



Perception of health benefits is deeply influenced by packaging

New research provides insights into which elements of packaging have the biggest impact on the consumer's perception of product healthiness, and how the demographics of the consumer will impact these perceptions. Based on the results, the product combination considered to be the healthiest was the one that was organic, white-blue in colour, included the statement "with natural ingredients", an indication of domestic origin, a nutritional claim, and was square shaped.

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Pandemic-induced consumer trends are here to stay (part 1)

"We're in the age of low complexity".

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