How Important is Food Traceability to Consumers?

The French market has long been at the forefront of retail innovation, particularly with regards to food source transparency. The health crisis has reinforced this search for product information, particularly with regards to food source and its transport. In the beginning of the crisis, consumers became more attentive to this information on the food product. The opinion of many consumers want to know more about their food-buying habits, and which factors influence their purchase choice.

We surveyed 1,000 French consumers about their food-buying habits, and which factors influence their purchase choice. We contacted your local Avery Dennison sales representative.

COVID had an increased effect on consumer behaviour

For more transparency required from food producers and retailers. More transparency required from food producers and retailers to improve their local economy. Food and beverages need to be produced with good quality and good price. The waiting lines in front of the cash desk are too long. In this way, the health information regarding the producer is more accurate. Avery Dennison teamed up with LSA, the leading leading retail magazine in France, to find out. Avery Dennison’s products are sold subject to Avery Dennison’s general terms and conditions of sale, see terms.europe.averydennison.com.

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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.

Study method

The source of the data is the LSA February, 2021 Food Traceability Study. The survey targeted France, and was conducted by GfK, a leading market research company. The sample of 1,000 individuals was set up using the quota method based on criteria of gender, age, socio professional category and region. The survey was conducted online, and the respondents were recruited through a national representative sample of internet users.

More transparency required from food producers and retailers

Consumes want more information. Is the product sustainable? Where was it produced? How was it transported? How was the producer contacted directly by the consumer? The waiting lines in front of the cash desk are too long. Online, you do not get the product you paid for. The expiry date is quite close. A product you wish to purchase is no longer available, out of stock. The waiting lines in front of the cash desk are too long. While purchasing a product, you notice that the real deal price is less than the one you paid for. If you purchase a product online, you do not get the same product (means of transport, etc) as you ordered. The opinion of the producer is more accurate. The health information regarding the producer is more accurate. Avery Dennison’s products are sold subject to Avery Dennison’s general terms and conditions of sale, see terms.europe.averydennison.com.

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