



The Impact of Third-party Nutrition Labelling

March 2021

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Scope

Key findings

THE URGE TO EXPEDITE HEALTHY EATING

Soaring obesity and overweight rates put governments under pressure

Some nutrients continue to be heavily overconsumed

Added sugar now broken out separately on nutrition fact label in the US

COVID-19 expedites the need for nutrition labels to support healthy diets

EMERGENCE OF THIRD-PARTY NUTRITION LABELS

The urge to expedite healthy eating leads to an uptick of FOP labels

Nutrition-specific labels attempt to inform or warn consumers

Indicator-based labels provide easy to use solutions for healthier options

Leading food players and retailers support implementation of Nutri-Score

Carrefour permits online search through the lens of Nutri-Score

Different views heat up the discussion about a European scheme

IMPACT ON CONSUMER BEHAVIOUR

Middle-aged consumers and parents most keen to improve eating habits

Consumers show growing interest in nutrition labels

Getting consumers' attention is key for adoption of nutrition labels

OUTLOOK

European Commission outlines plans for a harmonised, mandatory label

How can food companies achieve better Nutri-Score ratings?

Health claims expected to become another important marketing tool

Tobacco's plain packaging and health warnings - a model for the future?

Digital applications expected to drive a healthy shopping basket

Nutrition label inspires creation of new sustainable front-of-pack label

Key takeaways

NUTRITION METHODOLOGY

New methodology: readable big data captured by artificial intelligence

New Nutrition methodology in detail

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