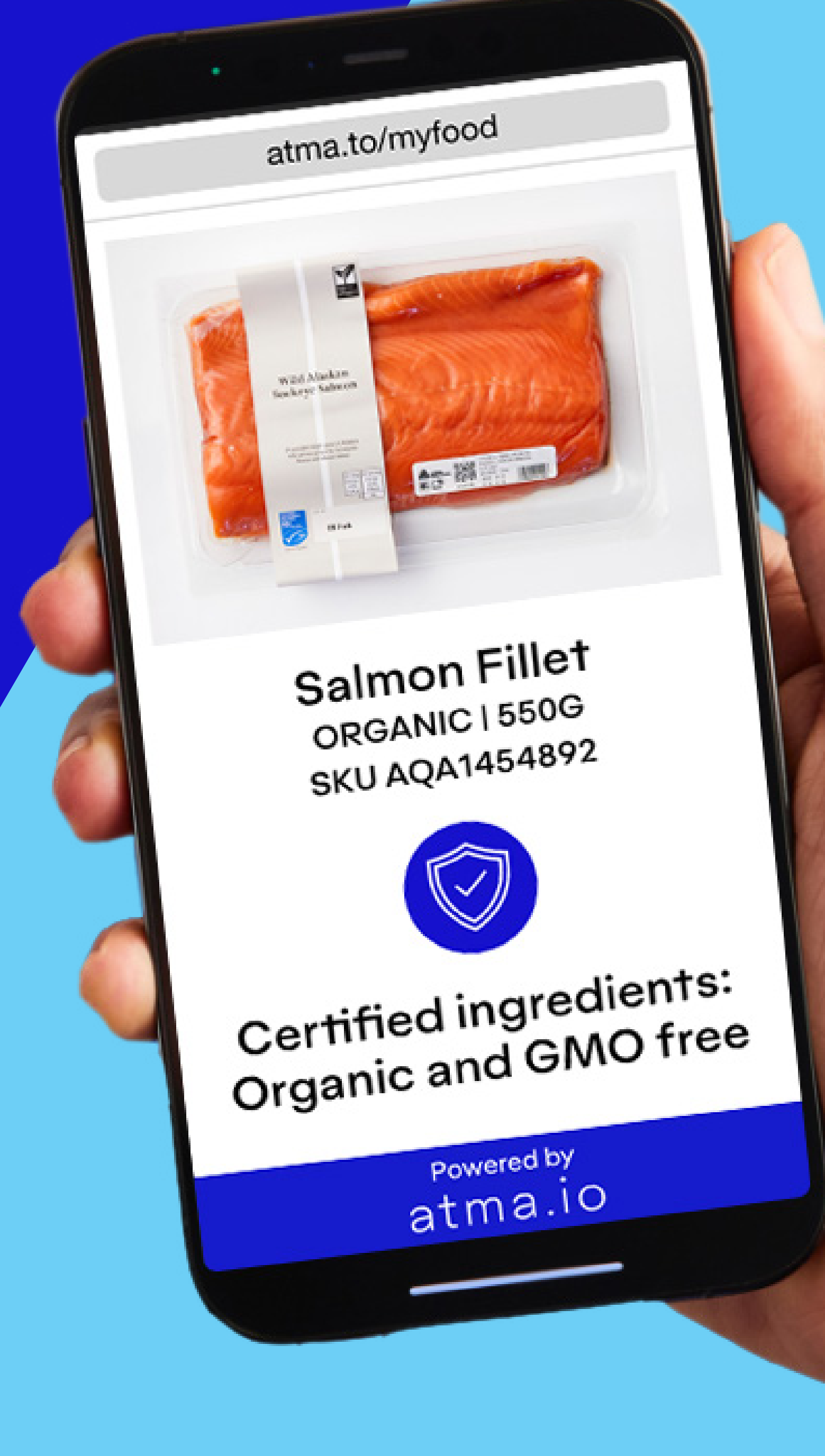


How Important is Food Traceability to Consumers?

