



## Who are Clean Label Enthusiasts®?

Research Communities

Behavioral Insights

Consumer Opinion

InsightsNow's proprietary segmentation of Clean Label Enthusiasts® (CLE) consists of consumers whose product choices are heavily influenced by ingredients. They regularly inspect the label of every product they consider buying to make sure it is a clean product, and they have distinct points of view about ingredients, claims and brands. Often CLEs are members of the 'free-from' movement. Generally, this means they prefer natural products as opposed to a product that includes chemicals, preservatives, or can be considered harmful to the environment or people.

This trend-identifying set of consumers make purchases which reflect their strong values about protecting the environment and health. They help researchers stay on the leading edge of what's coming in food, beverage, personal and household care—and other fast-moving consumer packaged goods.

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## The Community

Clean Label Enthusiasts® (CLE) represent a segment of one in three primary shoppers in the United States—and as much as half of primary shoppers in other parts of the world. They are the primary drivers for the mega-trend in growth of clean label products. InsightsNow has identified CLEs in 10 countries and counting. (For more information about Global CLEs and how they differ from country-to-country, we have published three reports in the InsightsNow Learning Center section on our website.)

The free-from movement that CLE represent are not industry specific—they are product buyers across categories and verticals including, but not limited to, food and beverage, baby, cleaning products, household items, personal care and beauty, health and wellness, pet products and more.

Perceptions of clean label include the ingredients themselves, as well as the broader context of product packaging and sustainability development practices. CLE are rooted in their perceptions of products and often investigate and discuss how authentic the brands and their claims are in terms of alignment and benefits.

We tap into the CLE influence in a variety of ways at InsightsNow. Clean Label Ingredient Scoring is a unique approach and comprises two of the databases available in InsightsNow's Scoring Center. We also use this community for topical deep dives—including product testing and concept evaluations. CLE are available to you and your team for surveys, in-home product trials and pre-recruited studies, including qualitative focus groups or online discussions.

While our Clean Label Enthusiasts exist as an InsightsNow community, their segmentation is adaptable to your specific target audience, too. CLE represent a consumer behavior and are not bound by specific personal demographics or regional associations. Clean living is a lifestyle which manifests in a variety of everyday consumer decisions.



## Interested in developing your own community?

*Communities are helpful when you want to stay continuously engaged with a consumer group. They also provide a way for you to gain quick—almost spontaneous—reactions and responses for a variety of product or service needs. When InsightsNow creates a custom community, we design the engagement to provide behavioral, contextual layers to your research. This behavioral data can help uncover insights to make business decisions, innovate or develop products, or hone marketing messaging to best resonate with your target audience. The type of community InsightsNow can help establish and maintain depends on the level of engagement or involvement you or your stakeholders provide, as well as the extensibility, or how flexible, the community is to other research categories and/or business functions. Let us know how we can help partner with you to start leverage an online community for your next research project.*

**To learn more about Clean Label Enthusiasts, check out our Behavioral Reports found in the Innovation Center's Learning Center—or contact us today to schedule a call!**