



A study by Food Safety Works  
2023

# Reading Between the Lines

A Survey on Indian Consumers' Understanding of Food Labels







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# Introduction



## FOREWORD

The food industry has been noticing a dramatic change in buying and consumption patterns especially in terms of food. The food label on the product plays a significant role in informing consumers about the products, its ingredients and nutrients it contains. It also provides safety, health and nutrition formation and acts as a medium for food marketing promotion and advertising promotional information. However, with a plethora of information and technical terms thrown out there, interpretation of food labels could be quite challenging for the consumers.

We at Food Safety Works undertook a consumer survey to gain a better understanding of the food label awareness and its perception among Indian consumers. The survey was conducted online and targeted a diverse group of participants, including individuals from different age groups, genders, and regions.

This study also highlights the consumer dynamics of India with the association of knowledge, attitude and usage of food labels. How often do consumers buy packaged food products? How often do people check food labels? Do consumers understand what expiry date means? What do they check for in the nutritional information label? Are people aware about various logos and allergens used in the products...and many more.

Our 2nd annual report builds upon various other aspects included in the food label and the insights obtained could help in identifying any misconceptions or gaps in knowledge that may exist, and will serve as a valuable tool for industry leaders and consumer groups as they work to improve the overall food labeling system in India. Awareness and knowledge together with the correct conveyance of information through food labels could be interrelated and can influence the consumers choice of food products.

The findings of this report considering the significant role of consumers' awareness about food labels in making healthy choices from previous study can also be used to enlighten the Indian consumers about the importance of reading the food labels and improve consumers behavior towards better use of the information on the food label.

## Key Insights

### BUYER PREFERENCES:

37.1%

consumers preferred buying packaged food products once a week.

61.1%

women report to be buying food products on a daily basis.

40.8%

respondents buying pre-packed food items once a week were from tier-1 cities.

42.9%

respondents never check for USP while buying a packed food product.

89%

respondents always check the expiry date before purchasing a food item.

#### CHECKING VARIOUS FOOD LABELS:

53.6% consumers always look out for food labels before purchasing packaged food items.

47.4% respondents occasionally checked the list of ingredients on the label.

30.7% respondents occasionally check for allergen or warning labels.

#### AWARENESS OF VARIOUS LOGOS:

28.3% respondents were aware of the FSSAI logo.

74% consumers checked for vegetarian and non-vegetarian logos on a packed food item.

#### STORAGE & PREPARATION:

47.4% consumers prefer reading storage instructions on a packed food product.

56.4% respondents follow the cooking instructions mentioned in 'Ready-to-Cook' products.



NUTRITIONAL & HEALTH CLAIM INFORMATION:

- 51.7% respondents check the nutrition facts label.
- 70.7% respondents feel that calories to be the most important nutritional fact.
- 61.2% respondents give more preference to organic health claims on food labeled products.

SAFETY

- 42.9% respondents have never used customer care information to file a complaint about the quality and safety of products even after having a concern.

# Research Design

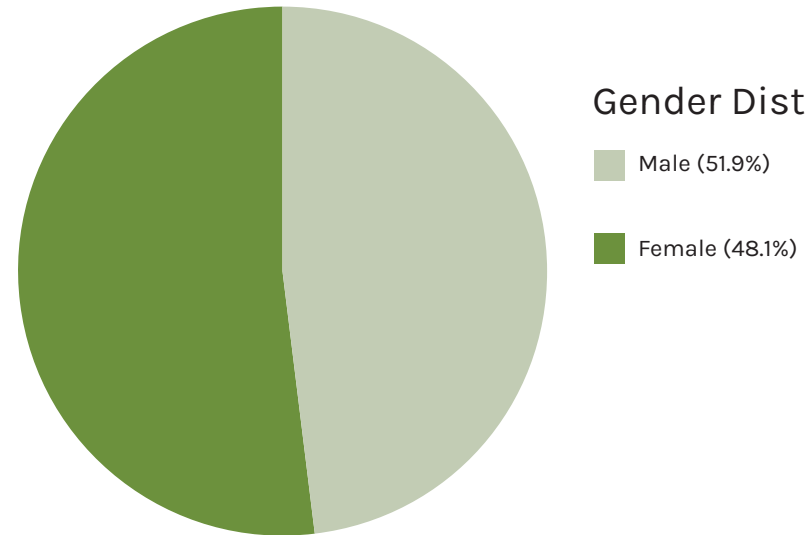
The consumer study was conducted through an online survey form administered over email and social media. The data was considered only for participants who showed willingness to participate in the study. The sampling methodology was a combination of random and snowball sampling.

## Respondent Demographics

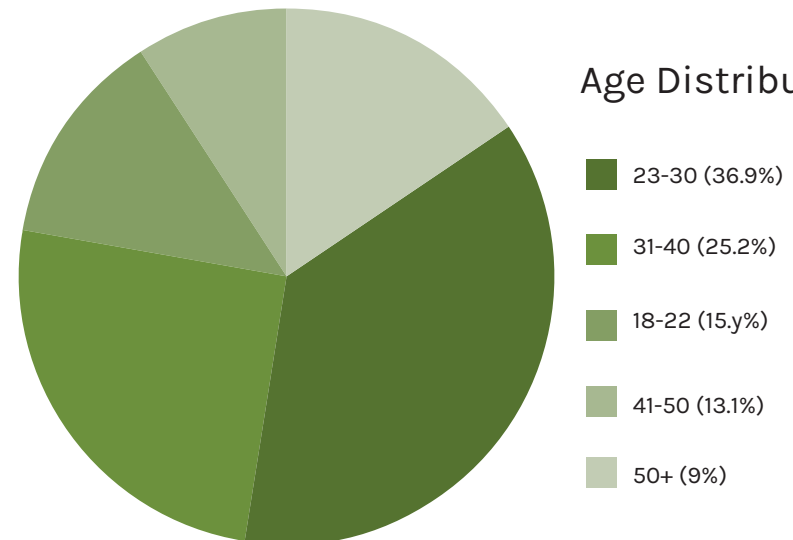
Majority of the respondents were female (51.9%) and male (48.1%) out of a total of 420 respondents.

Large proportion of the respondents (36.9%) were in the age group of 23-30 years while the smallest proportion (9%) belonged to age group of above 50 years.

### Gender Distribution



### Age Distribution

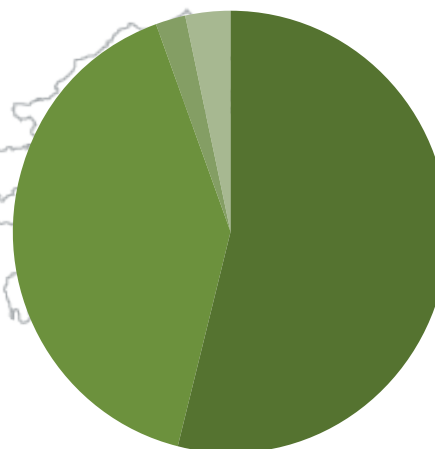




Majority of the consumers taking part of the survey were post- graduates (54%) while the least were pre-university/intermediate (2.1%) students.