The French market has long been at the leading edge of retail innovation, Avery Dennison teamed up with LSA, the leading retail magazine in France, to find out. We surveyed 1,000 French consumers about their food-buying habits, and which factors influence their purchase choice.



of consumer believe food retailers need to improve their traceability efforts

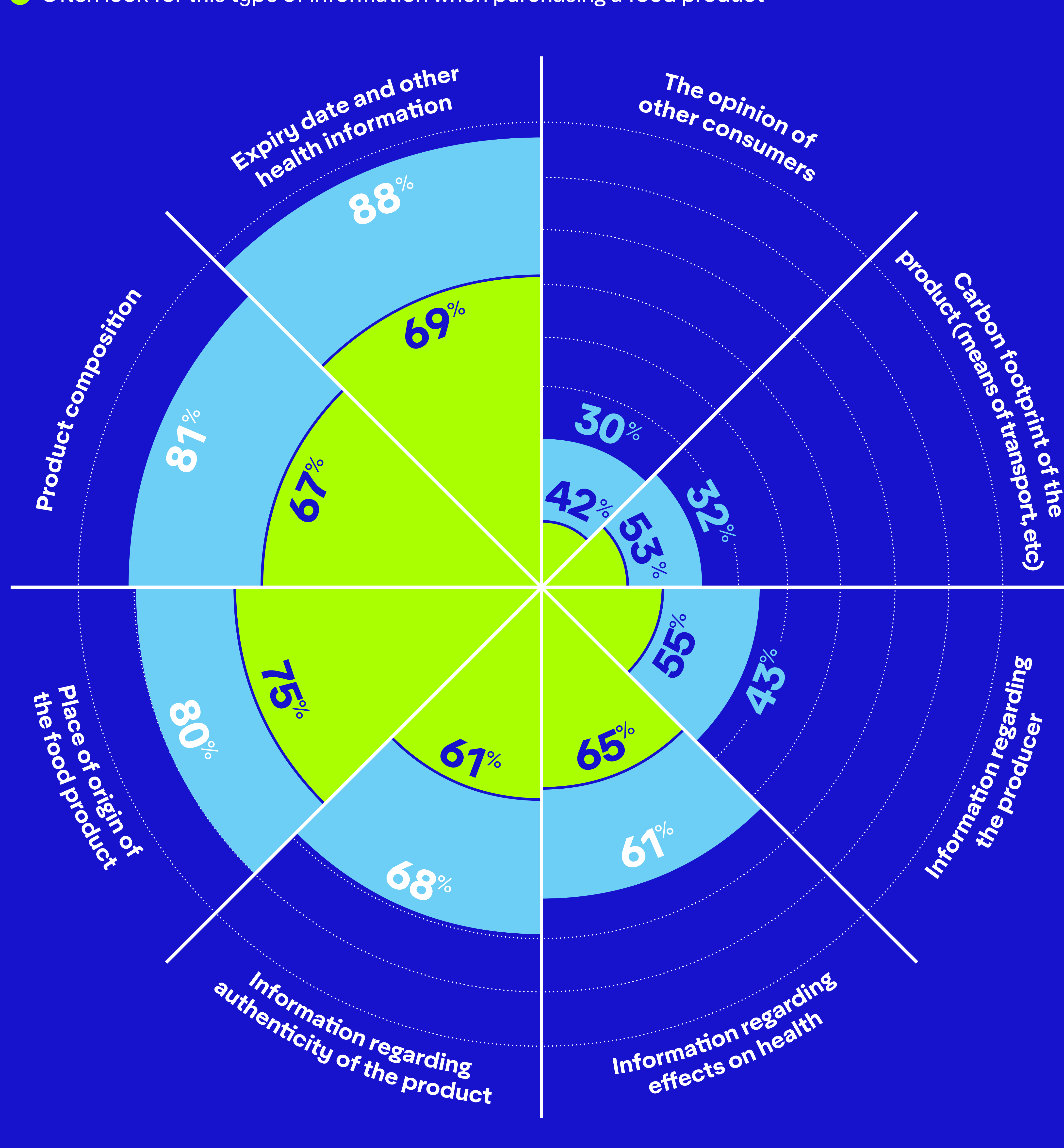


of consumers lack product origin information when shopping online

More transparency required from food producers and retailers

Consumers want more information. Is the product sustainable? Where was it produced? How was it transported?

