

NATURAL MEANS HEALTHY

Shows a new international consumer survey

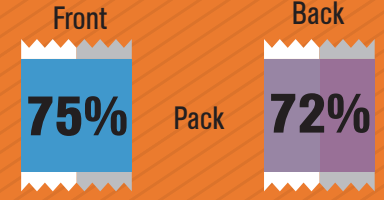


84% of shoppers consider **natural products** to be healthier than conventional equivalents

79% of consumers understand that food choices have a direct impact on health

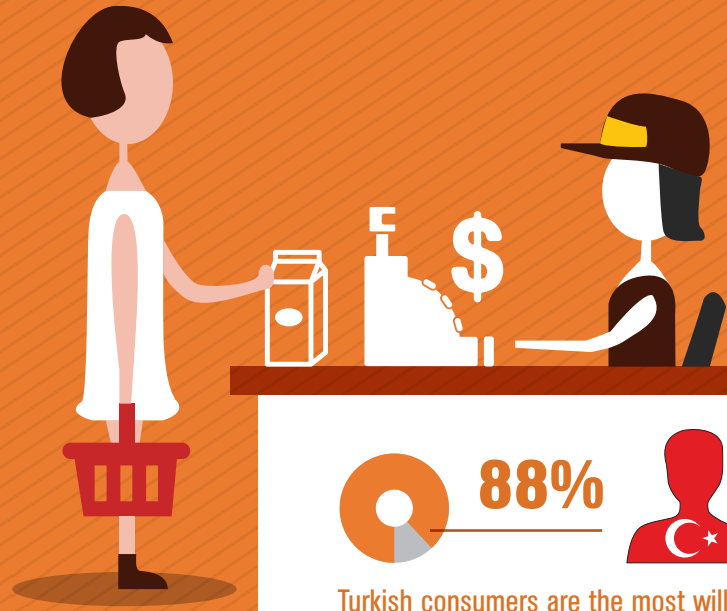
83% associate certain foods with offering specific health benefits such as cholesterol lowering

70% are reading the labels always or often



60% are not ready to give up the foods they like even if they know that some of them are not good for them

Consumers are sensitive to the health implications of food, but price – taste – habits are important drivers in their choices



60% of respondents always choose the healthiest food or beverage product, regardless of price. The extremes are found in Turkey and the UK:



Turkish consumers are the most willing to always choose the healthiest option despite the price tag



Consumers in the UK always choose the healthiest option even if it is more expensive



58% of respondents consider that **natural products** are tastier than conventional ones



69% say that they are not always available in the conventional shops (not convenient for buying daily/ weekly)



72% think they are too expensive

The products seen as the most natural are:

73%



Milk

59%



Oatmeal

58%



Fruit Juice

57%



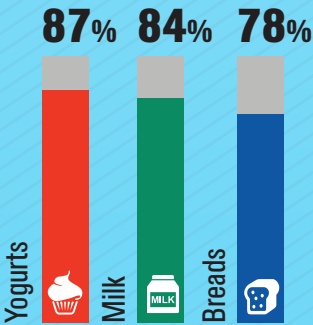
Bread

56%

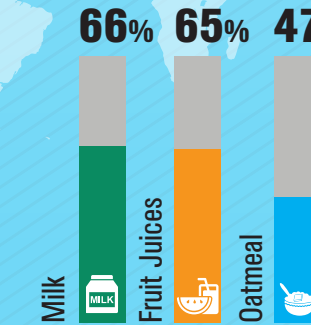


Yogurt

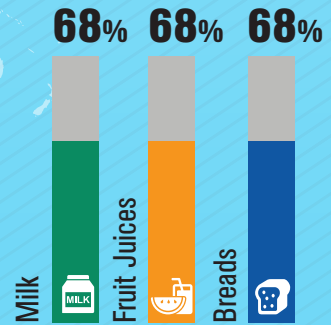
Among the TOP 3 products considered as being natural, cultural differences are noticed – foods that are usually part of the traditional diet/cuisine score highest per country e.g.



Turkish



South Africans



French

Feature identified as the most important for a product to be considered natural:

“Natural sources of ingredients”



“No additives”



“No preservatives”



Top 3 ingredients perceived as natural

68% minerals are natural



60% plant extracts are natural



46% vitamins are natural



Top 3 features for a product to be seen as natural

21% natural source of ingredients



21% no additives



17% no preservatives



UK and Russia

E132

“The E numbers in the ingredient list” is the main element that prompts consumers to deem a product as **NOT natural**

Spain, Turkey and South Africa

“Ingredients that sound like chemicals” is the main trigger for the consumers to consider a product as **NOT natural**

France

“Artificial taste” is the main trigger for the consumers to consider a product as **NOT natural**

Germany

Tie in identifying the “E numbers” and the “artificial taste” as deal breakers

7 countries



1,419 respondents

DSM 2015 consumer survey



56% households with kids



71% high school education or above



52% male – **48%** female



42% 31- 50 year olds



99% in charge of food purchasing for the household