

PATH TO PURCHASE: PACKAGE INFORMATION AND LABEL READING

Consumers are faced with an almost insurmountable array of new and changing health, food and nutrient information every day. With so much confusing and conflicting information about what to add or avoid, believe or disbelieve, many consumers refer to product labeling information in search of answers. From ingredient lists to label descriptors, what are consumers looking at and looking for on the product labels of today's consumer packaged goods?

WHEN SHOPPING FOR FOOD OR BEVERAGES, WHAT PACKAGING INFORMATION DO YOU READ OR CONSIDER WHEN DECIDING WHAT TO PURCHASE?

	Total	Millennials (19-33)	Gen X (34-50)	Boomers (51-68)
Nutrition information	56%	50%	54%	63%
Calories	45%	40%	46%	50%
Serving size	44%	39%	42%	50%
Preparation instructions	39%	34%	36%	46%
Health claims	32%	30%	30%	36%
Made with natural ingredients	31%	30%	27%	36%
Certifications	24%	25%	24%	23%
Origin of food	23%	21%	21%	28%
Presence of GMOs	21%	21%	22%	21%
Made with organic ingredients	19%	23%	19%	16%
Allergens in product	15%	17%	16%	11%
Company/product narrative	15%	19%	17%	11%

Compared to Boomers, fewer Millennials are influenced by packaging claims. They rely more on their intuition and "common sense" when determining what to eat. Millennials are also more likely than others to pay attention to packaging that calls out organic, certifications and product narratives.

Source: Outlook on the Millennial Consumer 2014 report, The Hartman Group