Global shoppers share food origin and safety concerns, and expect more from all retailers and manufacturers of the 3,046 international respondents buy private brands.

**WHY DO PEOPLE BUY PRIVATE BRANDS?**

- **Lower cost**: 74%
- **Variety**: 33%
- **Better perceived quality**: 25%
- **Trust in product quality**: 22%
- **Availability**: 16%
- **Wholeheartedly trust quality**: 10%
- **Wholeheartedly trust safety**: 12%

More than a quarter of consumers don’t trust the information on food product labels.

- **Availability**: 91%
- **Variety**: 62%

More than one-third (46%) of consumers would be willing to pay more for a food product with more ingredient and allergen information.

- **Germany**: 95%
- **UK**: 95%
- **France**: 91%
- **US**: 91%
- **Sweden**: 88%
- **Denmark**: 87%
- **Brazil**: 84%
- **Spain**: 72%

84% of consumers think food retailers and manufacturers (rather than the government) are responsible for private brand quality and safety.

More than one-third of consumers believe food retailers or manufacturers don’t act quickly enough or provide timely information during health scares.

- **US**: 36%
- **UK**: 36%