



smartlabel
By Consumer Brands Association

Quarterly Update



79

companies



1,013

brands



88k

products

Data pulled June 14, 2026

One Big Thing

SmartLabel® highlighted at GS1 Connect

[SmartLabel](#) was featured in the principal floor exhibit *Beyond the Barcode* at GS1 Connect 2026 in Las Vegas, NV June 8-11. *Beyond the Barcode* was an interactive display that walked convention goers through creating and printing a 2D barcode (QR code), using the 2D barcode at the checkout counter to complete the product sale and, as consumers, scanning the 2D barcode to access the SmartLabel product information. SmartLabel teamed with Kezzler (Scanbuy) to host the exhibit, which was experienced by more than 500 attendees and demonstrated how 2D barcodes can be integrated with SmartLabel.



Co-hosts SmartLabel and Kezzler joined forces again to provide a Beyond the Barcode tech talk on June 9, and on June 10, I joined a panel with Topco Associates and Kezzler to discuss *2D Barcodes in Action: The Adoption Journey and Why It's Accelerating*. Both events were well-attended.

National Consumer Transparency Week

Consumer Brands Association kicked off the second annual National Consumer Transparency Week campaign June 8-12, 2026 with a [video](#) by Melissa Hockstad, Consumer Brands' President and CEO. The week's events included:

- Connecting with Hill staffers at the Congressional Baseball Game on Wednesday, June 10.
- A reception on Capitol Hill on Thursday, June 11, where key policy makers learned about transparency initiatives like SmartLabel and FACTS UP FRONT™.
- A Hill Recap Newsletter shared with key policy makers, staffers, the White House and relevant agencies, as well as members of Congress and media contacts.
- Sharing four new blog posts, including [The Rising Tide of Trust: Why Consumer Transparency Must be Precompetitive](#), where I discuss how SmartLabel helps to drive consumer transparency.



The SmartLabel program also unveiled a [video](#) that discusses how SmartLabel is leading the transition from traditional linear barcodes to SmartLabel-branded GS1 2D barcodes that will enable consumers to access the SmartLabel page when scanned by a Smartphone and conclude the sales transaction at the checkout counter.

Additionally, a [new website page](#) dedicated to explaining how SmartLabel is ready for GS1 Sunrise 2027 has been added to www.smartlabel.org.

AMS Issues RFQ for Research Study to Inform BE Rulemaking

In 2022, a District court struck down the digital disclosure provision of Agricultural Marketing Service's (AMS) National Bioengineered Foods Disclosure Standard. The original bioengineered (BE) regulation relied on smartphone and internet statistics that are outdated and no longer representative of today's digital environment. On May 11, 2026, AMS issued a solicitation notice for Request for Quotations (RFQ) to conduct a **second research study** on consumer accessibility to digital link disclosures. On May 18, 2026, AMS submitted its Response to Plaintiff's Opening Remedy Brief which included AMS' assertion of plans to issue notice of proposed rulemaking regarding disclosure methods in the spring of 2027, and a final rule in the fall of 2027. It proposes prospective vacatur of the digital disclosure rules challenged by the court as of January 1, 2029. With regard to revising the BE food definition, AMS plans to issue proposed and final rules by the end of 2026.

In advance of the new research RFQ, the SmartLabel program published a white paper on [The State of Digital Disclosure and Smart Packaging](#), a comprehensive review of the digital landscape today. Key findings reveal that 92% of Americans possess a smartphone and 102.5 million users have scanned a QR code. The white paper has also been submitted to AMS.

