



# SHOPPER PANEL SPOTLIGHT

## KEY FINDINGS

Overall the panelists are actually reading the product labels when purchasing products for the first time. After reviewing the labels of their favorite products, none of the panelists stated that they would no longer purchase the product, but some were enlightened as to the ingredients, calories and even sugar content. One area of note, is that some of the panelists stated that they are digging deeper into the product labels because the front of the packaging is misleading.

### INGREDIENT STATEMENT

32%

say they '**ALWAYS'** read the ingredient statement when purchasing a product for the first time

The majority of our panelists '**always**' read the ingredient statement when purchasing a product for the first time. This is followed by '**sometimes**' at 26%. Only one person '**never**' reads the ingredient statement.

"100% all of the time I read what is in the ingredients when I am purchasing a product for the first time. I read the ingredients - but it doesn't mean I'll make a decision based on what's in the ingredient labels or not." -ANN F.

"Sometimes I'm just curious and I'll look especially if it is deemed 'healthy' but most of the time I'll just buy it if it looks good or I rarely look if it's a product I'm buying for my kids." -JOLENE G.

What's really in consumers' minds in their quest for food and beverage? To help you understand the motivations and opinions behind purchase behavior, FONA put together a panel of shoppers. The group spans the spectrum from Clean Savvy to Clean Avoider (visit [www.fona.com/clean](http://www.fona.com/clean) for details about the personas.) The group gets regular check-ins, and we share our learnings with you!



This week, our shopper panel takes on...

# READING LABELS

## OF FOOD & BEVERAGES

In this interaction we wanted to gain insight into how often our panelists are reading the labels of products they are purchasing for the first time. Each panelist evaluated the labels of their favorite products and shared their overall perception and if they felt the same love for the product after digging a little deeper.

## IN SEARCH OF

When reading the ingredient statement, panelists are looking for:

1. SUGAR
2. SODIUM

When reading the nutrition facts panel, panelists are looking for:

1. PROTEIN
2. CARBS

### NUTRITION FACTS PANEL

39%

read the nutrition facts panel '**MOST OF THE TIME**' when purchasing a product for the first time

The majority of our panelists read the nutrition facts panel '**most of the time**' when purchasing a product for the first time. This is followed by '**always**' at 33% and '**sometimes**' at 28%. None of the panelists said they '**never**' read the nutrition facts panel.

"I like to see the 'serving size' two cookies, who eats just two cookies?? Shocking to see how much sodium is in our processed food." – HOWARD S.

"I guess occasionally if I'm buying something that I know to be unhealthy, like a bag of chips or candy, I will look to see how many calories it has ... but generally I'll buy it anyway!" – ZACH S.



### KELLOGG'S SMART START CEREAL: CARRIE T.

"I like this product because it's an easy go-to in the morning. It also doesn't taste like a healthier cereal. Some of the healthy ones taste like eating cardboard. I was a little surprised that it had corn syrup in it and now looking back at it, it does have a lot of sugars in it. Carbs are pretty high, too. I'm not sure if it will stop me from eating it, but I might think twice about eating it."



### IDAHOAN SMOKEY CHEESE & BACON: CHRISTINE B.

"Here's an example of a product we love and buy regularly, in various flavors. This is a new flavor I picked up without looking at the ingredient or nutrition panel because we like it so much. But now that I'm looking at the sodium in these, from a health aspect, I'm feeling hesitant. I wish some of the products out there in convenience form had less salt."



### DIET COKE: DEANA O.

"I LOVE my Diet Coke. I know I shouldn't but not only do I find the taste refreshing but I am addicted to the caffeine. After looking at the label ... it confirmed what I already know ... that there isn't anything good in this product. I was surprised, however, that there is only 40 mg sodium."

**All this might leave you with a bit of a challenge.  
We get it, and we can help.**

How do you deliver on label claims, nutrition and taste? What claims are consumers looking for? FONA's subject matter experts can help you keep that signature taste AND the label claims your consumers demand. Clean label spans the spectrum. Where does your product fit in? Let's talk. Contact us at: [www.fona.com/chat](http://www.fona.com/chat) or call 630-578-8600

**WANT US TO ASK ABOUT SOMETHING SPECIFIC?**

Our panel can help inform YOUR decisions. Let us know what you'd like us to find out from our shopper panel. Email [POscarson@fona.com](mailto:POscarson@fona.com) and let's dive in!

## FRONT OF PACK A BIT MISLEADING

"I feel a lot of cover labels, and art claim to be healthy but when you turn the label over the truth is they are unhealthy." – SARA B.

I am finding a lot of false advertising out there these days and you really need to be a smart shopper to take the time to read the nutrition labels if you are trying to be healthy, you can't just go by the 'claims' on the front of the package." – ERICA N.

### THE TAKEAWAYS

1

#### Avid Readers.

More often than not, our panelists are reading both the ingredient statement and nutrition facts panel before purchasing a product for the first time. Reading the labels does not always impact their purchasing decision, but it is making them aware and even cautious of when they are eating and feeding their families.

2

#### Truth Be Told.

Some of our panelists mentioned one of the reasons they are reading deeper into the product labels is because they are skeptical of health claims made on the front of pack. Be sure that your product messaging is consistent, truthful and not misleading.