

# Clean Label: From Health to Transparency

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Table of Contents

## INTRODUCTION

Scope

Key findings

## DEFINING CLEAN LABEL

Grey definition for clean label, though strongly associated with health

A quick look into the most common clean label terminology

Staple food as a major product vehicle for preservatives

Growth of “natural” is broadly stronger than fortified/functional

Consumers are more discerning, changing the perception of natural

Clean label will evolve, with some developments taking more time

Clean label as a way to debunk an unhealthy image

## HEALTH PERCEPTION: FOCUS ON INDIA

Case study: clean label in India

Clean label in India holds promise with growth of health and wellness

E-commerce raises clean label visibility, spiking consumer interest

Yoga Bars in India: healthfulness with emphasis on ingredients

Target group for clean label in India has potential to expand

## BALANCING NATURAL WITH NEW NEEDS

Habit and routine of meals at home likely to strengthen in 2021

Slow return of foodservice is an opportunity for packaged food

Casa Verde, Peru: an agricultural producer moving into ready meals

Clean label adds assurance to ambient food with long shelf life

Consumer desire for indulgence balanced with wellness escalates

Natural positioning helps consumers indulge guilt-free

## TRANSPARENCY AS THE CORE

Transparency grants consumers greater control

Clean label brand Honesta shows transparency in sugary foods

Shift from less favoured nutrients to transparency on processing level

Authenticity and food safety expected to further define clean label

Using natural ingredients is part of a bigger purpose

Clean label will be a mainstay for sustainable, purpose-driven food

## APPENDIX

About Via Online Tracking from Euromonitor International

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