- Pay more attention to this information since the health crisis started
- Often look for this type of information when purchasing a food product

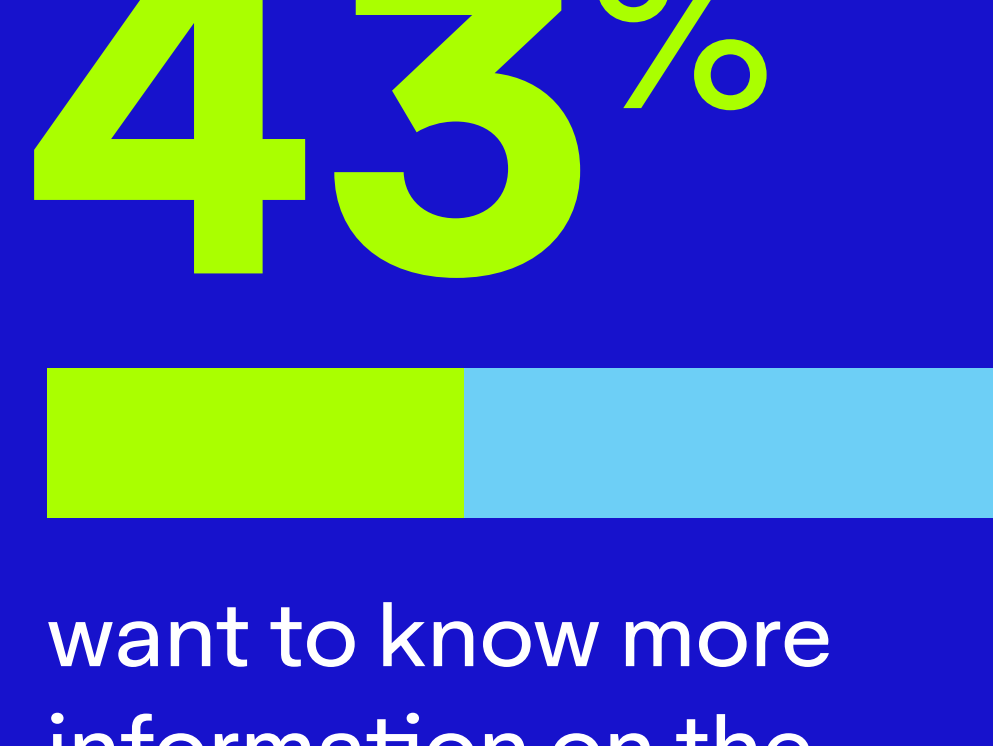


COVID had an increased effect on consumer behaviour

The health crisis has reinforced search for product information, particularly with regards to food source



say they have been more attentive since the beginning of the crisis



want to know more information on the food producer



One of the biggest consumer focus is on transparency and traceability of products that the French consumers want the producers and retailers to concentrate their CSR efforts on.