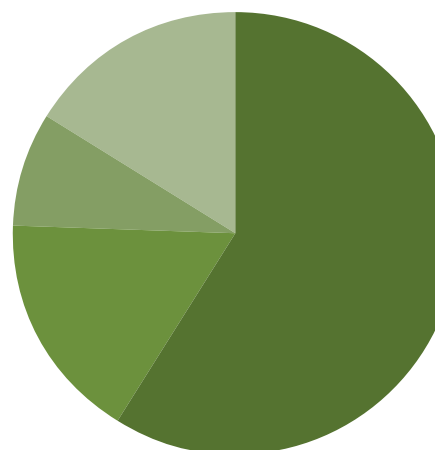
Large proportion of consumers were from tier 1 cities (67.1%) while the smallest proportion was from tier-3 cities (4.5%).

### Education Level



- Post-Graduate (54%)
- Under-Graduate (40.5%)
- High-School (3.3%)
- Pre-University/ Intermediate (2.1%)

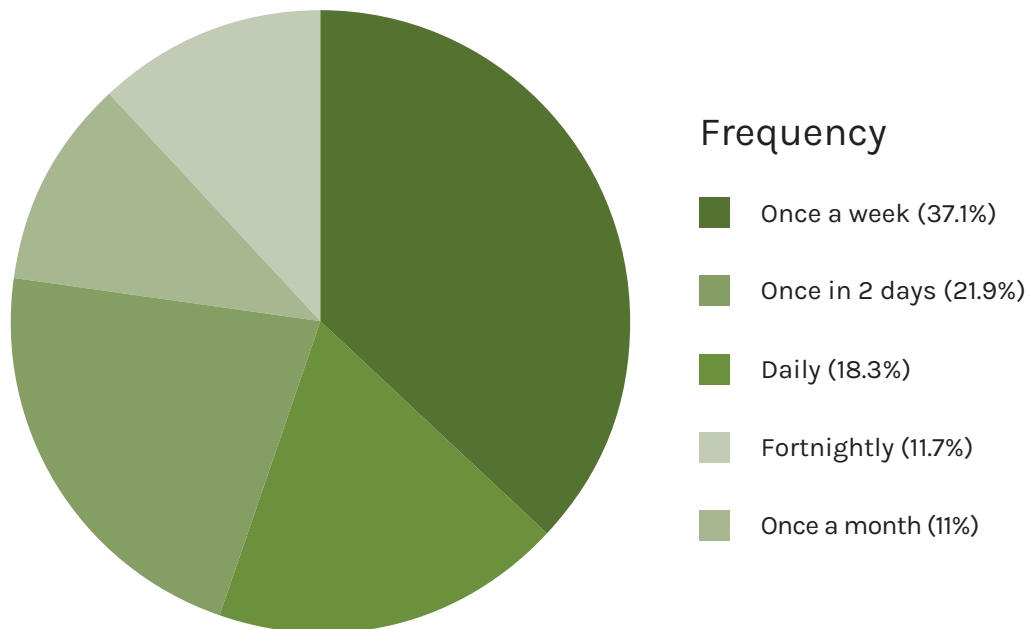
### City Distribution



- Tier-1 (67.1%)
- Tier 2 (19%)
- Other/Semi-urban/Rural (9.3%)
- Tier 3 (4.5%)

# Buying Frequency

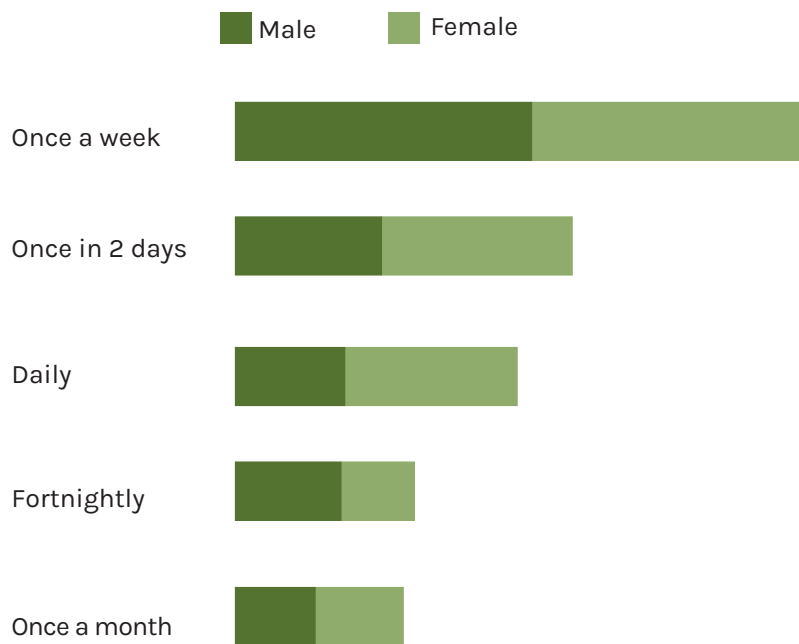
37.1% and 18.3% of the respondents preferred purchasing pre-packed food items once a week and on a daily basis, respectively.



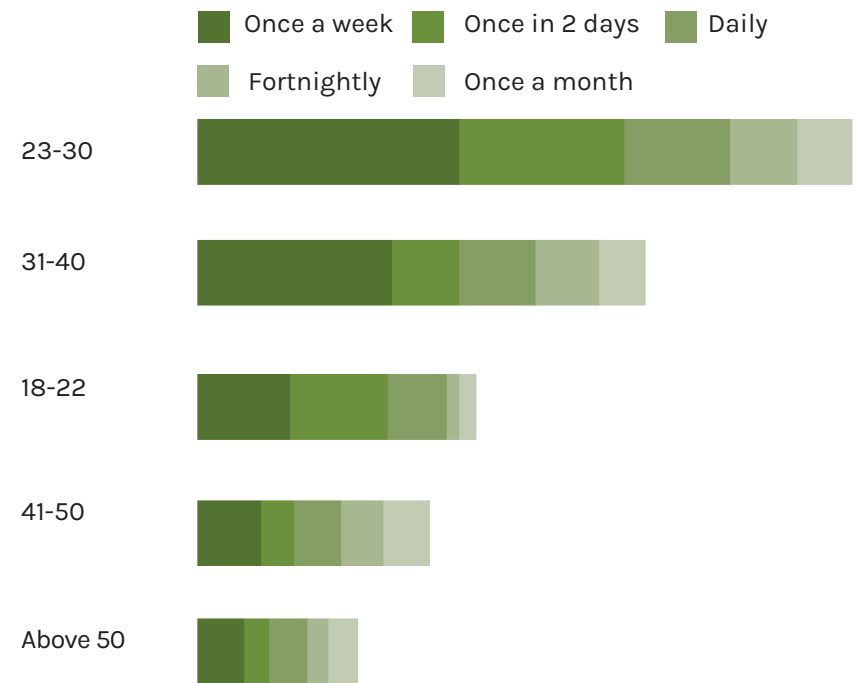
Overall, 51.92% of men purchase pre-packed food items once a week whereas 61.04% of female respondents prefer buying pre-packed food items on a daily basis.

Major proportion of consumers (43.4%) buying pre-packed food items once a week belong to the age group 31-40 years.

