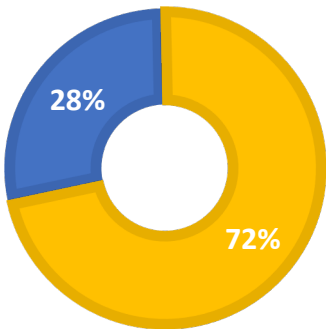
US CLE Snapshot

N = 300



Unlike most of the countries studied, CLE are much more likely to be Boomers than any other age group in the US.

■ CLE ■ Non-CLE



The US has one of the smallest percentages of CLE of those studied, with 28%.



N = 131

CLE = 26%

Non- CLE = 74%



N = 169

CLE = 29%

Non- CLE = 71%

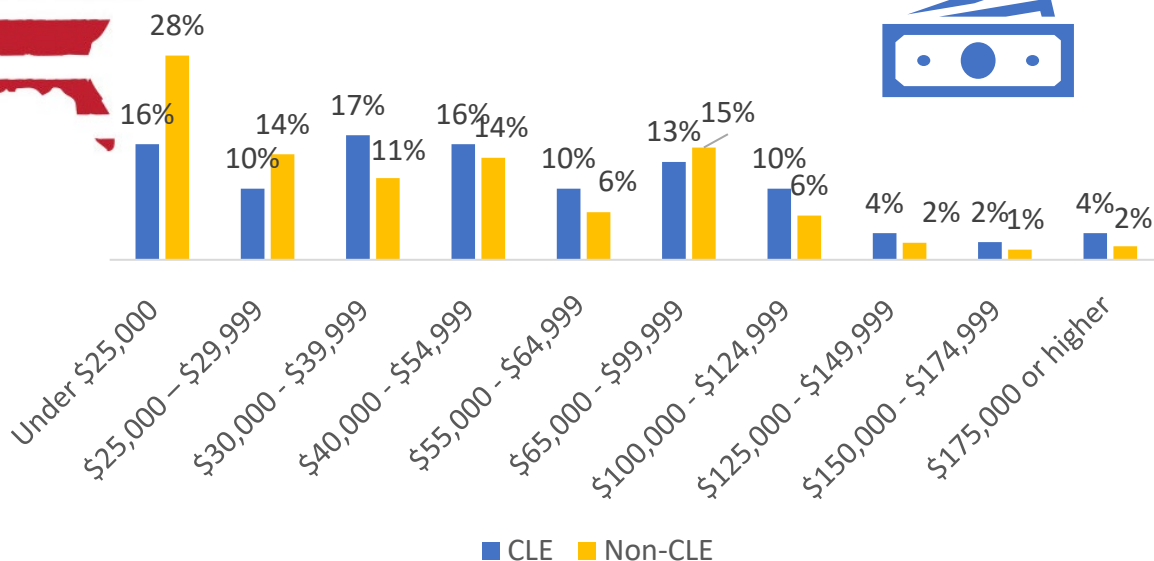
In the US, gender distribution is similar for both CLE and Non-CLE.

US CLE Snapshot

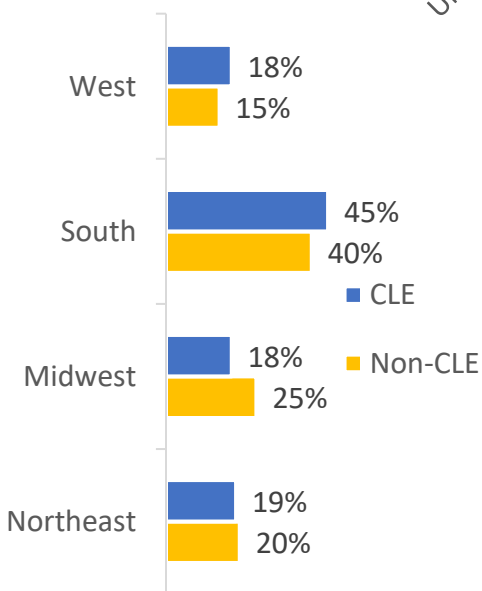
N = 300



Income



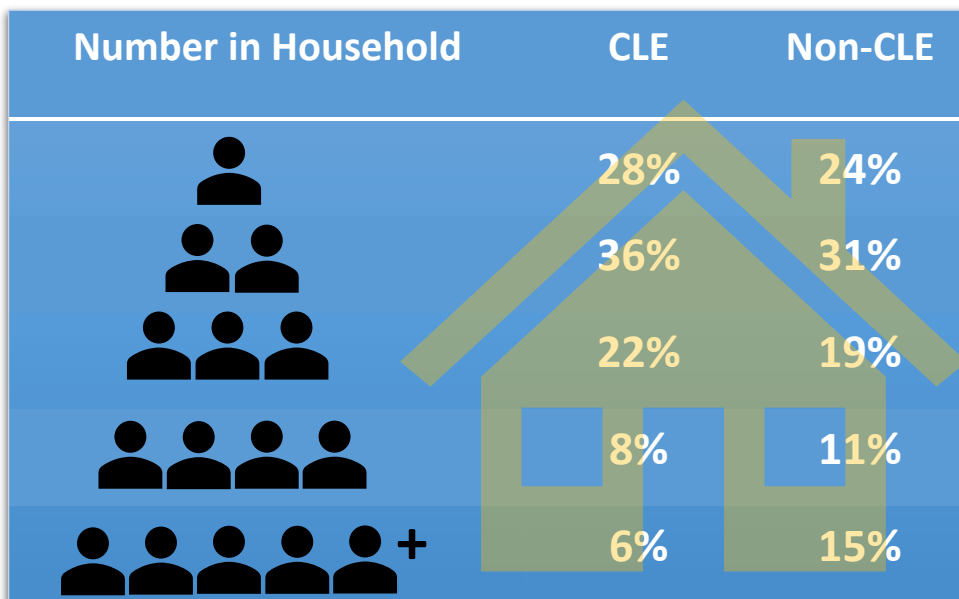
Region



Income for CLE and Non-CLE are reasonably similar across the more affluent range, but CLE skew towards higher incomes in the moderate income range.

Geographically, CLE and Non-CLE have similar distribution in the US.

In the US, CLE households tend to be smaller.



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.