



Confidence of Consumers in Health Claims: Consumer Perspective

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Objective

**Label Claims and
its Impact on
Consumer**

**Key Learning &
Recommendations**



Earlier presentations clearly states that Health and Nutritional Claims are Important.



Here the attempt is to understand impact of Label Claims on consumers based on global and local studies / surveys.



Conclude with recommendations to enable Label as an Important and Credible Tool for Consumer Awareness and Decision Making

Background

Global Perspective



Do Consumers Really Need A Label?

Food Safety Authority of Ireland (2009) conducted a study to find out consumers' attitudes towards food labeling. The objective of the study was to establish whether consumers in Ireland understand the various forms of labeling currently presented on foodstuffs, and whether labels help consumers to make informed purchasing choices. Labeling influenced consumers' purchasing decisions, with at least two thirds saying they would be inclined to buy a food bearing a nutritional claim. The results showed that labeling was important to consumers, as **the majority of consumers said they wanted labeling on all foods**, including loose and prepackaged foods and **over one half of consumers never, rarely or only sometimes read food labels**. The proportion of consumers who always consult food labels, however, had risen to 25 per cent from 8 per cent in 2004.

LABEL GIVES CONFIDENCE



Do Consumers Read Label?

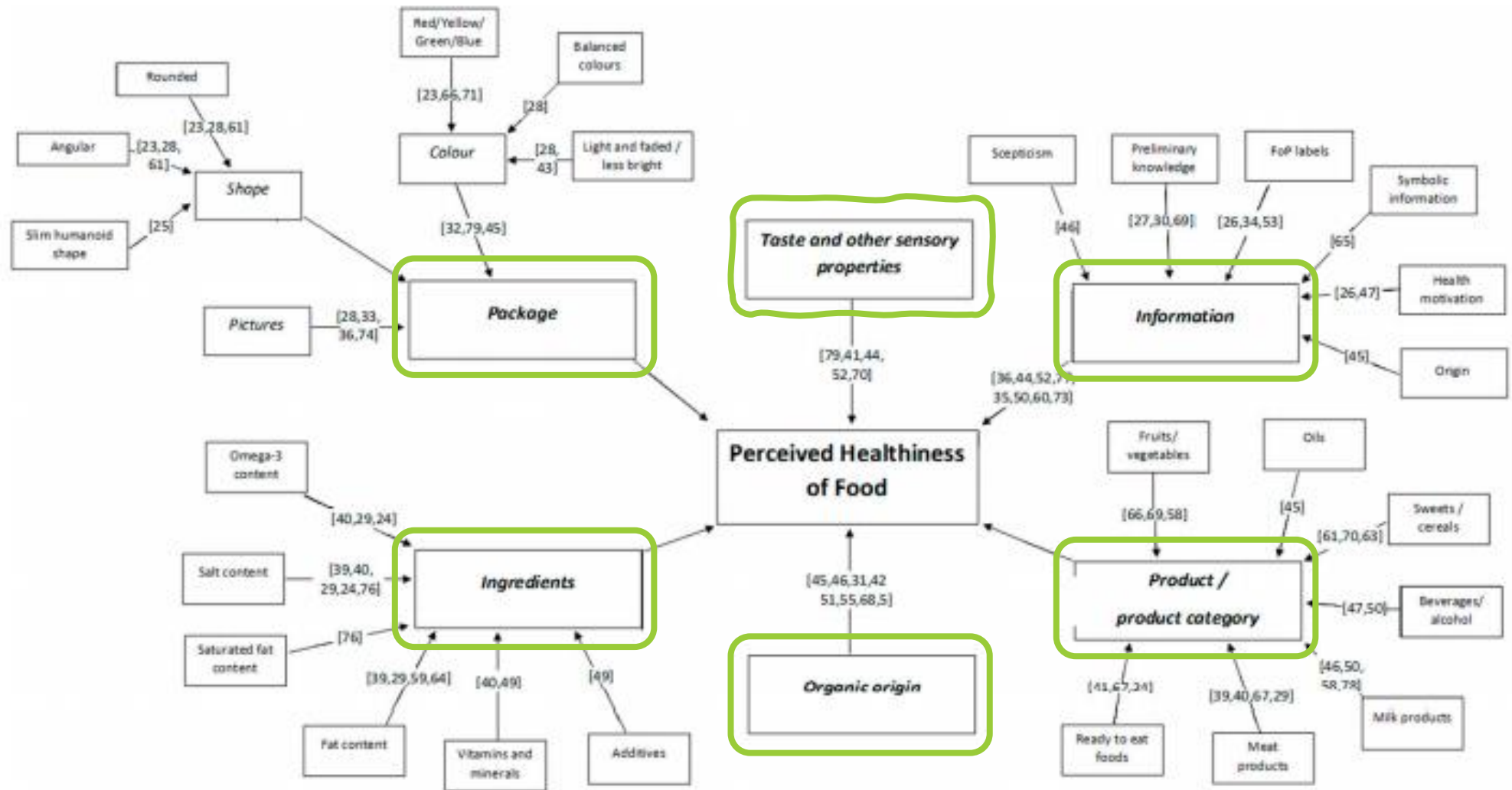
Half of all adults read the nutrition facts label “always” or “most of the time,” according to the 2016 Health and Diet Survey from the US FDA – 2016 Survey

Found to be more prevalent in Developed Countries over Developing Countries



What do consumers see on label?

Does it help in identifying Healthier Products?



