

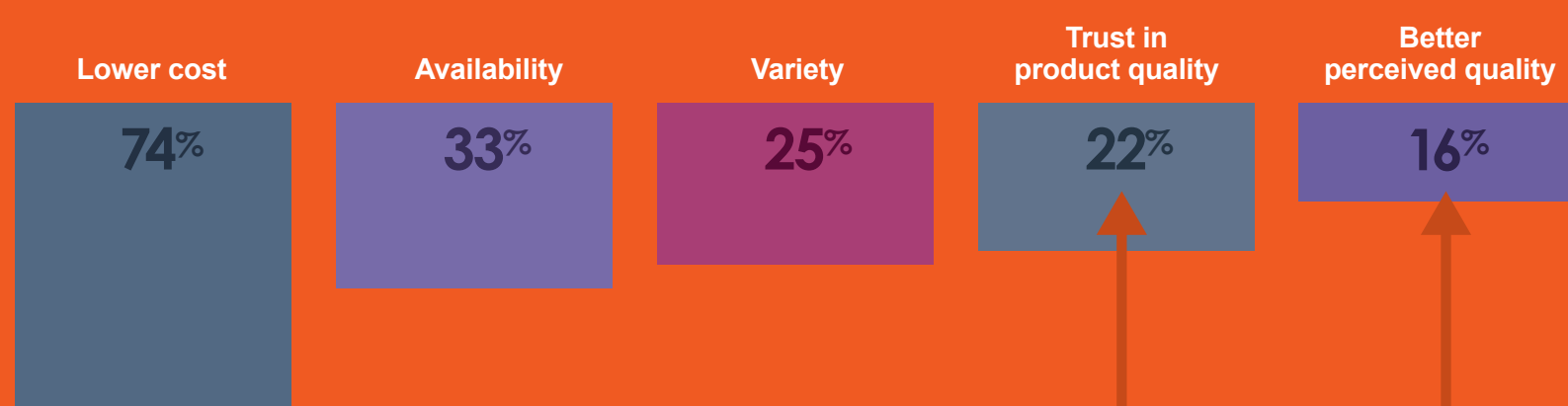
CONSUMERS LOVE PRIVATE BRAND VALUE, BUT QUESTION QUALITY & SAFETY

Global shoppers share food origin and safety concerns, and **expect more** from all retailers and manufacturers

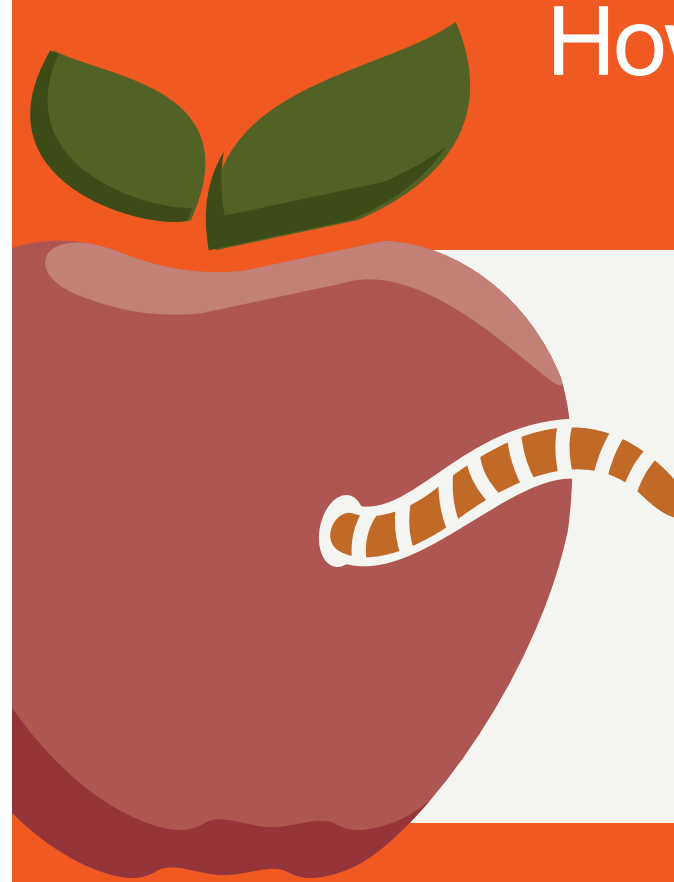


of the 3,046 international respondents
buy private brands

WHY DO PEOPLE BUY PRIVATE BRANDS?



