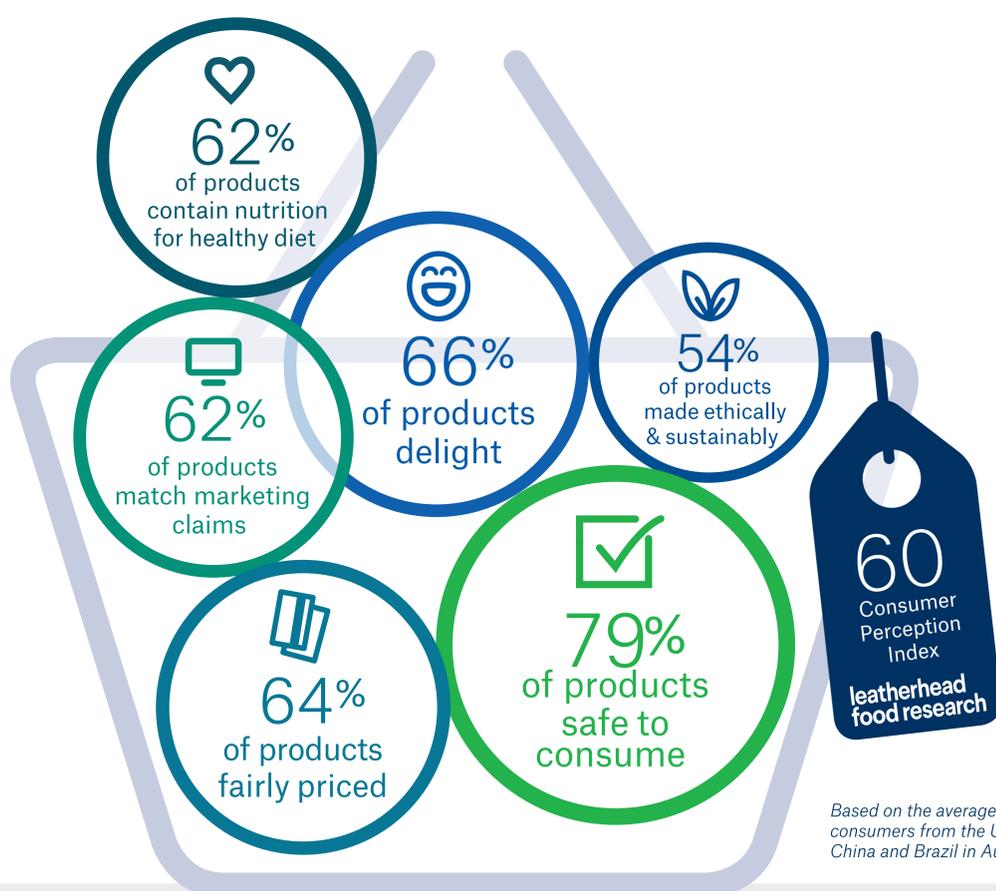


# leatherhead food research

## Are food and beverage products delighting us?

What do we think about the food and beverage products on the market? Leatherhead Food Research's Consumer Perception Index shows how consumers on the international stage rate the products available to them across safety, price, marketing, nutrition, ethics and satisfaction standards.

### Leatherhead Food Research Consumer Perception Index



#### What is Leatherhead's Consumer Perception Index?

Leatherhead has developed a Consumer Perception Index based on how consumers rate their food and drink products across **safety, price, marketing, nutrition, ethics** and **satisfaction** standards.

Consumers across the five countries (Brazil, China, France, the UK and the USA) were asked what proportion (as a percentage) of food and drink products available to them meet the following standards:

- Safety:** products are safe for human consumption
- Price:** products are a fair price
- Marketing:** products are true to their advertising and packaging claims
- Nutrition:** products contain the nutrition I need for a healthy and balanced diet
- Ethics:** products are made in an ethical way, which also minimises the impact on the environment
- Satisfaction:** products delight/please me

### Leatherhead's research has uncovered clear principles to guide the food and beverage industry in developing offerings which are a real match with consumers' needs, wants and aspirations:

#### Convince me of your credentials

Trust in food and beverage companies has been dented – in this environment, authenticity and transparency is important. Companies need to go the extra mile to not only have squeaky clean supply chains, but also to evidence it.

#### Make it nutritious

Nutritious, rather than healthy, is key. 'Being healthy' is a behaviour which is easy to compartmentalise – 'now I'm being healthy, now I'm being unhealthy'. Nutrition is about consumers' ongoing relationship with food and the wellbeing of body and mind.

#### Help me achieve my goals

From cutting sugar to reducing plastic usage, companies must strive to help rather than hinder consumers in achieving their personal ambitions.

#### Let's talk ethics

A brand faces serious reputational damage if they are exposed as behaving unethically or irresponsibly; ethical considerations are ignored at a company's peril.

#### Serve up solutions

Rather than focussing on the product, successful innovations will offer solutions to consumers, helping them with pet frustrations such as a dislike of shopping or personal goals such as cooking more from scratch.

#### Tailor it to me

Personalisation is a way for companies to differentiate themselves in the marketplace and make closer connections with consumers through more meaningful products.

#### Let's be honest

With the consumer call for more transparent product messages, this is an opportunity for the industry to start a conversation with consumers about the true cost and practicalities of manufacturing products in order to halt the race to the bottom on price.

#### Who's the innovator here?

Companies cannot be ivory towers – co-creation with consumers is an opportunity to get an early read on your concept, innovation or prototype, as well as shape its direction.