### Gender Distribution



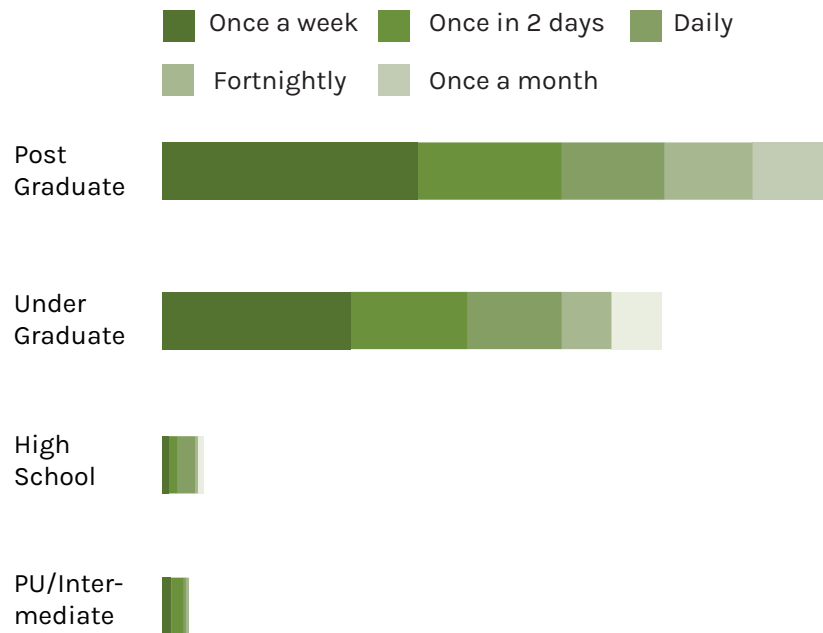
### Age Distribution (in years)



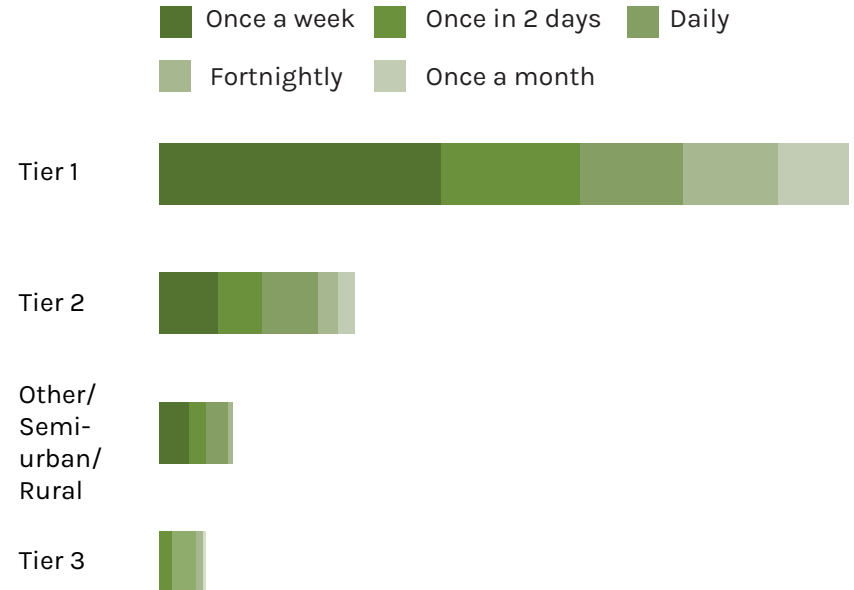
Large proportion of respondents (38.33%) upto postgraduate level of education, preferred buying pre-packed food items once a week.

Majority of the respondents (40.78%) who buy pre-packed food products once a week belong to tier-1 cities.

### Education Level



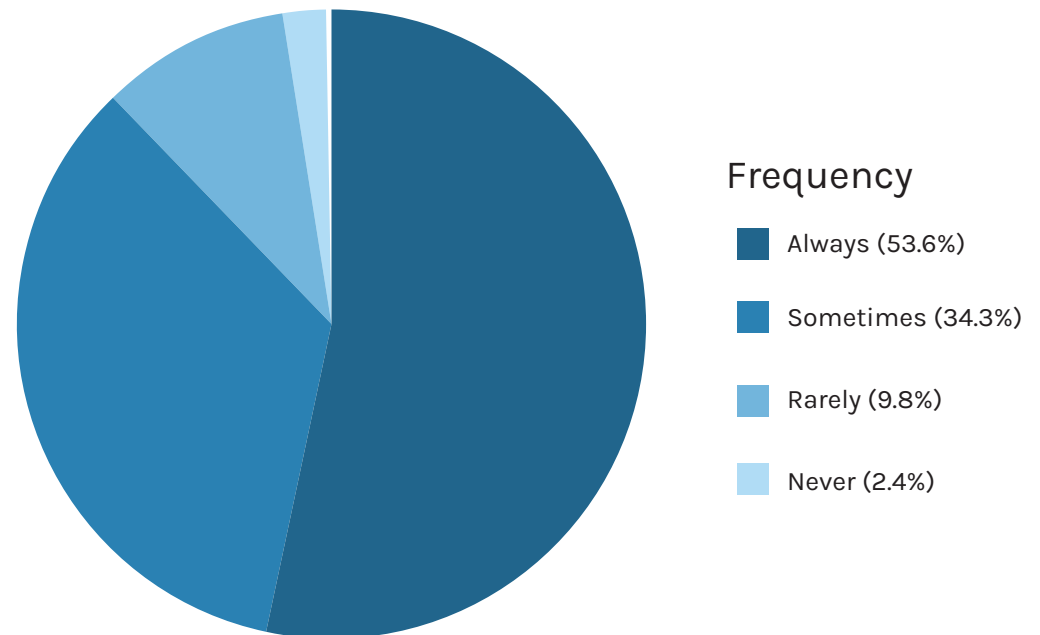
### City Distribution



# Checking food labels

Majority of the respondents (53.6%) always checked for food label before buying a pre-packed food item.

Few studies have reported that consumers purchase pre-packaged food without reading labelling information because the food was routine or familiar to them. Other factors could be due to small print on food labels, followed by no interest, not believing or not understanding the food label. [2]





**INGREDIENTS:** SUGAR, ENRICHED BLEACHED FLOUR (WHEAT FLOUR, NIACIN, REDUCED IRON, THIAMIN MONONITRATE, RIBOFLAVIN, FOLIC ACID), SEMI-SWEET CHOCOLATE CHIPS (SUGAR, CHOCOLATE LIQUOR, COCOA BUTTER, SOY LECITHIN [EMULSIFIER], VANILLA), COCOA (PROCESSED WITH ALKALI), CANOLA OR SOYBEAN OIL, BITTERSWEET CHOCOLATE CHIPS (CHOCOLATE LIQUOR, SUGAR, COCOA BUTTER, MILK FAT, SOY LECITHIN [EMULSIFIER], VANILLA), MILK CHOCOLATE CHIPS (SUGAR, WHOLE MILK POWDER, CHOCOLATE LIQUOR, COCOA BUTTER, SOY LECITHIN [EMULSIFIER], VANILLA), SALT, ARTIFICIAL FLAVOR, SODIUM BICARBONATE.



