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**CLEAN LABEL INSIGHTS!**



The first and more moderate version of “clean” food started in 2007, when Tosca Reno, a Canadian fitness model, published a book called *The Eat-Clean Diet*. In it, Reno described how she lost 34kg (75lb) and transformed her health by avoiding all over-refined and “processed foods”, particularly white flour and sugar. Consumers Report “Clean Eating” as the Most Popular New Diet Attempt in 2019. Today, clean label is the new norm when it comes to food and beverage products. The market for clean label products is substantial; Euromonitor estimates that global clean-label food sales in 2020 will be worth \$180B, up from \$165B in 2015.<sup>1</sup>

What exactly is “Clean Label”? Clean is in the eyes of the beholder. This report which summarizes the findings of

1. Bakery and Snacks webinar titled “Unpacking Clean Label – What Consumers Expect in COVID-19 times”.
2. Cargill Study, Friendlier Labels, Flavor, and Function.

will provide more clarity into this term.

## Bakery and Snacks Webinar

Their 2 guest speakers included:

1. Marcia Mogelonsky – Director of Insights, Mintel Food and Drink.
2. Kantha Shelke – Sr. Lecturer, John Hopkins University.

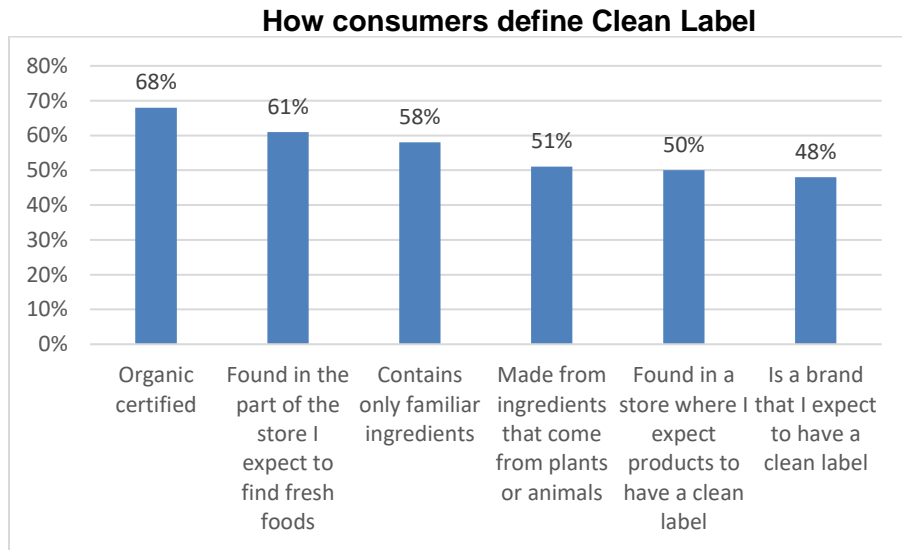
- Cambridge dictionary definition of clean label:
  - The proponent of only eating foods that are regarded as healthy, especially fresh foods that have not been processed.
- The problem is the definition of clean label is not regulated, as is the case for natural.
- Clean is in the eye of the beholder. 56% read nutrition labels carefully before buying.
- Industry challenge: Can clean label products deliver on taste given taste is the top criteria when consumers purchase a product. Price and convenience are the number 2 and 3 criteria respectively.
- The “Not in my Backyard” syndrome: consumers want products that are clean, yet not in their preferred food categories.
- Clean label is the biggest trend in the food and beverage sector yet lacks a definition and is an exploitation of the confusion on what natural and artificial actually means.

<sup>1</sup> Clearing Up Clean Label Confusion, [www.ift.org](http://www.ift.org), February 2020

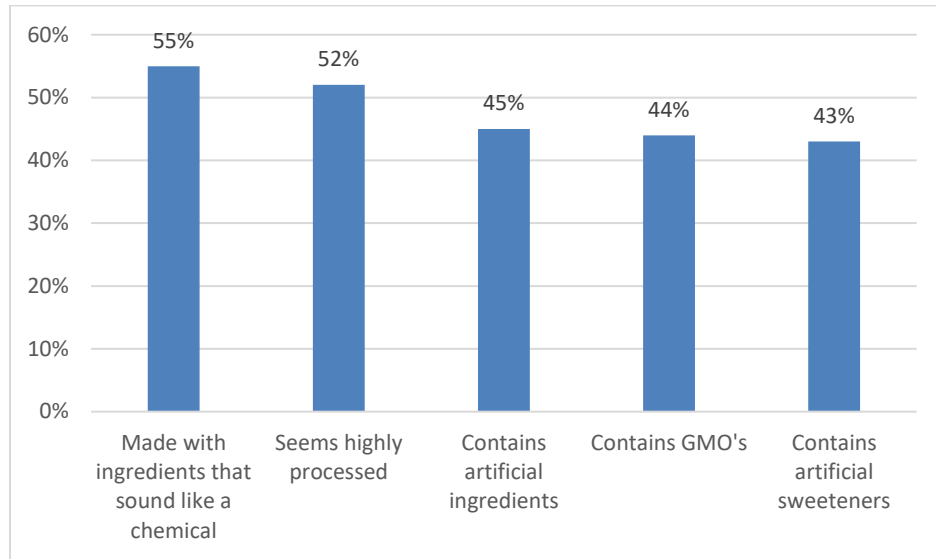
- Clean label trend – “fewer ingredients”. Yet, it has been proven the number of ingredients in the food is no way related to:
  - How many chemicals the product contains.
  - How safe the product is?
  - The products nutritional value.
- The question begs: How natural and clean are your products ingredients?
- What is regarded as clean today, might not be the same tomorrow.
- Do the consumers understand what clean label means? No!
- Clean label is not a trend, but an expectation of the consumers from the industry. Moving forward: clean label must evolve, guided by some guidelines from policymakers the industry can abide by.
- Clean label definition must include not only how the product is prepared but also how it is:
  - Served.
  - Preserved.
  - Stored.
  - Packaged.

**Cargill**

- 70% of consumers are “extremely likely” / “likely” to seek out products meeting their definition of “clean label”.



### Attributes not associated with Clean Label



- Label friendly perceptions are often tied to specific values:
  - **Health** - 69% seek out ingredients with nutritional value.
  - **Sustainability** - 59% say food products' environmental sustainability is important.
  - **Transparency** - 53% feel it is important to know where food comes from.
  - **Simplicity** – 48% define “clean label” as simple / natural ingredients.

# FOOD DISTRIBUTION GUY PROFILE

Food Distribution Guy is Canada's first independently operated, one-stop resource for the retail grocery sector. Our mandate is to ensure our clients' success is sustainable in the long-term. We provide our clients with industry insights and assist them with their "Go-To" market strategy that helps them in breaking through the competitive landscape to "Getting and Staying" through the appropriate retail channels (traditional grocery, health stores, mass merchandiser, club, general merchandise, C-stores).

Richard Baker is CEO and Founder of Food Distribution Guy. He is a skilled strategic branding and award-winning marketing expert. His extensive marketing background stems from 25+ years in brand development, marketing, and sales capacities.

Richard, has built a solid track record defining the brands unique selling proposition and driving their development in sectors with formidable competition.

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