

Younger shoppers want more data than ever, and their habits are reshaping the consumer landscape. Make sure your brand knows the facts.

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WHAT BRANDS MUST KNOW ABOUT PRODUCT TRANSPARENCY



44% of consumers say food allergies, intolerances or sensitivities affect how they shop

SOURCE: 2017 shopper trends study by Label Insight



86% of millennial mothers would pay more for completely transparent food products

SOURCE: 2016 Label Insight Food Revolution Study



New Consumer Drivers:
Provenance, social impact, effect on health and brand transparency



210+ brands are participating in SmartLabel™—a food industry initiative to promote product transparency



94% of consumers believe it is important that food brands are transparent

SOURCE: 2016 Label Insight Food Revolution Study



2016 Nutrition Facts Label update applies only to companies with \$10 million+ in annual sales