Jaivik Bharat



A food label, the information presented on a food product, is one of the most important and direct means of communicating information to the consumer. Different food labels include-

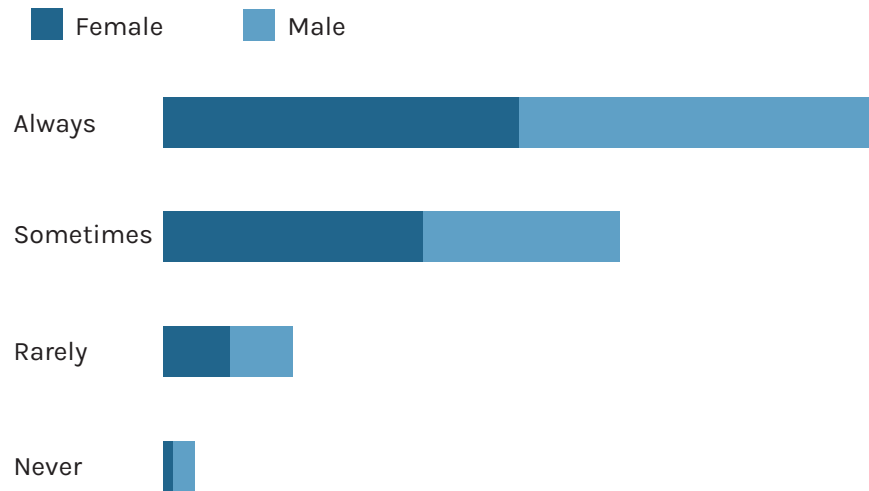
- Nutrition information
- Food logos
- Ingredients list
- Claims
- Storage instructions
- Expiry date



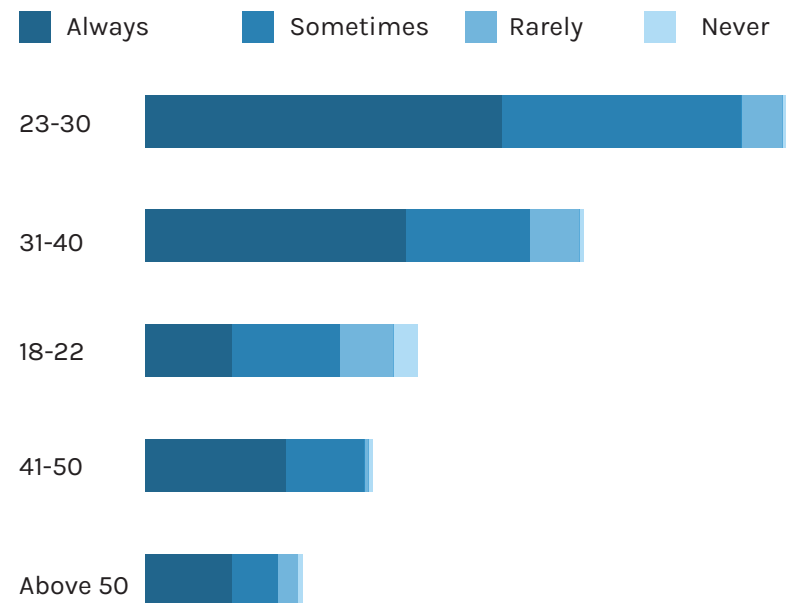
Large proportion of men (50.22%) and women (49.78%) always checked food label purchasing a pre-packed food item.

Majority of respondents (55.48%) who always check for food label before purchasing a packed food product belonged to the age group of 23-30 years.

### Gender Distribution



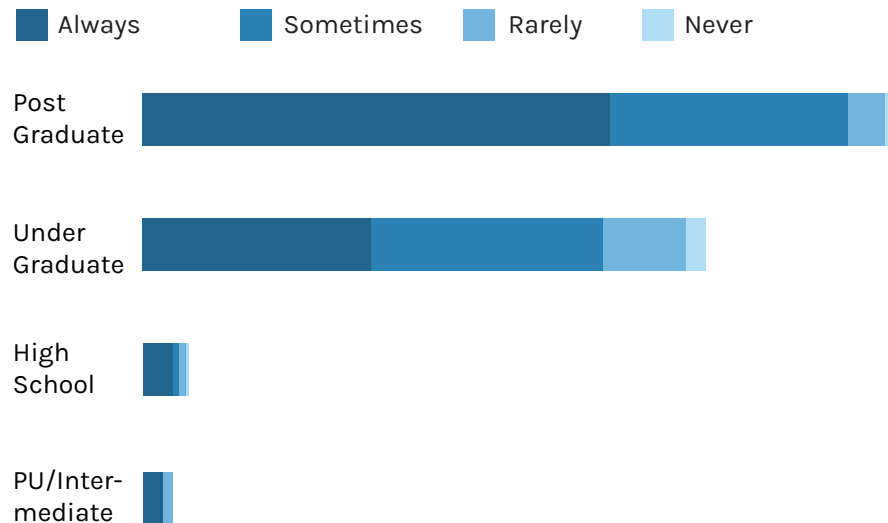
### Age Distribution (in years)



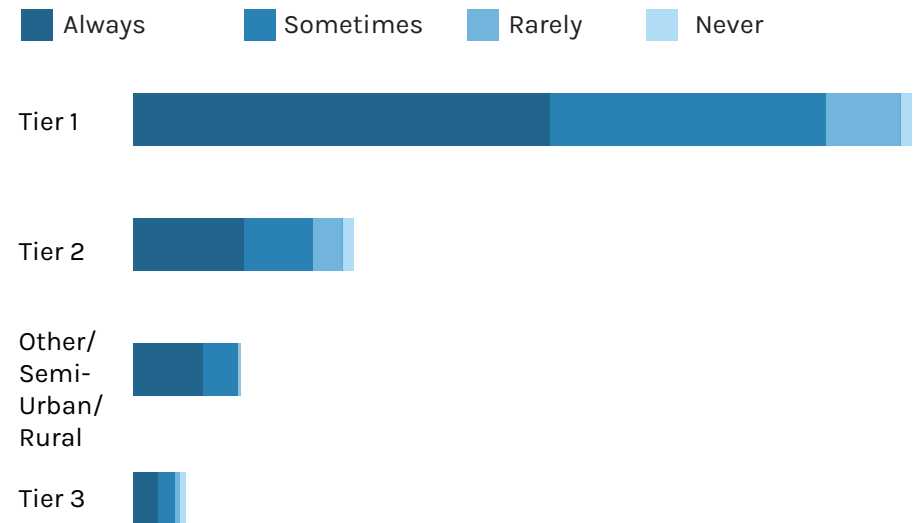
Large proportion of respondents (62.11%) up to postgraduate level of education always checked for food label before purchasing packed food item

Majority of respondents (53.55%) who always checked for food label before buying a packaged food product belong to tier-1 cities