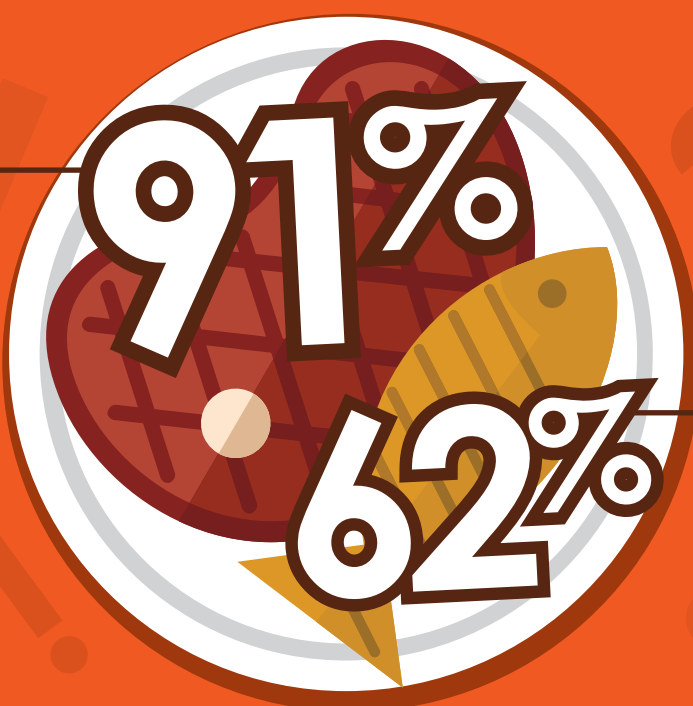
How can you **increase trust and perceived quality?**



ONLY **12%**
wholeheartedly
trust safety

AND **10%**
wholeheartedly
trust quality

% of consumers who say it is important for them to know where their food comes from, but...

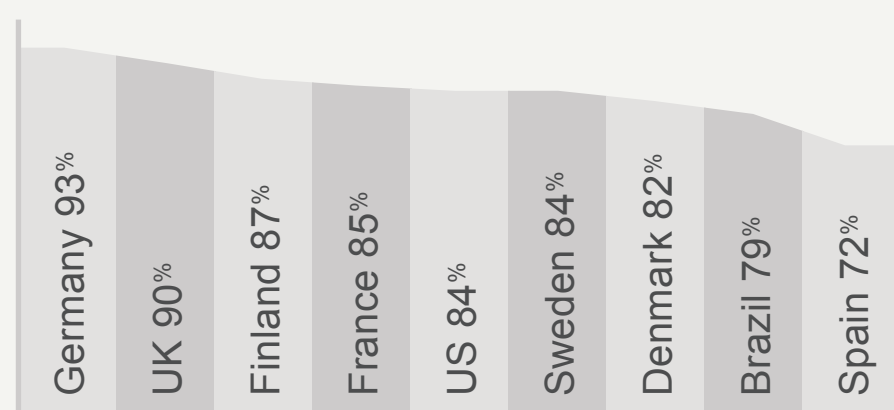


...nearly two-thirds say they're **not provided with enough info** about what's in their food and where it came from

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



More than one-third
(40%) of consumers would be willing to pay more for a food product with more ingredient and allergen information



breakdown by country

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

TRACEONE
drive consumer trust



This survey was conducted in July 2015, among 3,046 respondents in the following countries: US, UK, Denmark, Finland, Germany, Sweden, France, Spain, and Brazil. For more information about Trace One, visit traceone.com