are increasingly aware of longer supply chain



would like retailers to improve their food waste management

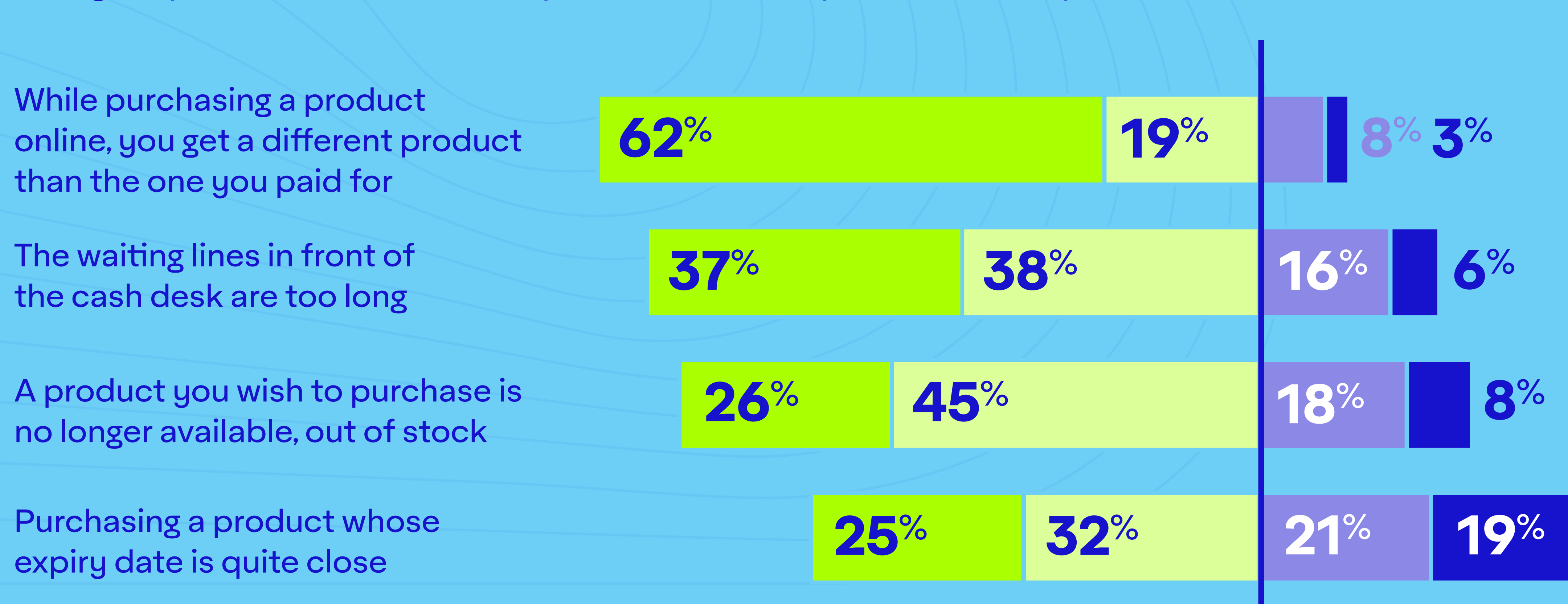


prefer supporting the local economy