### Education Level



### City Distribution

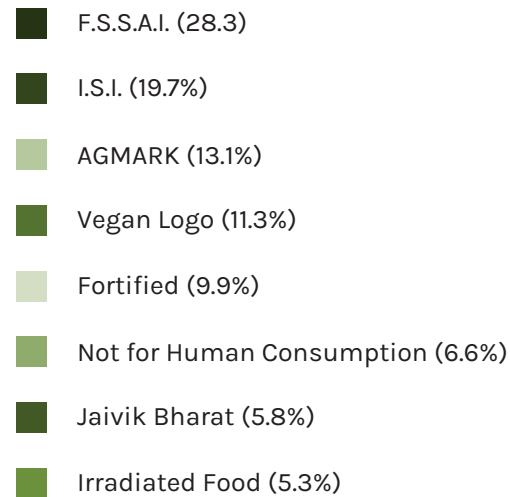
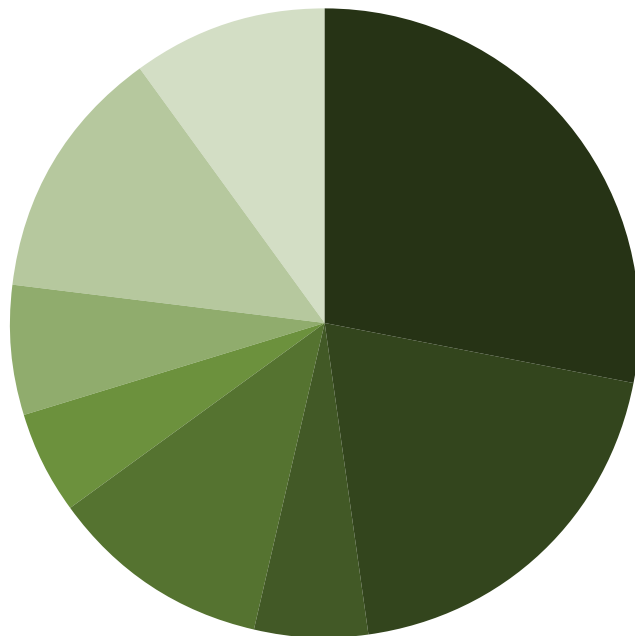


# Checking important logos on the labels

Major proportion (28.3%) of the respondents have come across FSSAI logo on food labelled products whereas only (5.3%) of consumers were aware about irradiated food logo.

Logos are supreme aspects of packaged food products as they specify quality and standards. Consumers must look out for FSSAI logo, Veg and Non-veg logo, Agmark logo, Organic logo, Vegan logo, ISI Mark logo and Radiation logo to ensure they are making the choice of food to the best of their knowledge.

## Frequency



I.S.I.- Indian Standard Institution, which shows that the product has been certified and tested as per prescribed acceptance. This logo is specifically for packaged drinking water and certain processed foods.

F.S.S.A.I. - Food Safety and Standards Authority of India, which is a statutory body relating to food safety and regulation in India.

Agmark- Agriculture Marketing, which is a certification mark for agricultural produce.

Jaivik Bharat- It is to help customers identify authentic organic food.

Fortified- Fortified food means certain essential vitamins and minerals have been added to the food.

Vegan Logo: The logo is used to help consumers easily identify and differentiate from non-vegan foods. The green colored leaf depicts that the ingredient/product is of plant origin.

Irradiated food: For foods that have been treated with ionising radiations, Radura logo is present with the statement "Treated with radiation" or "Treated by irradiation" on the food label.

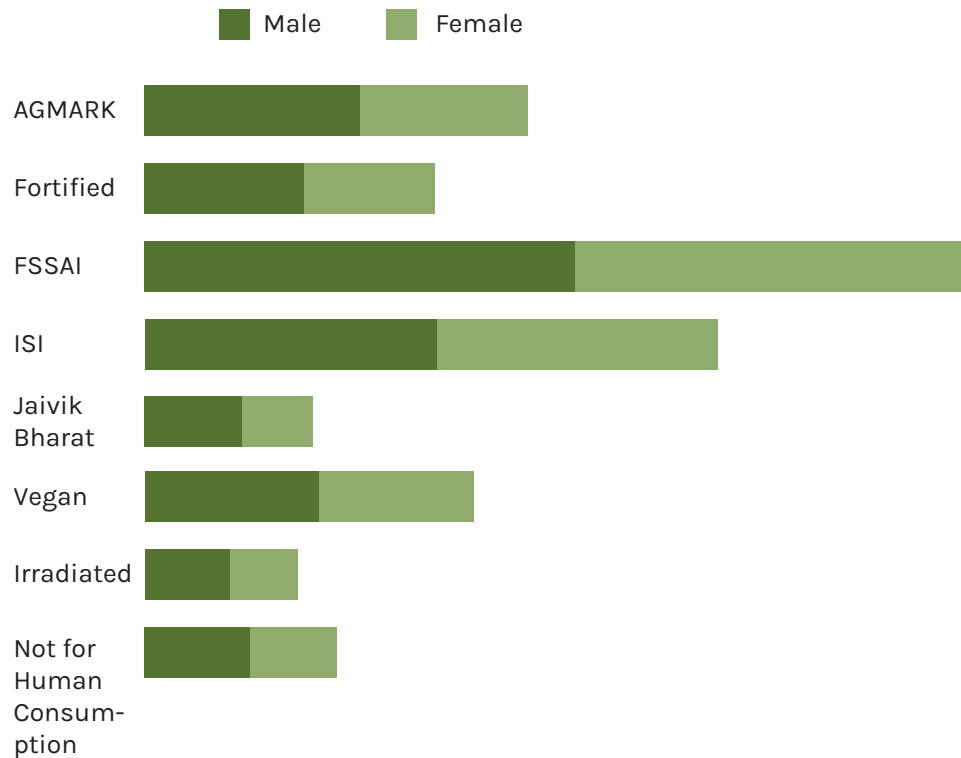
Not for Human consumption logo: A logo that marks food products sold in retails which are not meant for human consumption. It is mandatory for packages containing ghee for diya or oil to be used for worship or pet foods to use this symbol.



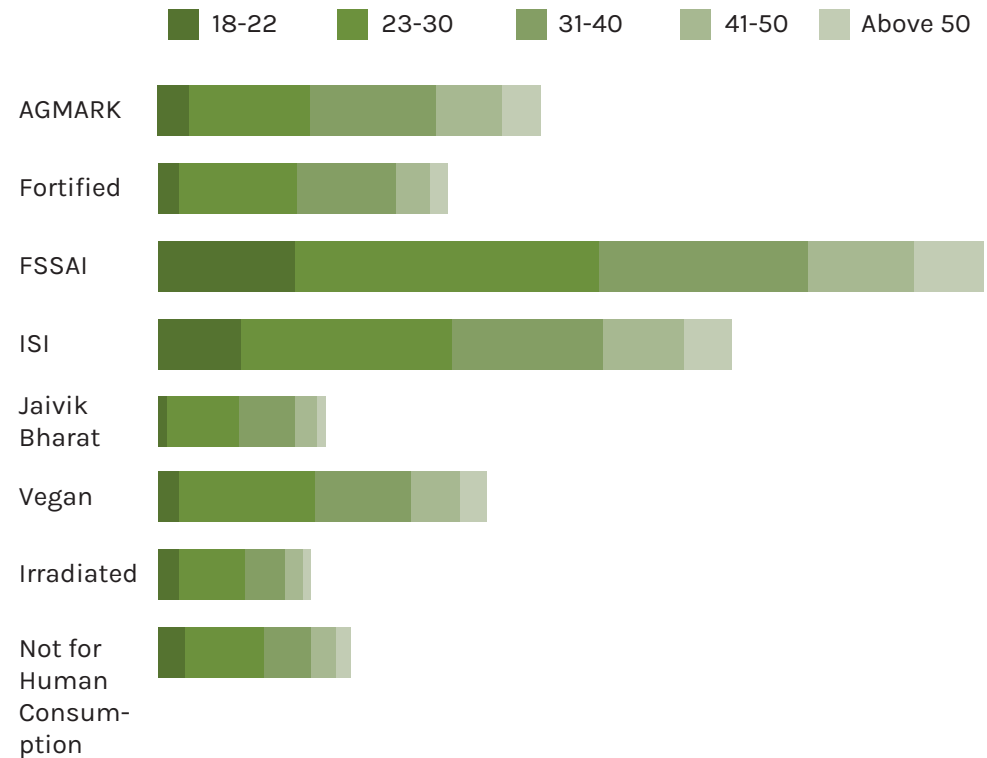
Majority of men (47.9%) and women (52.1%) recognise FSSAI logo on food label of pre-packed food products when compared to other logos.

