

Manufacturing & Industrial

Focus on Clean Label



Consumers are increasingly aware of the health and environmental consequences of products they buy. Consequently, they are paying close attention to information on labels, opting for foods, beverages, dietary supplements, and personal care products that offer clear, straightforward information about what's in—and what's not in—the products they evaluate.

According to insight from Nielsen: “As all marketers are well aware, today’s consumers are more educated than ever, largely because they have access to more information than ever—and that’s only going to continue. So when it comes time to shop, consumers are putting that knowledge to use, and they’re making their selections carefully and for specific purposes. They’re also willing to pay for products that meet their specific needs, and for many, those needs revolve around knowing exactly what’s in—and not in—the items they buy.”

Consumer survey results from product data company Label Insight indicated that 39% of U.S. consumers said they would switch from the brands they currently buy to others that provide clearer, more accurate product information. Additionally, 73% of consumers surveyed by Nielsen said they feel positively about brands that share the “why behind the buy” information about their products.

Interestingly, 68% said they’re willing to pay more for foods and beverages that don’t contain ingredients they perceive are bad for them. In some cases, consumers are more interested in

knowing what's not included than what is included in the products they buy. In fact, 53% of consumers said the exclusion of undesirable ingredients is more important than the inclusion of beneficial ingredients.

That list of “undesirable ingredients” includes artificial ingredients (flavors, colors, sweeteners, and preservatives), GMOs, antibiotics, and hard-to pronounce or unrecognizable ingredients. Essentially, consumers are looking for simplified formulas, and transparency from the brands they buy.

“Today, the ‘why’ and ‘how’ behind the products have become as important as the product itself, oftentimes becoming the primary decision-making criteria that drives a purchase. This has added an entirely new layer of complexity to the way fast-moving consumer goods (FMCG) companies develop and market their products to consumers,” Nielsen noted.

Transparency and label claims are significant sales drivers. According to Nielsen data, sales of products that make organic claims are up 10% from a year ago, sales of products that make ‘all-natural’ claims are up 7.8%, and sales of products that claim “no additives or artificial ingredients” are up 8.0%. “We can also see increased sales across the broader categories along the progressive scale that describes the attributes within the clean arena.”

From ingredient lists, claims, and descriptors, to the nutrition facts panel, about four in 10 (42%) consumers said they rely on the product label as a source for helpful and accurate information about health and wellness, according to the Hartman Group.

Consumers believe less processed products are self-evident; they are not necessarily looking for a “less processed” label, the firm noted.

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About NutraCap Labs

OUR MISSION:

NutraCap Labs' mission is to provide our customers with the highest quality products and an industry-best customer service experience. Based in Atlanta, GA, NutraCap Labs is a manufacturer of Nutraceuticals/Dietary Supplements and we are experiencing explosive growth. As a GMP compliant and an FDA registered company, we specialize in encapsulation

manufacturing, sports nutrition and raw health powders, product formulation, brand design and distribution. Private Label manufacturing is the fastest growing sector of our business and our biggest strength due to the relationships we have built with our customers.

OUR GOAL:

Our goal at NutraCap Labs is to partner with our customers to create the best products possible through custom formulation, in-house label design and other services that we offer. Additionally, through our sister company, Active Sports Distribution, we market and sell some of the health and fitness industry's most popular supplements to retail stores worldwide. With the Nutraceutical industry approaching \$85 billion annually, we are excited to become a leader in this arena. Our experienced management team is committed to bringing ethics and professionalism to the forefront of the industry.

At Nutracap Labs we aim to lower what has always been a high barrier to entry into the dietary supplement industry. Our minimums start at 144 units per product and allows lower risk for two categories of customer. 1. Those who may be working with limited capital and cannot tolerate much risk. 2. Those who have the capital but are interested in testing the market before they scale their business