

Evaluation of food labelling usefulness for consumers

Food labelling has been developed as a tool to promote nutritional policies. Often, it is identified as “a means of communication between food business operators and consumers, representing an important factor in consumer purchasing decisions.” The general objective of nutrition labelling is to encourage the promotion of healthy food environments. In order “to understand the usefulness of the information provided for consumers, a survey was carried out to assess the efficacy of the information presented in food labelling.”

The survey was conducted as an online questionnaire in Europe. The results indicate that regular consumers usually do not read food labels due to a “lack of time” (50%) or the belief that the label provides excessive information (45%). The study also highlighted that the benefits of food labelling might be stronger among certain groups including “athletes, consumers with health conditions or consumers concerned with a healthy lifestyle.” Overall, the study “highlight the need of information campaigns by public health authorities to show the importance and advantages of reading food labels as well as the development of essential information which should be quickly and clearly seen and understood by consumers.”

Reference: Moreira, M.J. et al. Evaluation of food labelling usefulness for consumers. *International Journal of Consumer Studies*. 2019;43(4):327–334. <https://doi.org/10.1111/ijcs.12511>