SmartLabel Commissions Market Penetration Study

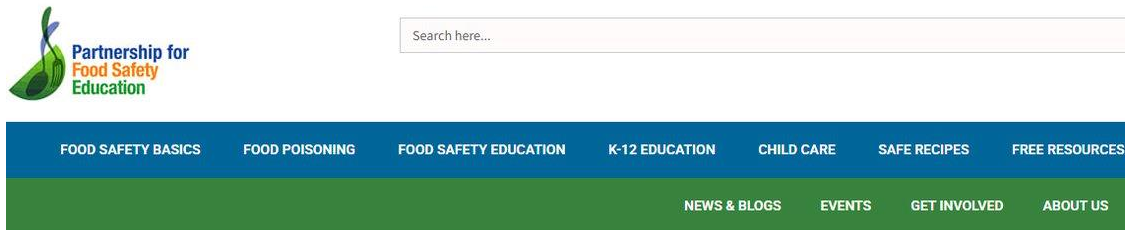
SmartLabel engaged [Nielsen Consumer LLC](#) to analyze existing market data and develop an estimate of the percentage of SmartLabel CPG products in the average grocery basket. According to the 2026 data from NielsenIQ, products participating in SmartLabel can be found in more than one in five US grocery shopping carts. The research also found that:

- *Products participating in SmartLabel make up **20.23%** of active \$ sales in the US CPG market*
- *Products participating in SmartLabel make up **21.71%** of active sales units in the US CPG market*

According to new [Consumer Brands](#) data, consumer engagement with SmartLabel is up 43% YoY (2024 vs. 2025). A 2026 [Consumer Brands](#) analysis found that consumers scanned SmartLabel QR codes more than 9 million times in 2025 and viewed more than 25 million SmartLabel pages.

SmartLabel and Partnership for Food Safety Education Create Co-Branded Website

SmartLabel joined the Partnership for Food Safety Education to create a [co-branded website](#) with instructions to prevent contamination in meal preparation. The site lists and explains the four steps essential to prepare food safely. SmartLabel implementors may link to this new food safety resource to educate consumers on food safety basics.



Core Practices for a Yummy and Safe Meal

Brought to you by:



Food safety is a shared effort -from farms and producers to your kitchen. Many steps are taken to keep food safe before it reaches you, and a few simple habits at home help maintain that safety, preventing food poisoning.

Each year, many people get food poisoning, often preventable and sometimes serious. That's why safe food practices at home matter.

With a few easy steps, you can prepare food confidently and focus on enjoying meals with your family.

- ▶ 1. Prep: Clean
- ▶ 2. Prepare: Separate
- ▶ 3. Prepare: Cook
- ▶ 4. Save: Chill

This page is brought to you by [SmartLabel by Consumer Brands Association](#) and the [Partnership for Food Safety Education](#).

SmartLabel in the News

According to a [recent article](#) in [Mexico Business News](#), "SmartLabel is expanding its role beyond consumer-facing transparency as it aligns with GS1's Sunrise 2027 initiative, which will enable QR codes to function at both point-of-sale and on consumer devices. The shift positions SmartLabel as a key player in the transition from traditional UPC barcodes to 2D codes, allowing retailers to integrate pricing, traceability and recall

capabilities while maintaining access to detailed product information.” The article delves into SmartLabel’s consumer reach — about 22 million consumer interactions annually — and its alignment with GS1’s Sunrise 2027 initiative.

NBC News recently ran a [story](#) and broadcast piece on the [Today Show](#) about the American Beverage Association’s recent rollout of its [Good To Know Facts](#) ingredient transparency resource and how it can be accessed through SmartLabel QR codes.





Registration for the [Food & Beverage Labeling Course](#) is Now Open!

Accurate labels provide important information that empowers consumers when making food and beverage purchasing decisions. Labels that don't meet specific regulatory requirements can lead to costly recalls, consumer mistrust and intervention from federal regulatory agencies.

Ensure you and your team are prepared to meet regulatory labeling requirements with the Consumer Brands Association's virtual, self-paced Food & Beverage Labeling Courses.

Registration is now open for two courses:

- [Course 101](#): September 14 – October 19, 2026
- [Course 201](#): October 19 – November 13, 2026

[Register Here & Learn More](#)

SmartLabel to Attend Multiple Trade Events

- [Sustainable Packaging Innovation Forum USA](#), Chicago, IL, October 27-28, 2026
- [PLMA's Private Label Trade Show](#), Rosemont, IL, November 15-17, 2026

Rishi Banerjee
Senior Director, SmartLabel
[Contact Rishi](#)

