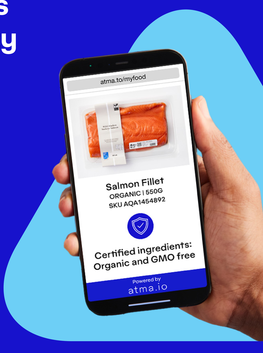
AVERY DENNISON

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.



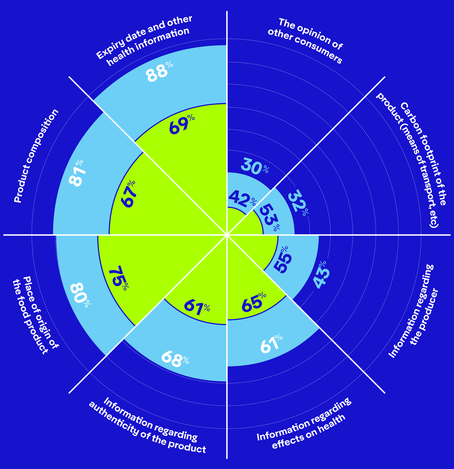
45% of consumer believe food retailers need to improve their traceability efforts

52% 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

75% say they have been more attentive to this information since the beginning of the crisis

43% 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.

47% are increasingly aware of longer supply chain

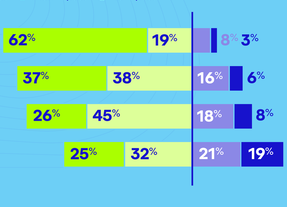
46% would like retailers to improve their food waste management

51% prefer supporting the local economy

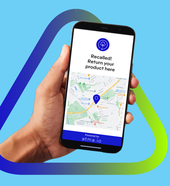
Effects on customer satisfaction

What impact has the following events on customer satisfaction?

High impact · A moderate impact · A low impact · No impact



Product recall effects



51% are concerned about the origin of the products and their traceability

1 in 5 customers have experienced a product recall

53% of consumers would think twice about buying the same brand again after a product recall

47% of consumers would like to know if a food product is subject to a recall

Only **19%** 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.

DISCLAIMER — © 2021 Avery Dennison Corporation. All rights reserved. Avery, Dennison and all other Avery Dennison trademarks, the combinations thereof, product names and codes are owned by Avery Dennison Corporation. All other brands and product names are trademarks of their respective owners. This publication must not be used, copied or reproduced in whole or in part for any purpose other than marketing by Avery Dennison. All Avery Dennison statements, technical information and recommendations are based on tests believed to be reliable but do not constitute a guarantee or warranty. All Avery Dennison products are sold with the understanding that purchaser has independently determined the suitability of such products for its purposes. All Avery Dennison's products are sold subject to Avery Dennison's general terms and conditions of sale. See terms.averydennison.com

Get in touch with our digital ID solutions experts

AVERY DENNISON