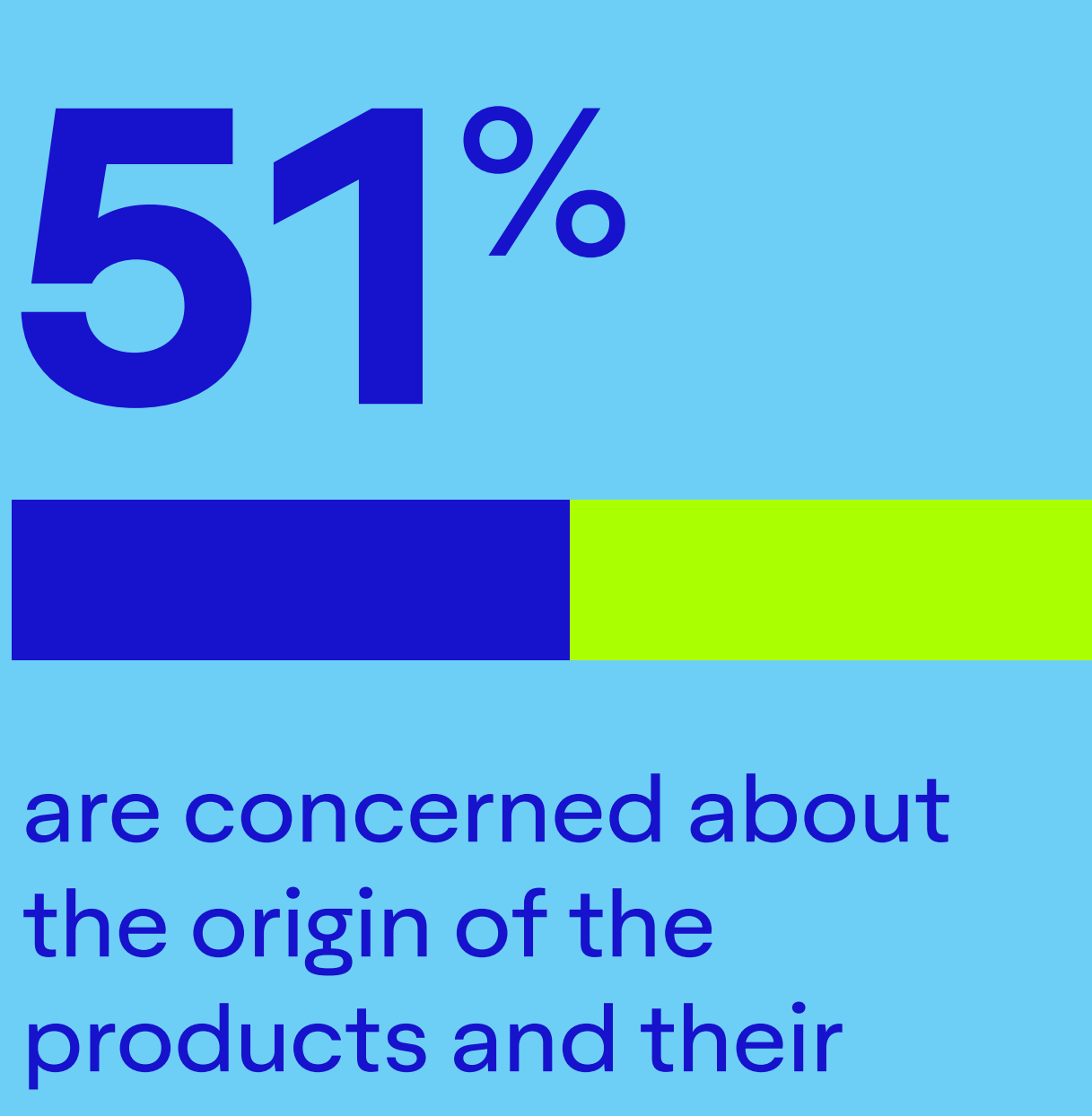
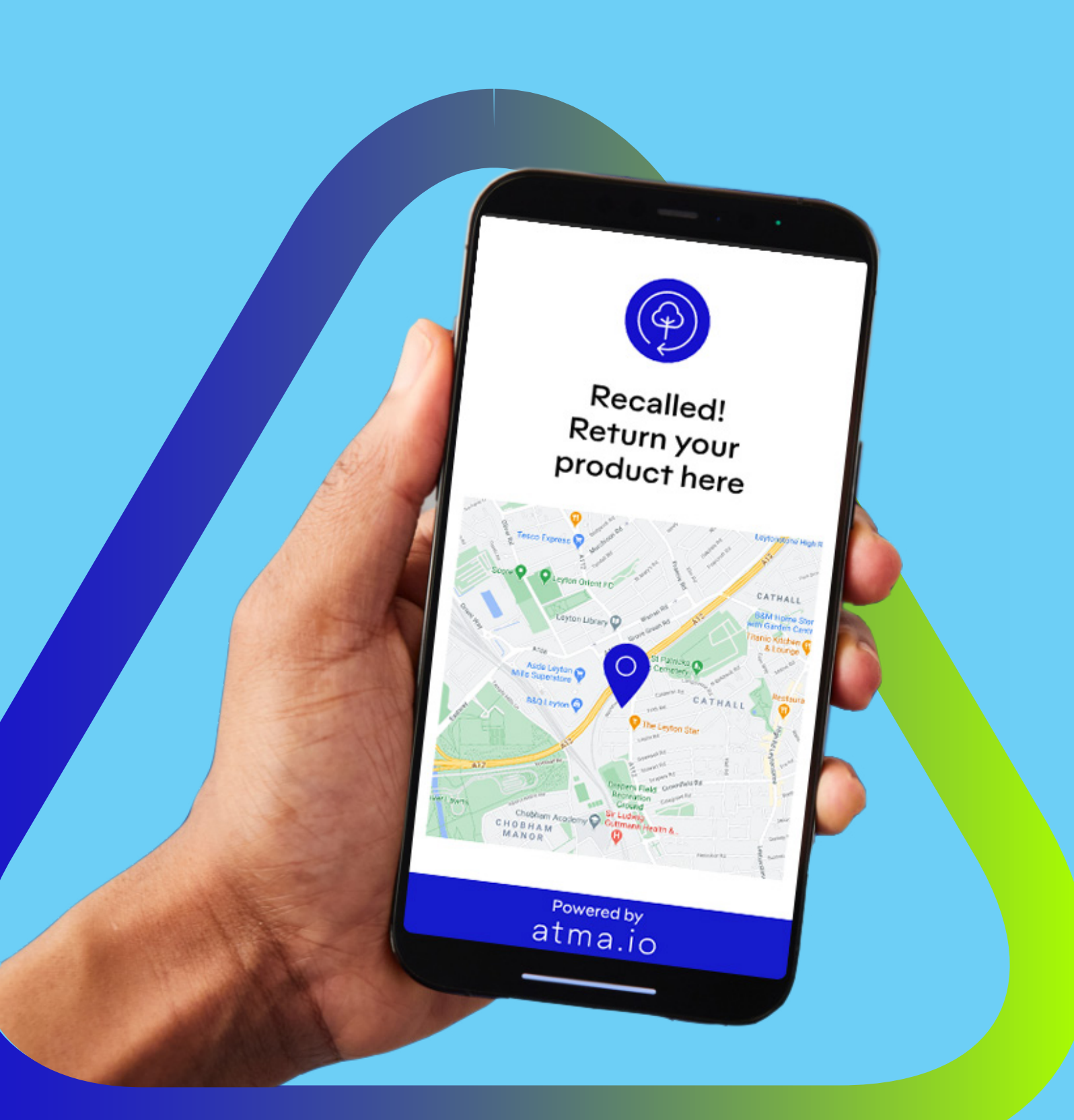
Effects on customer satisfaction

