

Competitor Strategies in Product Claims and Positioning

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Scope

Key findings

Food and beverages companies take the lead in the fmcg arena

Online product positioning is an integral part of e-commerce strategy

Retailers allow consumers to filter through the lens of product claims

In-store drives fmcg purchases, but digital rapidly gains momentum

Strategic long-term goals remain despite short-term losses of COVID-19

Health and sustainability continue to be key pillars of growth

BECOME BETTER-FOR-YOU

Become a better-for-you company

Mindful snacking is a top priority for Mondelez and spurs innovation

Coca-Cola makes sugar reduction a top priority

No sugar claim takes the lead among Coca-Cola's products

Reduction of added sugar one of the prime concerns for PepsiCo

Fibre and plant-powered ingredients support healthy positioning

Health of people and planet drive Danone's 2030 goals

E-commerce helps Chinese consumers to discover L'Oréal brands

PIVOT TO PLANT-BASED PRODUCTS

Pivot to plant-based products

Nestlé makes headway in plant-based meat substitutes

Unilever expands its plant-based portfolio into foodservice

Playing in plant-based constitutes a key strategy for Danone

NOURISH THE NATURAL MOVEMENT

Nourish the natural movement

Natural takes lead in Nestlé's clean label movement

Clean label claims outweigh health claims in PepsiCo's savoury snacks

Kraft-Heinz shows strength in clean label approach

Responsible beauty goals drive Procter & Gamble's investments

Mars's pet care claims reflect human demand for natural and clean food

SUPPORT SUSTAINABILITY SCHEMES

Support sustainability schemes

Fairtrade and sustainability goals continue to be a key focus for Mars

Nestlé drops Fairtrade in favour of in-house sustainability scheme

Procter & Gamble puts focus on sustainability and efficacy in Home Care

Unilever builds on brands with purpose to drive growth

L'Oréal invests in natural and organic beauty

REPEAT THE REUSE, REDUCE, RECYCLE MANTRA

Repeat the reduce, reuse, recycle mantra

Sustainable packaging continues to be a key priority on PepsiCo's agenda

Sustainable packaging drives the Mondelez "right way" to snack

Danone's Evian introduces label-free bottle

Unilever continues to invest in sustainable packaging and ethical labels

CONCLUSION

Health and sustainability claims will drive online product positionings

Outlook for product claim strategies amid COVID-19 pandemic

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