

# Claim to Fame: A Cross-industry Perspective on Product Claims During Coronavirus

August 2020

Table of Contents

## INTRODUCTION

Scope

Key findings

Health and hygiene have become top of mind for consumers

## SURGE OF EFFICACY-RELATED CLAIMS IN HOME CARE

Increased importance of ethical claims in home care

Top 10 claims in 2019 dominated by ethical and healthy credentials

Inversion of sustainability and efficacy as a result from COVID-19

Established brands slower to adapt to environmental trend

New consumer priorities with implications for product development

## POSITIONING OF PROBIOTICS IN CONSUMER HEALTH

Probiotic supplements see spike amid COVID-19

Immune system health claims dominate Western Europe

Brands with immunity claims set to prosper

Consumers take probiotics for a wide range of reasons

Mood and immune claims offer future growth in probiotics

## RISE OF IMMUNITY CLAIMS IN PACKAGED FOOD

Claims and nutrition labels have become a key element for consumers

Beyond baby food, snacks and dairy leave room for immunity claims

In France, immune health strategies differ depending on the category

Consumers are positively responding to claims linked to immune health

## KEY TAKEAWAYS

COVID-19 fuels immunity-boosting and efficacy-related positionings

Outlook for health, clean and ethical labels

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