Large proportion of respondents (38.8%) being aware of FSSAI logo belong to the age group of 23-30 years.

### Gender Distribution



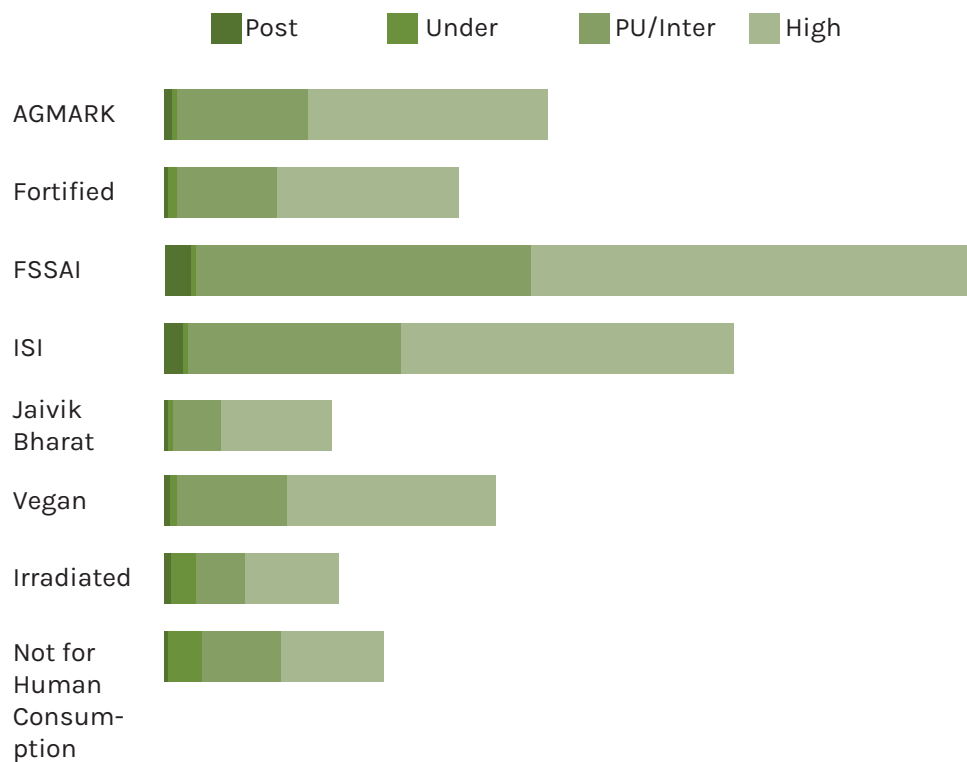
### Age Distribution (in years)



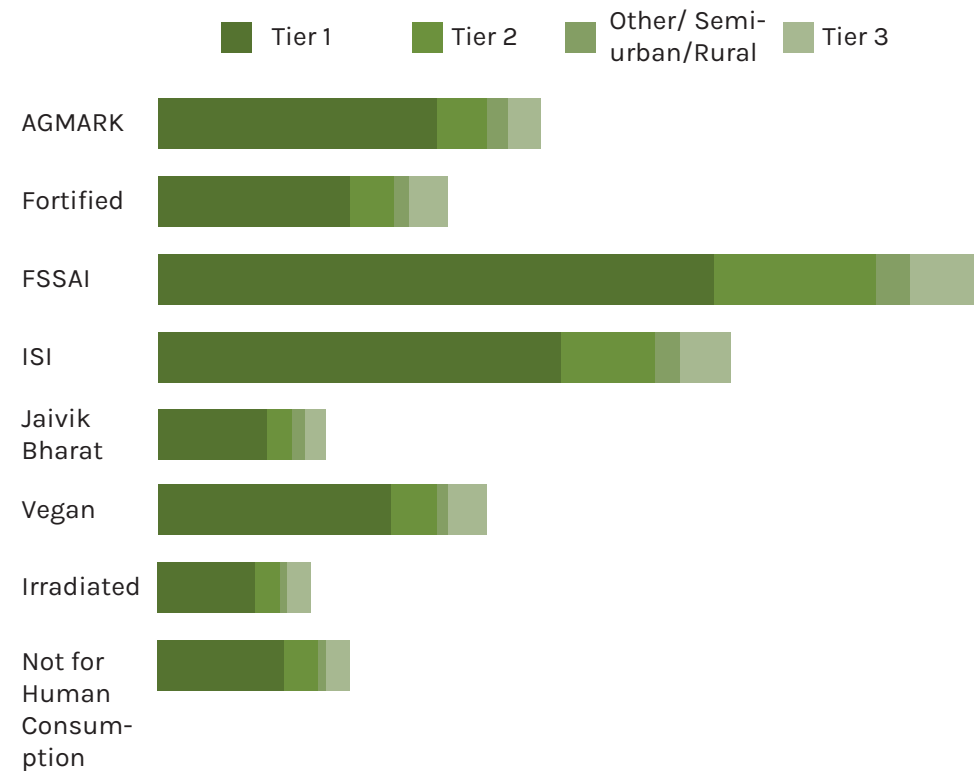
Large proportion of respondents (53.9%) upto postgraduate level of education recognise FSSAI logo on food label of packed products.

Majority of respondents (67.4%) who were aware of FSSAI logo on food labels of products belonged to tier 1 cities.

### Education Level

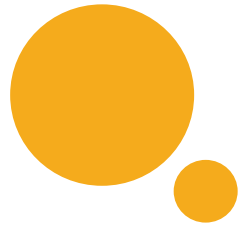


### City Distribution



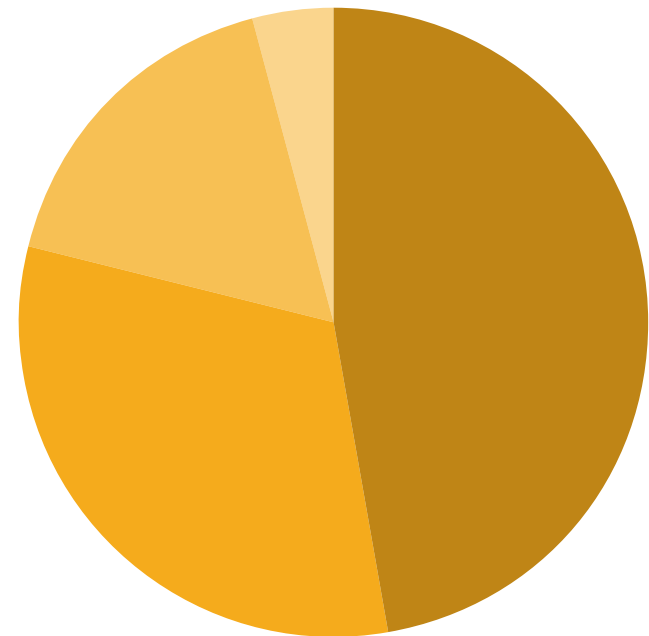
# Checking List of ingredients

47.4% of the respondents occasionally checked the list of ingredients label while 31.7% always looked out for the ingredients label on a packaged food product.



