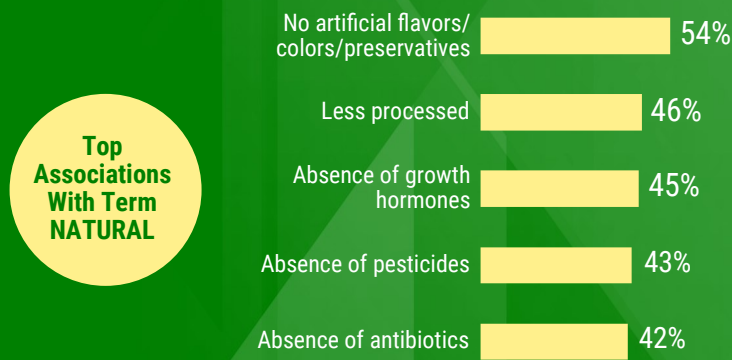


When “Natural” Is on the Label

Understanding the Consumer Perspective of What the Product Claim Really Means

What Does **NATURAL** Mean?

Consumers perceive “natural” as vague but not without meaning. Consumers are seeking an ideal of natural that would mean that the food and beverages they buy are **healthy, whole, real, and minimally processed.**



Without government certification to define “natural,” consumers find the term confusing and have a hard time trusting it on a label.

1 in 4
Only 24% of consumers **TRUST** a label with an “All Natural” claim.

YET →

51%

of consumers who purchase natural food and beverage products believe natural products are **MORE NUTRITIOUS** than conventional products.

Reported Change in **Purchasing** Natural Products

43%

of consumers say they are **BUYING MORE** natural products compared to a year ago.

HARTMAN'S POV:

When it comes to their food choices, consumers see natural as a global signifier of “better-for-you” products – products that are close to their original state, cuing a minimum of processing or synthetic ingredients. Often associated with packaged foods that are less processed, and with an absence of artificial ingredients, the presence of “all natural” on a label can cause shoppers to look at the ingredient list to help them understand what the term means and whether or not the product is right for them. For the most reliable data and deep insights into consumer motivations and behaviors for purchasing natural products, get The Hartman Group’s *Organic & Natural 2018* report.

hartman-group.com