**What Do Shoppers Want to Know About Products They Buy?**

### INGREDIENT DETAILS

- **7 in 10** are interested in finding out more about a product they are buying beyond the ingredients listed on the label, like what the ingredients do or why they were included in the product.
- **8 in 10** are more likely to purchase a product if they could easily understand the ingredient list.
- **3 out of 4** would change their grocery buying habits if they had more information on a product such as the environmental impact and safety, usage information.

### ALLERGENS EXPOSURE

- **59%** say it is important to have detailed information regarding allergens, such as whether the equipment used to manufacture a food product may also process allergens.

### SUSTAINABILITY AND SOURCING PRACTICES

- **Nearly two-thirds** are interested in learning about ethical or sustainable sourcing regarding the products they buy, such as whether or not they were drinking fair-trade coffee or eating free-range eggs.
- **Nearly 6 in 10** are interested in the environmental practices underlying product manufacturing, such as whether a product was produced entirely with solar or wind power.

### EASY ACCESS TO PRODUCT INFORMATION

- **3 in 5** shoppers are using their smartphones for grocery shopping more in the past two years.
- **56%** would use an app to learn more about the ingredients in an item they were considering buying.

### SHOPPERS WANT TO GO BEYOND THE LABEL

**SmartLabel®** is a new digital tool that enables consumers to get easy access to detailed information about thousands of food, beverage, personal care and household products.

Instantly access this information by scanning a product’s QR code, using the SmartLabel app, going to [www.SmartLabel.org](http://www.SmartLabel.org), visiting a SmartLabel product’s landing page, or calling a product’s 1-800 number.

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Survey Methodology: Atomik Research was commissioned to run a general population online survey of 1,002 adults in the U.S. who do the grocery shopping for their homes, whether independently or shopping for others within the household. The survey, conducted May 3 – 4, 2018, has a margin of error of +/- 2 percentages points with a confidence interval of 95%.