

# THE FUTURE OF FOOD LABELLING AND REGULATIONS: 2019

Global Annual Review: what's now and what's next for food labelling and regulations.



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# Report Content

- A look back, and a look ahead

## THE BIG STORIES

- Mintel's perspective

### Expect more attention to calorie labelling

- Develop products that align to national policies or guidelines for calories
- More prominent calorie labelling is needed in the out-of-home sector
- Opportunities for healthier and 'lower calorie' meals in the out-of-home sector
- 400-600-600 adopted by McDonald's

### Nutritional labelling becomes an expectation

- Providing prominent front-of-pack nutritional labelling is becoming an expectation
- Alcoholic beverages may face stricter labelling requirements in future
- More countries issue front-of-pack nutritional labelling schemes

### Regulatory bodies aim to prevent dietary disease

- Pressure from health authorities will continue to push the food industry to prioritise sugar reduction
- Brands could start to promote total sugars clearly and simply on food and drink labels to help consumers understand their sugar intakes
- Acrylamide reduction regulations are set for EU producers
- WHO urges governments to prohibit the use of 'added' trans-fats in food and drink by 2023

## IN THE NEXT TWO YEARS

- Mintel's perspective

### Regulators aim to protect vulnerable cohorts

- The food industry can help to support vulnerable population groups
- Chinese authorities introduce draft regulations to regulate the production and labelling of foods for the elderly
- Expect stricter control over the marketing of food and drink to infants and children
- Stricter regulations for allergen labelling in the out-of-home sector are likely

### Labels to help align planetary and human health

- Use food and drink labels to help consumers to align to the FAO definition of a sustainable diet
- Aligning planetary health with human health may draw attention to processing techniques that reduce food waste
- Food labels can draw attention to the types of food and drink that have least impact on the environment

# The Future of Food Labelling and Regulations: 2019

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- Expect greater emphasis on aligning planetary health with human health

## Labelling transparency moves to new levels

- US aims to standardise GMO labelling for food and drink
- Consumer concern over GMOs may raise the importance for transparent GMO labelling for food and drink
  - Graph 1: percentage of food and drink launches that feature a GMO claim, by region, 2014-18
- 'Natural' claims are to be restricted in India
- US defines 'dietary fibre' for the first time
- A labelling quandary awaits faux meat and faux dairy

## IN FIVE YEARS AND BEYOND

- Mintel's perspective
- Expect further interest in processing information on food and drink labels
- NOVA and Siga are food and drink labelling systems based upon the degree of processing of a food or drink product
- Use online platforms in addition to physical labels to communicate with younger consumers
  - Graph 2: 'Which of the following do you do when shopping for food and beverages on larger shopping trips?', % of consumers who agree, by age and gender, Sep 2018
- Open Food Facts database and ScanUp mobile app use NOVA and Siga labelling systems on 'processing'

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