

1 THE IMPACT OF ONLINE

Conflicting information has left consumers suspicious and looking online for reassurance.

Control is in the consumers' hands as they use the internet to decide what brands and products are trustworthy. Companies must engage with consumers online to stay relevant.



56% of adults agree

that the increased ability of consumers to **COMMUNICATE AND FIND INFORMATION** via social media, the internet

is forcing companies to become more **TRANSPARENT**



4 FOOD FORGIVENESS



Consumers are empathetic when companies react swiftly and take a proactive approach to problems.

Consumers reward transparency and accountability with increased trust.

S. O. R. R. Y.

50%

OF ADULTS AGREE THAT COMPANIES CAN BE FORGIVEN FOR MAKING MISTAKES IF THEY QUICKLY OWN UP TO THEM*

2 FOOD FRAUD

Increased awareness of food scandals has made consumers look beyond the label for credibility.

Publications like the *Food Fraud Database* help consumers identify the ingredients most at risk of tampering and greater transparency allows consumers to trust¹.



5 "WHERE ARE YOU FROM?"

As food production becomes more global, consumers' connection with food becomes increasingly disjointed.

Highlighting where food is sourced from helps consumers trust suppliers and producers.



For more than **2 out of 3** consumers

PURCHASE AND PRODUCT LOYALTY are subject to

UNDERSTANDING WHERE THEIR FOOD COMES FROM*

3 SINCERE STORIES

Consumers find it easier to trust brands when they understand the story behind the product.

Smaller manufacturers like craft beer brewers, have shown that telling a story beyond the basic facts helps consumers engage with the brand.

42%

OF CONSUMERS FIND SMALLER GROCERY BRANDS/ COMPANIES TO BE MORE TRUSTWORTHY².



SMALLER MANUFACTURERS MANAGE TO OUTPERFORM LARGER ONES.

2008-2012, Global food & beverage manufacturers
Economic Strategy & analysis, Market share change in percentage points

2.0



Small Manufacturers (< \$1 Billion)
Large Manufacturers (> \$3 Billion)

-1.0

MARKET SHARE CHANGE