What impact has the following events on customer satisfaction?

- High impact
- A moderate impact
- A low impact
- No impact



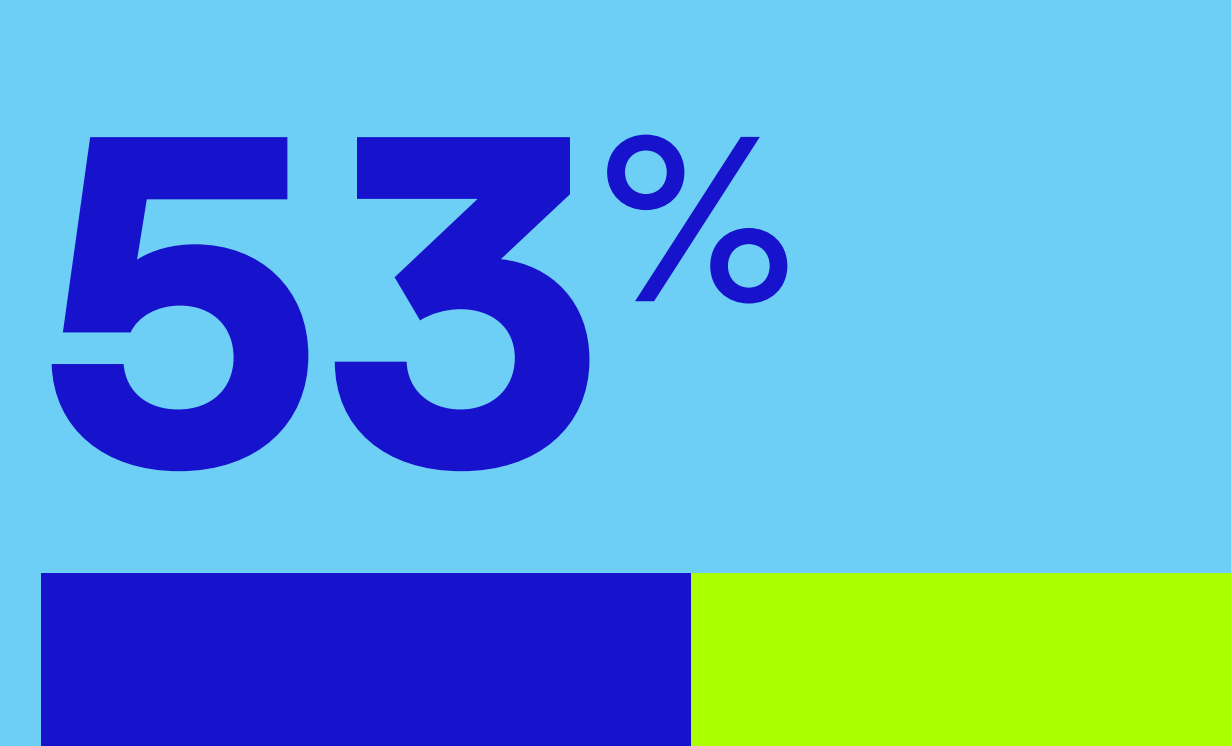
Product recall effects



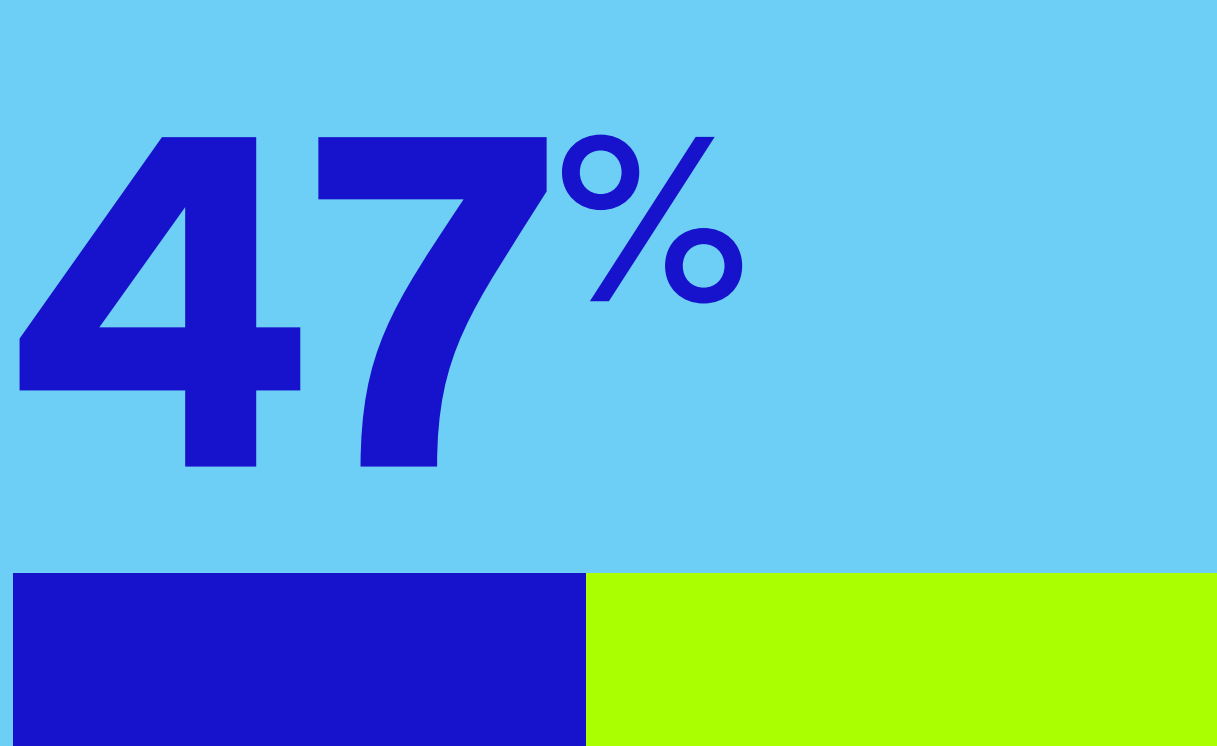
are concerned about the origin of the products and their traceability



