

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

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Scope

Key findings

Health and hygiene have become top of mind for consumers

## SURGE OF EFFICACY-RELATED CLAIMS IN HOME CARE

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

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## POSITIONING OF PROBIOTICS IN CONSUMER HEALTH

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## KEY TAKEAWAYS

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

Outlook for health, clean and ethical labels

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