

# 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%**



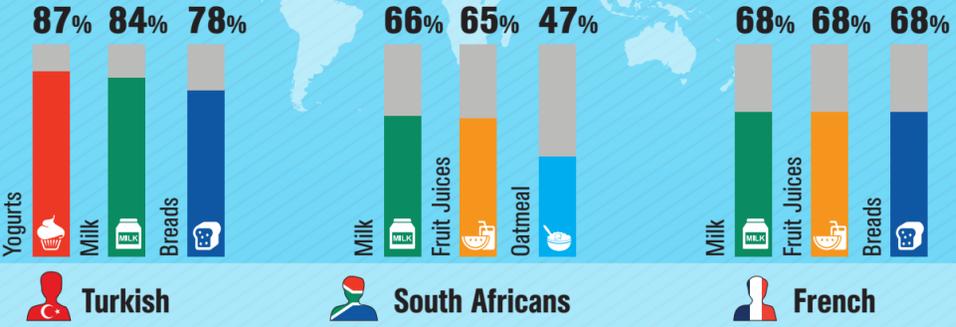
Bread

**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.



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

**E132**

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