



The Impact of Third-party Nutrition Labelling

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INTRODUCTION

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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