

CLEAN LABEL

OPPORTUNITIES IN THE FOOD AND BEVERAGE SPACE

TREND REPORT BITE

As clean label associated products continue to make a comeback after the pandemic, many consumers are on the hunt for products that help them meet their overall health and wellness goals *and* taste great. Though a formal definition of clean label remains unestablished, consumers create their own definition, many searching for products that feature natural, organic, and no artificial ingredient or flavor claims. Let's take a closer look at the clean label movement and how your brand and products can meet consumer expectations of clean label.



83% OF CONSUMERS

say that clean/natural ingredients are important.

McCormick FONA 2023 National Clean Survey

56% OF CONSUMERS

say a product's flavor is more important than a "clean" label.

Mintel

CONSUMER INTEREST

For many, the term clean label implies natural, organic, recognizable or no artificial ingredients, but there is still a significant number of consumers that are unsure or even say they are unfamiliar with the term. Despite a formal definition, the term carries weight — according to Innova Market Insights, 2 in 3 consumers said that clean labels had at least some impact on their purchasing decisions.

Consumers appreciate the aspects of clean label that directly correlate to their overall health—and ultimately expect food and beverage products to meet them where they are. Taste and ingredients remain the top attributes influencing product purchase, but when it comes to clean label, consumers are continuously willing to pay more for healthy attributes.



SOCIAL IMPACTS



“As the ‘clean’ movement gains mainstream traction, as reflected by the popularity (of) social media hashtags such as #cleaneating, it is important that marketers understand what ‘clean’ actually means to the consumer.”

Food Business News

Top Consumer Recognized Claims

87%

NATURAL FLAVORS

86%

NATURAL COLORS

85%

ORGANIC FLAVORS

83%

NATURAL SWEETENERS

A Look at the Clean Flavor Market

The market for clean label flavors was estimated to be worth **\$42.1 billion** in 2021 and expected to grow to **\$70.1 billion** by the end of 2030.

Zion Market Research



#CLEANLABEL shows 118k posts on Instagram

#CLEANEATING shows 47.3M posts on Instagram

Natural Flavors

According to our 2023 National Clean Survey, natural flavors was noted as the top consumer recognized clean label claim. In addition to this, our research found that 54% of consumers are willing to pay more for food and beverage products with natural flavors, but willingness is category dependent. For products including natural flavors, consumers in our survey were willing to pay more especially for protein beverages, yogurt, snacks, snacks & cereal bars, vitamins & supplements, and cereal.

EXPECTATION OF NATURAL

42% of consumers defined natural flavor as “contains nothing artificial/no additives.”

28% of consumers defined natural flavors as “made from and tastes like real ingredients from nature.”



PRODUCTS OF NOTE



VITAL PROTEINS VANILLA PLANT PROTEIN POWDER contains 20g plant protein per serving and is naturally flavored with other natural flavors. It features a vanilla flavor and smooth texture.

27% of consumers responded that they likely or definitely would buy this product.



CHOBANI FLIP COCONUT CARAMEL COOKIE LOW FAT GREEK YOGURT features only natural ingredients with milk chocolate, coconut, graham crumble and caramel low fat Greek yogurt with coconut.

59% of consumers responded that they likely or definitely would buy this product.

Organic Overview

Organic products tout the healthy halo consumers search for, and a majority, 82% of consumers, use organic food and beverage at least sometimes according to the Hartman Group.

As it relates to organic flavors, our research shows that 85% of consumers believe that organic flavors meet their expectation of clean label. And with half of consumers saying they are willing to pay more for food and beverage products that are organic, developers have an opportunity for featured flavor innovation in this space.

“

Organic’s fundamental values remain strong, and consumers have demonstrated they will come back time and again because the organic system is verified, and better for people, the planet, and the economy.”

ORGANIC TRADE ASSOCIATION CEO TOM CHAPMAN



PRODUCTS OF NOTE



GOOD & GATHER BABY ORGANIC PEAR, MIXED BERRY, BEET & FLAX BABY FOOD FEATURES ¾ cup fruit per pouch and is fit for babies from eight months and onwards. Contains Kosher, USDA Organic, CCOF logos and certifications.

87% of consumers responded that they likely or definitely would buy this product.



MADEGOOD MORNINGS CINNAMON BUN FLAVOR SOFT BAKED OAT BARS contain six different vegetable extracts, no artificial colors or flavors and feature the USDA Organic logo.

49% of consumers responded that they likely or definitely would buy this product.

THE TAKEAWAYS

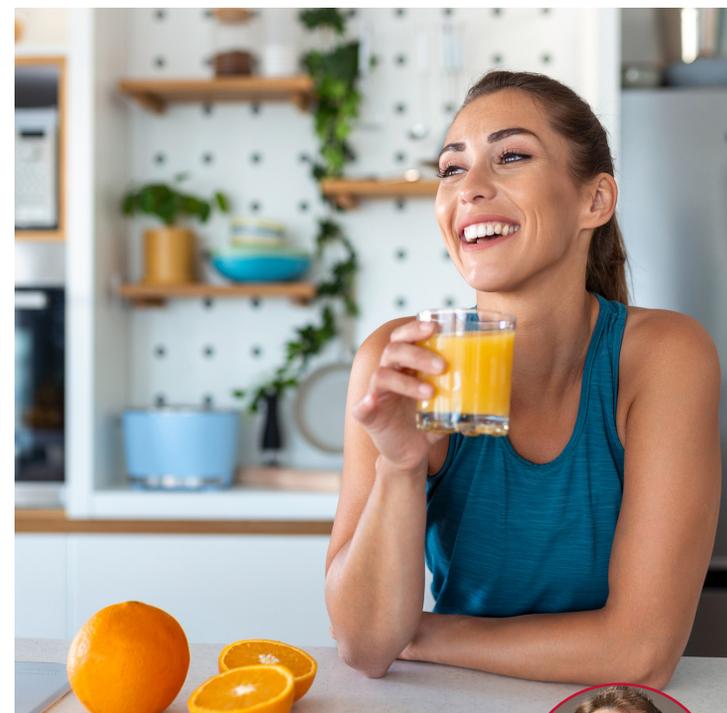
Clean and natural ingredients have been important to consumers well beyond when we started our research over 20 years ago. And as consumer interest in clean is always evolving, it can be a challenge to know exactly what your consumer is craving. From natural and organic flavors to sourcing, regulatory assistance and the trends top of mind for consumers, you deserve a flavor partner that equips you with the information and flavor solutions you need to help guide your product development. Count on a meaningful partnership and innovative solutions from McCormick Flavor Solutions for all of your clean label needs.

YOU DESERVE MORE. LET'S GET STARTED.

What does true partnership look like? You deserve a flavor partner ready to turn these trends into the tangible.

Let McCormick Flavor Solutions market insight and research experts get to work for you. Translate these trends into bold new ideas for your brand. Increase market share and get to your "what's next." Our technical flavor, seasoning and product development experts are also at your service to help meet the labeling and flavor profile needs for your products to capitalize on this consumer trend.

From concept to manufacturing, we're here for you — every step of the way. Chat us up at <https://www.fona.com/contact-fona>.



FROM OUR FLAVOR CHEMISTS CLEAN AT ITS CORE



"The core principle of clean flavor is transparency, obtaining genuine and authentic flavors from their original sources in diverse formats."

Thomas, Clean Flavor Chemist

Whether you're contending with supply, quality, flavor or mouthfeel challenges, our experts can provide clean taste solutions for your brand.

Want more? Read our full [2023 Clean Report](#).



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FREE
Flavor Sample Here