



## INFOGRAPHIC:

# CLEAN LABEL & THE GENDER DIVIDE

We are continuing to keep our fingers on the pulse of clean label and what it means to consumers. We recently conducted a survey with 500 consumers (50/50 male/female split) to see where they sit today as it relates to clean label. While many are still unsure what clean label means, there is a divide between male and female consumers in the area of all-natural claims, natural flavors and clean label as well as trusting companies to do the right thing. One area that all agree, is wanting to learn more about clean label and the search for more clean label products.



### Clean Label Defined

In our last nationwide survey, consumers defined clean label as natural, but many were still unsure of what clean label really means. We are making slow strides in consumer understanding of the definition of clean label.



47%

of consumers agree they understand what the term clean label means.



45%

of consumers agree that if a food or beverage product has an organic claim that it is clean label.



60%

agree that they understand what the all-natural claim means.



54%



50%

agree that food and beverage products that are all-natural are clean label.



35%



## A Price for Clean Label

While **49%** of consumers agree that it is important to purchase clean label food and beverages, only **44%** of consumers agree that they are willing to pay more for products that are clean label.

## As it Relates to Flavor...

More males than females believe that natural flavors are clean label when responding to how much they agree with the statement: food and beverage products that contain natural flavors are “clean label.”

**49%** ..... of males believe natural flavors are clean label.

**35%** ..... of females believe natural flavors are clean label.



## Male Consumers are More Trusting

**56%** of males and **46%** of females agree that they trust food and beverage companies to create safe products for me and my family.



## Educational Opportunity

Consumers would like to learn more about clean label and would like to see more clean label products available to purchase.

**74%** ..... of consumers agree that there needs to be more information about what clean label really means.

**63%** ..... of consumers agree that they would like to see more clean label food and beverage products available.

**Need Details?  
Let's Talk.**



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