

It's all in the product details

More consumers than ever before are studying product labels to understand what they're putting in their bodies.



53%

of consumers say the exclusion of undesirable ingredients is more important than the inclusion of beneficial ones.

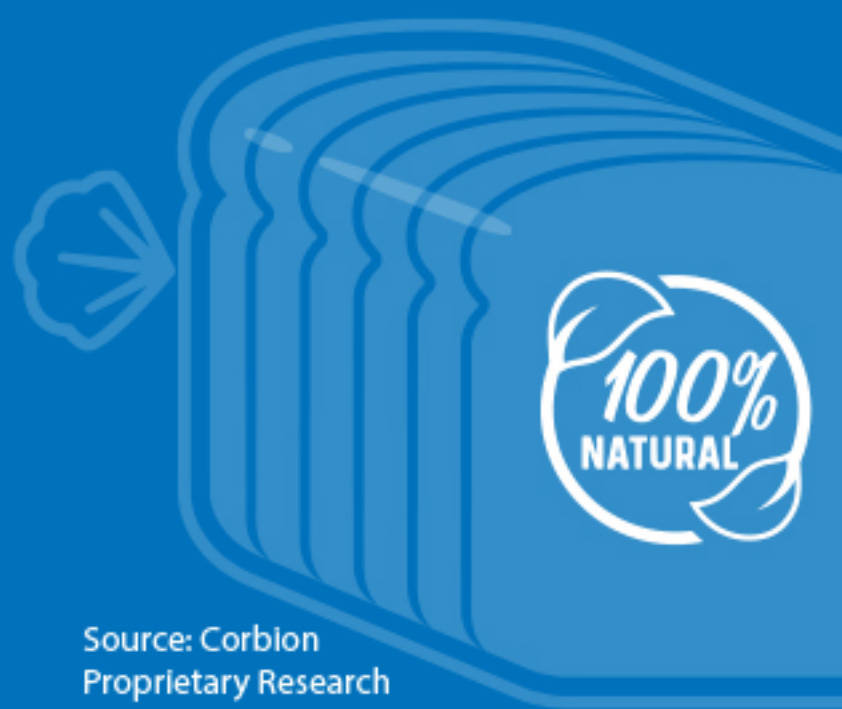
exclusion of
UNDESIRABLE INGREDIENTS

inclusion of
BENEFICIAL INGREDIENTS



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Naturally grown ingredients are considered the most label-friendly on bread packages.



Source: Corbion Proprietary Research

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The Top Two Claims on Product Labels

1. Made with recognizable ingredients
2. Made with real ingredients

Source: Praxis Research 2018

64%

of consumers **read labels** on food packages, and one in three have increased their research on ingredients over the past year.

Source: HealthFocus International Global Trend Study 2018

Nutrition Facts	
Serving Size 1 cup (300g)	
Serving per container 4	
Amount per serving	
Calories 328	Calories from fat 50
Total Fat 10%	% Daily Value*
Saturated Fat 2.1%	30%
Trans Fat	13%
Cholesterol 70mg	
Sodium 210mg	24%