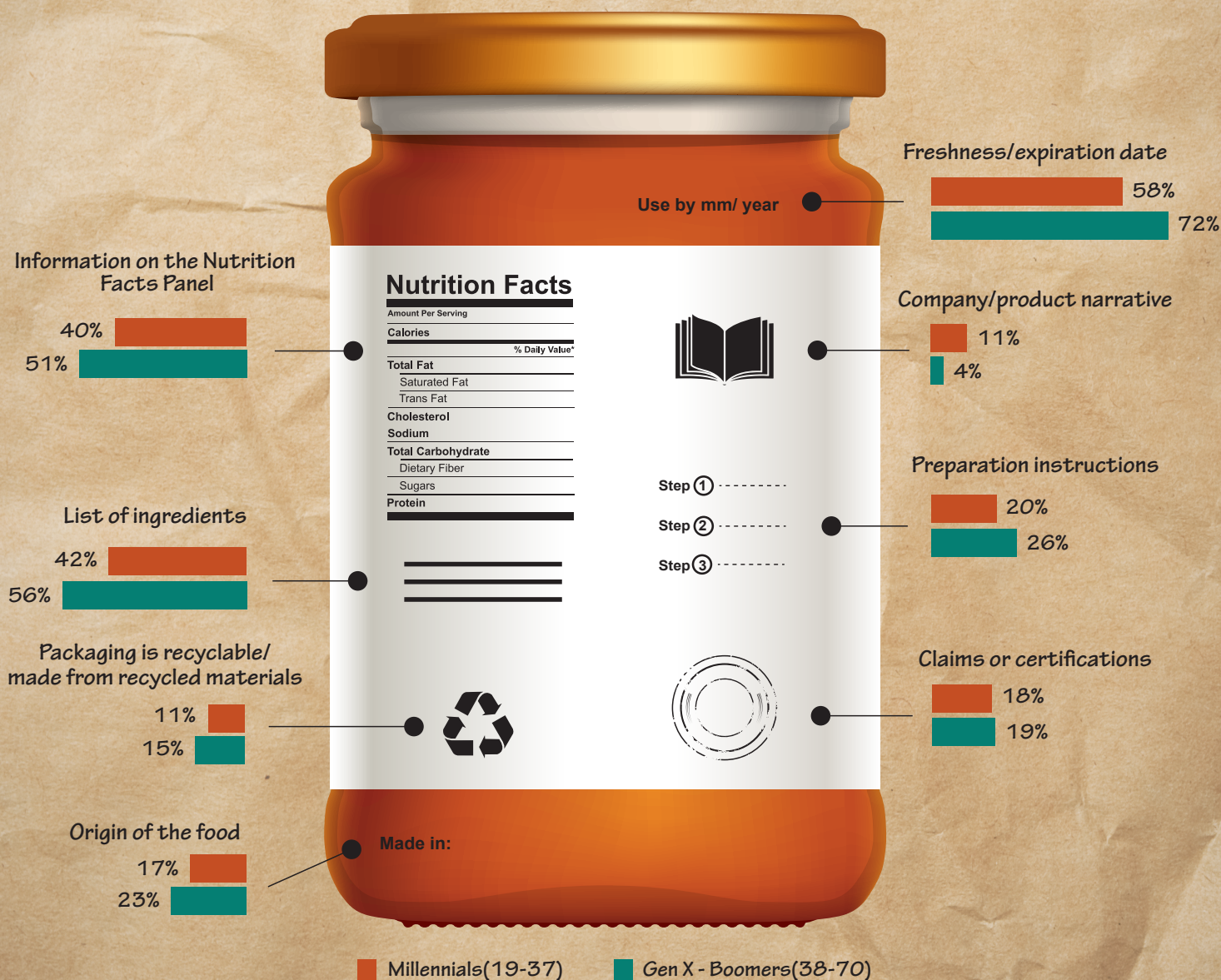


# Packaging Design: What's On the Label? What's Inside?

Consumers are closely scrutinizing product labels more than ever. The range of words, images and symbols found printed on today's food and beverage packaging is diverse and highly complex. For consumers, label reading is a key element of how the nutritional, environmental, healthfulness or intrinsic components of a product are "summed up and learned." Here's a look at what packaging information consumers pay attention to.

## Packaging Information - What They Pay Attention To



Older consumers are the most intent on reading packaging details, while Millennials are the most interested in learning more about the companies they buy from.