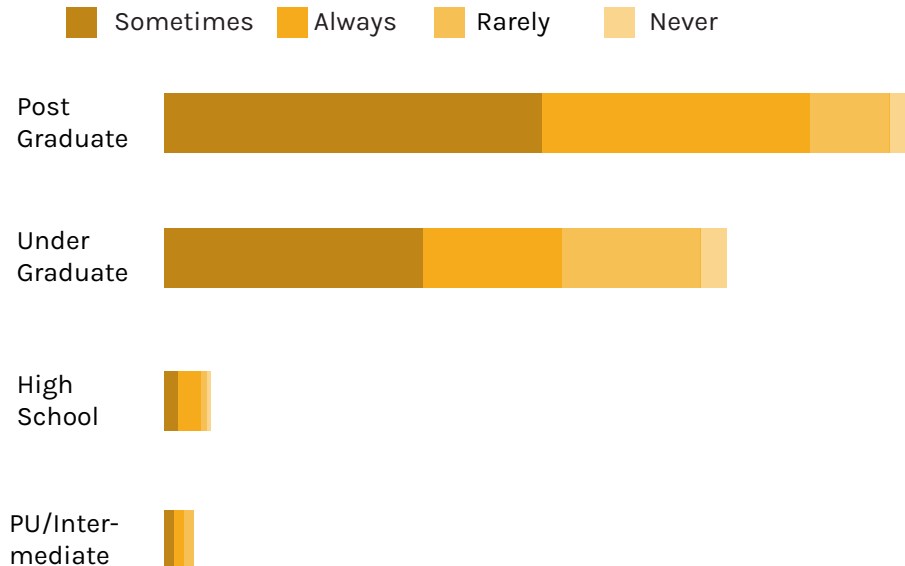
## Frequency

- Sometimes (47.4%)
- Always (31.7%)
- Rarely (16.9%)
- Never (4%)



**INGREDIENTS:** WATER (75%), **SUGARS (12%)** (GLUCOSE (48%), FRUCTOSE (40%), SUCROSE (2%), MALTOSE (<1%)), STARCH (5%), FIBRE E460 (3%), **AMINO ACIDS (<1%)** (GLUTAMIC ACID (19%), ASPARTIC ACID (16%), HISTIDINE (11%), LEUCINE (7%), LYSINE (5%), PHENYLALANINE (4%), ARGININE (4%), VALINE (4%), ALANINE (4%), SERINE (4%), GLYCINE (3%), THREONINE (3%), ISOLEUCINE (3%), PROLINE (3%), TRYPTOPHAN (1%), CYSTINE (1%), TYROSINE (1%), METHIONINE (1%)), **FATTY ACIDS (1%)** (PALMITIC ACID (30%), OMEGA-6 FATTY ACID: LINOLEIC ACID (14%), OMEGA-3 FATTY ACID: LINOLENIC ACID (8%), OLEIC ACID (7%), PALMITOLEIC ACID (3%), STEARIC ACID (2%), LAURIC ACID (1%), MYRISTIC ACID (1%), CAPRIC ACID (<1%)), ASH (<1%), PHYTOSTEROLS, E515, OXALIC ACID, E300, E306 (TOCOPHEROL), PHYLLUQUINONE, THIAMIN, **COLOURS** (YELLOW-ORANGE E101 (RIBOFLAVIN), YELLOW-BROWN E160a), **FLAVOURS** (3-METHYLBUT-1-YL ETHANOATE, 2-METHYLBUTYL ETHANOATE, 2-METHYLPROPAN-1-OL, 3-METHYLBUTYL-1-OL, 2-HYDROXY-3-METHYLETHYL BUTANOATE, 3-METHYLBUTANAL, ETHYL HEXANOATE, ETHYL BUTANOATE, PENTYL ACETATE), 1510, NATURAL RIPENING AGENT (ETHENE GAS).

Ingredients are listed on products in descending order by weight. Food manufacturers are required to list all the ingredients on the food label.

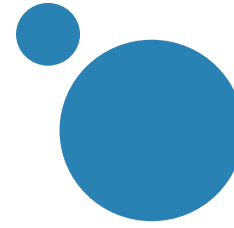


## Education Level

Large proportion of the respondents (50.22%) up to postgraduate level of education only sometimes checked for the list of ingredients labeled on a packed food item.

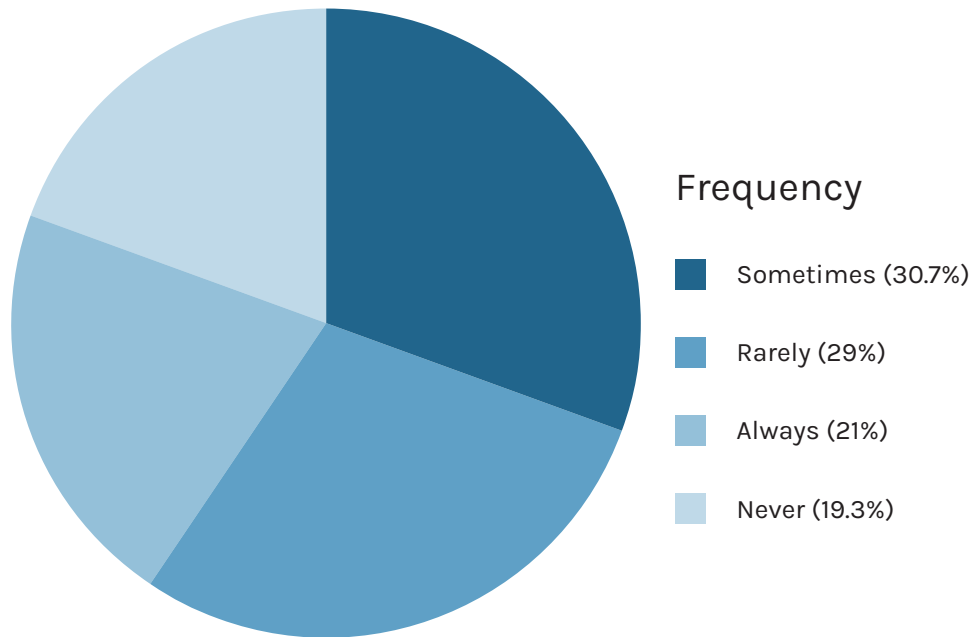


# Checking allergen label

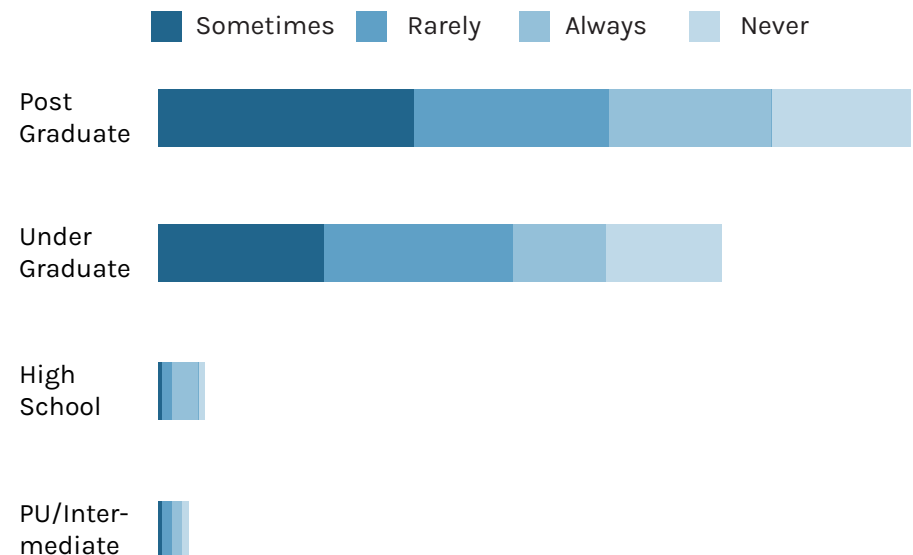


Majority of the respondents (30.7%) only sometimes check for allergen or warning labels on food products while only 21% of participants always check for allergen label before buying a packed food item.

