

Clean Label: From Health to Transparency

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INTRODUCTION

Scope Key findings

DEFINING CLEAN LABEL

Grey definition for clean label, though strongly associated with health A quick look into the most common clean label terminology Staple food as a major product vehicle for preservativ es Growth of "natural" is broadly stronger than fortified/functional Consumers are more discerning, changing the perception of natural Clean label will evolve, with some developments taking more time Clean label as a way to debunk an unhealthy image

HEALTH PERCEPTION: FOCUS ON INDIA

Case study: clean label in India

Clean label in India holds promise with growth of health and wellness E-commerce raises clean label visibility, spiking consumer interest Yoga Bars in India: healthfulness with emphasis on ingredients Target group for clean label in India has potential to expand

BALANCING NATURAL WITH NEW NEEDS

Habit and routine of meals at home likely to strengthen in 2021 Slow return of foodservice is an opportunity for packaged food Casa Verde, Peru: an agricultural producer moving into ready meals Clean label adds assurance to ambient food with long shelf life Consumer desire for indulgence balanced with wellness escalates Natural positioning helps consumers indulge guilt-free

TRANSPARENCY AS THE CORE

Transparency grants consumers greater control Clean label brand Honesta shows transparency in sugary foods Shift from less favoured nutrients to transparency on processing level Authenticity and food safety expected to further define clean label Using natural ingredients is part of a bigger pu rpose Clean label will be a mainstay for sustainable, purpose-driven food

APPENDIX

About Via Online Tracking from Euromonitor International

About Euromonitor International

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