



## Objective Understanding of Front-of-Package Nutrition Labels: An International Comparative Experimental Study across 12 Countries

Front-of-pack nutritional labels are increasingly recognised as “an efficient tool for increasing consumers’ awareness of foods’ nutritional quality and encouraging healthier choices.” Today, a number of different types of labels exist but only a limited number of studies have examined the impact of the different types of labels. This study “aimed to assess consumers’ ability to understand five front-of-pack labels in 12 different countries.”

The labels that were analysed include the Health Star Rating System, the Multiple Traffic Light, Nutri-Score, Reference Intake and Warning Symbol. A total of 12,015 responded to the online survey. Overall, the Nutri-Score performed best, followed by the Multiple Traffic Lights, Health Start Rating system, Warning symbol and Reference Intakes (developed in 2006 and applied internationally by the food industry) which emerged as the least effective. All five front-of-pack nutritional labels significantly improved participants’ ability to rank products according to their nutritional quality. FoPL understanding appeared to be influenced by the use of colours as well as the display of summary versus nutrient-specific information. Specifically, Nutri-Score “emerged as the most efficient front-of-pack nutrition labelling in conveying information on the nutritional quality of foods and thus helping consumers to discriminate between products.”

Reference: Manon Egnell et al. Objective Understanding of Front-of-Package Nutrition Labels: An International Comparative Experimental Study across 12 Countries. *Nutrients*. 2018;10(10):1542. doi: [10.3390/nu10101542](https://doi.org/10.3390/nu10101542)