



A qualitative study concerning the Keyhole's influence over 25 years on product development

Developed and owned by the Swedish Food Agency, the Keyhole logo has been on the market for the past 25 years and has now expanded to Denmark and Norway. The logo "stands for less, but more beneficial fat, less sugar and salt as well as more whole grains and fibres." Despite being implemented across a number of countries, the criteria on which the logo is developed are determined by the various members countries.

During its 25 years on the market, the Keyhole has achieved a stable, established position in the food sector. It is recognised as a synthesis symbol that offers simple, credible and objective guidance for consumers. Despite that, many consumers highlighted a lack of clear meaning of the logo and some even have "an incorrect and negative image of the logo." While it is meant to serve as a guidance both for consumers as well as for the food industry, the criteria are often difficult to fulfil, especially with regards to more nutrient-complex products. The responsiveness to the logo is therefore mixed: while in principle it aims to provide easy, straightforward information, "many people feel that the Keyhole can sometimes be counterproductive, setting excessively rigorous conditions and strict limits as to how it may be used and requiring too much for the criteria to be satisfied."

Reference: M. Hedengren and M. Wassenius. *A qualitative study concerning the Keyhole's influence over 25 years on product development*. Swedish Food Agency. 2015.