Label Information & Its Impact (1/2)

FOP labelling impacts Healthy Product Choices. Tend to refer truncated information on nutritional information.

Especially a health motivation like Calorie, enriched products etc.

Consumers with health condition or above 60 years are influenced by health claims.

Label Information & Its Impact (2/2)

IMPACT:

- Information on nutritional value increases **willingness to pay for “healthy” foods**, while decreases it for foods considered unhealthy

LEARNING: Those with higher food-literacy are more confident.

Food Literacy Indicators:

- **Knowledge on Nutrition**
- **The health effects of the Nutrients**

Category Awareness also help in choosing healthier choices.

Organic Origin



Products of Organic origin has similar effect as health claim.



Products of organic origin were considered healthier, tastier and less energy-filled than their traditional counterparts

Learning: Identify approaches to bring transparency around Organic Claims

Natural

Free From

Rich Source

Ingredients*

Impact: Willingness to pay extra for “Free-from” products among those who look for information.

Learning: Communicate Nutritional benefits through Logo / Symbol.

* Indicative

Sensory features of Package / Label



Key Findings: Sensory features of a product as important as information on nutritional characteristics to choose healthier alternatives

A product considered healthier if, in addition to the caption communicating ingredients, there was also a picture/image on it.

Consumers associate colors with the healthiness of the product.

Impact: Placing a picture suggesting healthiness on the packaging may increase willingness to purchase.

Learning: Simplified Information through Logos / Colors.



Quality

Vincent (2006) had carried out a research to know whether the quality was an important factor that draws consumers towards branded products. His study revealed that Branded products were accepted as good quality products although unbranded products sometimes gave same satisfaction as branded products, customers preferred to purchase a branded product.

Indian Perspective



Understanding based on Discrete Data



- Label View 20% - 40% in 2006-07
- Reasons for Label View (2009-10)
 - Best Before Date
 - Brand Recognition
- Label View (2014) ~90%
 - 81% sees Best Before Date.
 - 1/3rd see Nutritional Information.
 - 60% read Symbols.
- Nutritional Information (2015)
 - Supports Healthy Choices

Nutrient information on labels was not often read because

Most consumers either lacked nutrition knowledge OR

Found the information too technical to understand

A positive association was found between education level and checking various aspects of food labels

Mapping Ongoing Efforts

Surveys by
Government,
Industry and
Associations

Identified
Problem –
Triple
Burden

Awareness
Drives by
Government,
Others

What Government is doing?

Advertising and Claims Regulations

Labelling & Display Regulations

Consumer Protection Act – Central Consumer Protection Authority (CCPA)
Established in Jul 2020

Advertising Standards Council of India (ASCI)

What Industry* is doing?

Dedicated Resources

SOPs & Global Processes

Best Practices - Reg / Legal Assessment

**YOU'RE IN
SAFE HANDS..**





Key Learning

Label is Important for Consumer, but effectiveness to be strengthened

Learning from Global / Local Sources

**Need to Strengthen
Sources of Dietary
Information:**

Health
Claims

Nutrition
Claims

Nutritional
Information

Promote Awareness to Empower Consumer

- Dietary Awareness
- Product Category Awareness



LABEL AWARENESS

How to Promote Dietary Awareness?

AWARENESS:

FSSAI Eat Right Program⁺

Next Level⁺:

**Simplified Communications in
all Awareness Efforts**

MEASURE IMPACT

- Establish tools to measure effectiveness.
- Design Awareness measures based on impact.
- Establish short term and long-term targets.

Category Awareness

Nutraceutical Industry

8 Categories

- Health Supplements – Vitamins + Minerals + Botanicals +
- Nutraceuticals – Purified Extracts +
- FSDU – Special Dietary Use (Sch III > RDA) +
- FSMP – Special Medical Purpose +
- Botanicals – Just Botanicals +
- Prebiotics – Fibers +
- Probiotics – Strains +
- Novel Food

AYUSH AAHAR

Promote Science Backed Claims to promote Consumer Trust



Industry

- Promote Science led claims and Educate Consumer

General Claim principles			
Truthful & not misleading	Based on totality of evidence	Do not diagnose, treat, mitigate or cure disease	Level of evidence proportionate to type of claim

- Adopt digital technologies to promote traceability on ingredients / organic

Label Simplification - Regulatory



Misleading Claims

- Negatively impact Product
- Negatively impact Umbrella Brand
- Negatively impact Company
- Overall, Negatively impact whole Industry

Industry already working together but more rigor is needed in driving Best Practices

Some Common Practices for Consumers

Mismatch between Claims and Nutritional Information

Some Common Facts:

- RDA Limits
- Therapeutic Claims (Treat COVID 19)
- Organic Claims / Javik Bharat (75% / 95% FSSAI)
- Vitamins & Minerals (15% and 30%)

Beware of:

- Experts everywhere?
- Fly by night players?

Conclude

Continue to understand the **Nutritional Issues** and associated **Consumption Behavior**

Awareness+ addressing nutritional issues with behavior change – **Simplified Communication**

Tools to Measure Awareness Effectiveness and Feedback into future Efforts.

Industry together establishes **Scientific best practices and benchmarks** to promote quality claims in the sector

Regulatory efforts to simplify label.

Establish simple Do's and Don't **Consumer Guide to understand Label & Claims**



BEGIN WITH A PROGRAM KNOW YOUR LABEL

Simplified Guides & Info-graphs to Promote Label View

THANK YOU PFNDIAI