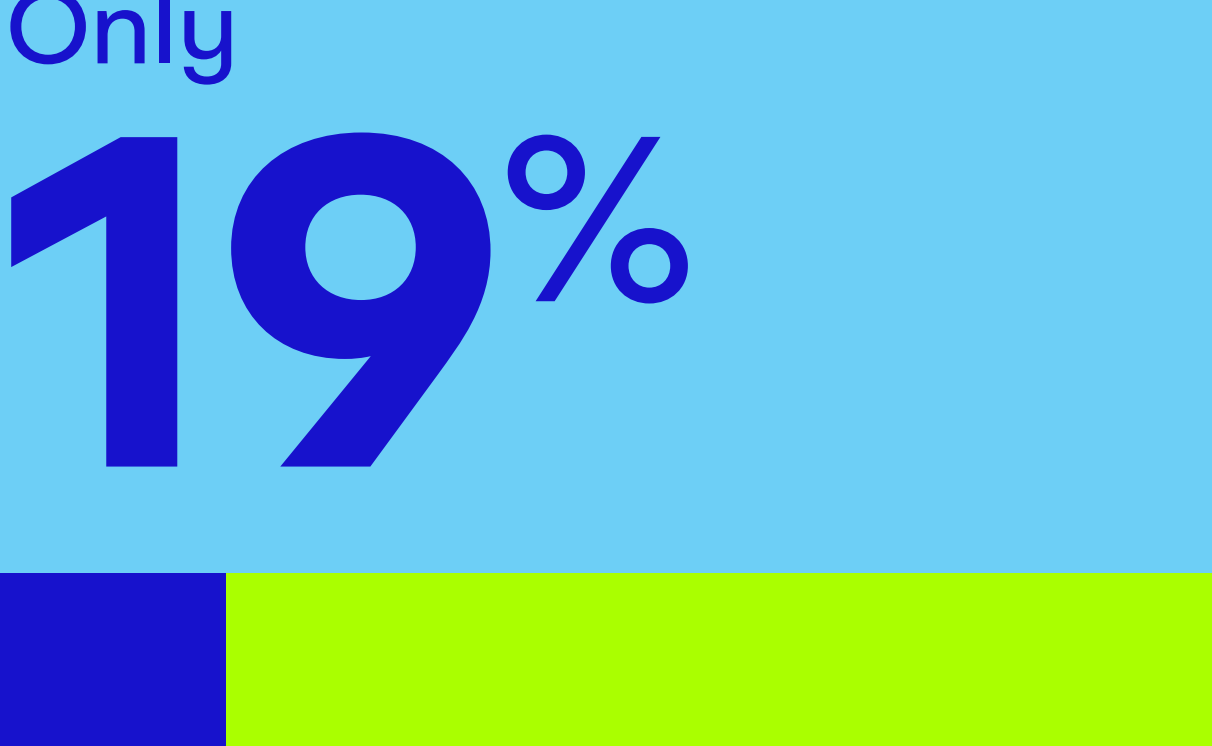
customers have experienced a product recall



of consumers would think twice about buying the same brand again after a product recall



of consumers would like to know if a food product is subject to a recall



of French people who have been informed of a product recall were contacted directly by a brand or retailer

Source: Food Traceability Study Report, LSA February, 2021

Study method

To ensure representativeness, the sample of 1,000 individuals was set up using the quota method based on criteria of gender, age, socio professional category and region

For more information on technical performance and printing recommendations, please refer to the respective datasheets. Please note that the Avery Dennison product range and service offering can be subject to changes. For an accurate overview, please check our website label.averydennison.eu or contact your local Avery Dennison sales representative.

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