

CRACKING THE CLEAN LABEL CODE

CLEAN LABEL INSIGHTS
FOR THE DAIRY
AND BAKERY SECTORS

DAIRY



The clean label opportunity

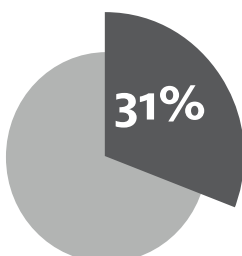
One thing is for sure, a clean label will enhance appeal for dairy and bakery products

BAKERY



OUR RESEARCH IDENTIFIED 6 SHOPPING PERSONALITIES.
WHICH ONES DRIVE THE CLEAN LABEL TREND?

	HOME COOKS	Look at labels and have an interest in organic. Always cook from scratch, at home – best for family.
	CLEAN AND LEAN COOKS	Seek out natural, additive free products and most likely to buy organic. The group most likely to check product labels – for new and existing purchases – and prefer to cook from scratch.
	COST SAVVY COOKS	Price is the only consideration. This groups sticks to tried and tested products and is unwilling to try new cuisines. They do check labels before buying.
	FLAVOUR FOCUSED COOKS	All about the taste! No attention to product labels. Not into organic or natural products.
	CARE-FREE COOKS	Least extreme of views, with an everything ok in moderation approach. They like to scratch cook, but not all the time, and are less concerned about ingredients for a treat purchase.
	COOKS OF CONVENIENCE	Looking for a quick fix, will pay more for branded products, or those offering an added benefit.



Of consumers fall into either **Clean and lean cooks** or **Home cooks** segment



PURCHASE INTENT



The likelihood of a **yoghurt** to be bought carrying a **'natural claim'** is **42%** higher vs. a product with no claim



Consumers are **33%** more likely to buy a **dessert** product with a **'natural claim'** vs. a product with no claim



The likelihood of a **cake** being purchased carrying a **'natural claim'** is **38%** higher vs. a product with no claim



Consumers are **23%** more likely to buy a **bread** with an all **'natural claim'** vs. a bread without a claim



What motivates consumers to choose a dairy product based upon ingredients lists:



- Fewer / shorter ingredients list ✓
- Understandable terminology ✓
- Absence of artificial additives, e-numbers ✓
- Any mention of functional ingredients such as dietary fibres ✓
- Mentioning 'natural' ✓



What motivates consumers to choose a bakery product based upon ingredients lists:



- Understandable terminology ✓
- Short ingredients list – perceived as more home-made ✓
- Fewer additives / fewer unnecessary ingredients ✓
- Quality ingredients e.g. Extra Virgin Olive Oil ✓

63%

of consumers would switch brands in favour of a natural claim



A “natural” product is perceived to be healthier and tastier, enhancing product appeal significantly

THE MOST SOUGHT AFTER CLAIMS

36% of consumers actively seek to purchase 'natural' products

27% of consumers are actively seeking products with 'no additives'



SWITCHING BEHAVIOURS



Natural claim
59%

59% of consumers would switch from their favourite **yoghurt** brand to another brand with an all '**natural claim**'



61%

61% of consumers would switch from their favourite **cake** brand for an all '**natural claim**'



69%

69% of consumers would switch from their favourite **dairy dessert** brand to another brand with an all '**natural claim**'

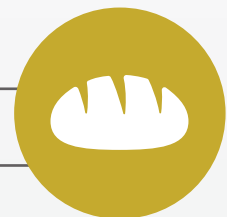


56%

56% of consumers would switch from their favourite **biscuit** brand, to a brand with a no '**additive claim**'



Consumers switching potential vs. no claim



64%

'All natural'

61%

60%

'Natural'

54%

57%

'No additives'

55%

45%

'Organic'

48%

"Natural claims trigger highest switching intent"

WHAT ARE THE OPPORTUNITIES FOR
MANUFACTURERS WITH CLEAN LABEL
IN DAIRY & BAKERY

DAIRY

As a health food, yoghurts must have a **“natural”** claim



Dairy treats shelf appeal **could be enhanced** with a **clean label**

Even processed products, like spreads, could be improved with a clean label

“Additive free” and “natural” claims **significantly improve** the appeal of breads



Non-chemical-sounding, “kitchen cupboard” ingredient lists are essential

Biscuits and cakes can also be improved with **“natural”** or **“additive free”** claims

BAKERY



To get the full findings of our research and understand how to create delicious, clean label products with enhanced consumer appeal, read our report ‘Cracking the Clean Label Code.’

[DOWNLOAD THE REPORT](#)

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