



## **Freshness, Health and the Environment Matter Most in the Kitchens of the World** Global Consumer Priorities Regarding Food Products Shift away from Taste, Convenience

**New York, NY, June 11, 2009** – A new study conducted by Ipsos Marketing, Consumer Goods indicates that global consumers have readjusted their priorities regarding food products. Fresher ingredients. Increased health benefits. More environmentally friendly packaging. These are the top priorities global consumers are placing on food companies.

When asked to choose one area on which companies should concentrate most when developing new food products, consumers from around the world suggested that fresh ingredients, additional health benefits, and more environmentally friendly packaging should be top priorities. With this in mind, factors such as improving taste, developing more convenient packaging, developing foods that are totally different, and making food products that are quicker and easier to prepare appear to have a lower priority.

"We are seeing a global consumer movement toward heightened consciousness of health, wellness and environmental factors in their food purchasing decisions," says David Pring, Executive Vice President, Ipsos Marketing, Global Consumer Goods. "These are key developments in the food market, and not just in North America and Europe. We are also seeing that taste, convenience and product difference – aspects that were probably more characteristic of food product drivers towards the end of the last millennium – are taking a back seat in a world now more focused on making a positive impact on freshness and health as well as the sustainability of the planet."

"For food marketers, the challenge is to ensure that innovation platforms are clearly focused on these consumer needs, not merely in developed markets but also in emerging ones that will undoubtedly become increasingly salient in the near future," concludes Pring. "At the same time, Marketers must be careful not to compromise taste, although this should go hand-in-hand with the use of fresh ingredients."

*These are the findings from a study conducted by Ipsos Marketing, Consumer Goods via the Ipsos Global @dvisor, an online survey of citizens around the world. Interviews were carried out between October and November 2008. Approximately 1,000 interviews were carried out in each of 18 countries: Australia, Belgium, Brazil, Canada, China, France, Germany, Great Britain, India, Italy, Japan, Mexico, Poland, Russia, South Korea, Spain, Turkey and the U.S.*





*Where possible, Ipsos online panels were utilized – in cases where this was not possible the survey was administered through carefully vetted partnership alliance panels.*

*Complimentary access to the data in this report for each of the 18 countries is available upon request from Ipsos Marketing, Consumer Goods.*

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