Large proportion of respondents (33.92%) up to postgraduate level of education only sometimes check for allergen labels on packed food products whereas pre-university/intermediate students are the least aware of allergen labels.



## Education Level





FSSAI has made it mandatory to declare the 8 major ingredients that trigger food allergies. These are-

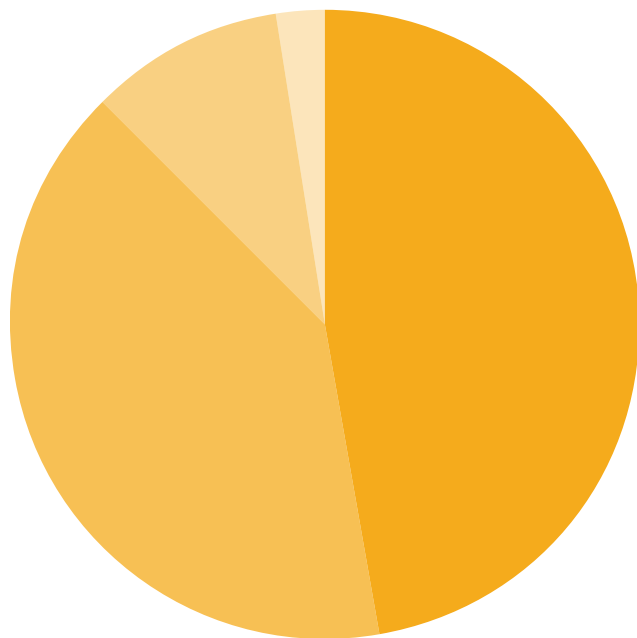
- Cereals containing gluten
- Crustacean
- Milk
- Egg
- Fish
- Peanuts and tree-nuts
- Soyabeans and sulphite.

Food labels are essential for consumers with food allergies or intolerance. People with food allergies may face serious health problems if they eat foods that contain an undeclared allergen. If someone consumes such food mistakenly, an allergy attack can be caused which may range from mild to very severe symptoms.

# Checking storage instruction

Majority of the respondents (47.4%) always read storage instruction label on packed food items.

If harmful bacteria like Salmonella and Listeria proliferate in foods that have not been stored properly as per instructions on the labels, food poisoning can take place. Most consumers tend to look at storage conditions if it is a product they are purchasing for the first time.



## Frequency

- Always (47.4%)
- Sometimes (40.2%)
- Rarely (10%)
- Never (2.4%)

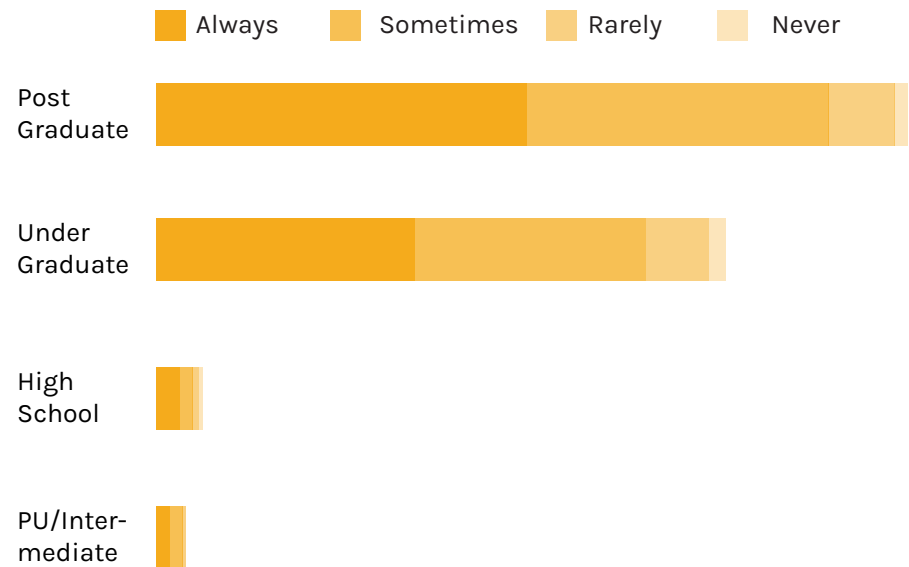
**Storage:**

Store this product in a cool, dry place, away from sunlight.  
 Do not buy if product is puffed or seal is broken.  
 Avoid using a wet spoon. Keep air-tight.

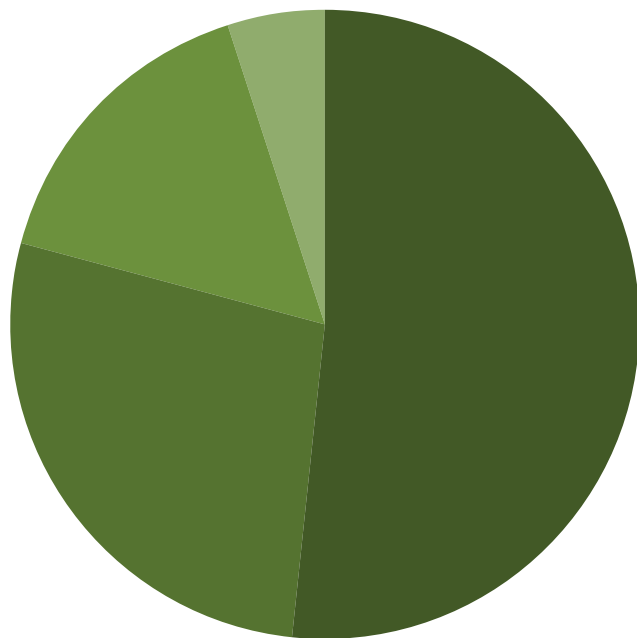
Large proportion of respondents (49.34%) up to postgraduate level of education always check for a storage instruction label on a packed food item compared to pre-university/intermediate students who are least aware of the label.

The food label needs to contain the instructions and directions about how a product should be used or prepared to be consumed by the consumer.

**Education Level**



# Checking nutritional facts label



Majority of the consumers (51.7%) only sometimes checked for nutrition facts label on packed food items while only 27.6% of consumers always checked the nutrition facts label.

Nutritional facts and claims on labels aid consumers to make healthier food choices while purchasing. The foods that are familiar to consumers prevent them from utilising them. Less nutritional awareness also may lead to health related dietary issues.

Many people are aware of the importance of reading a food and nutrition label, consumers tend to avoid their usage due to difficulty or lack of nutritional knowledge. [2]

## Frequency

- Sometimes (51.7%)
- Always (27.6%)
- Rarely (15.7%)
- Never (5%)

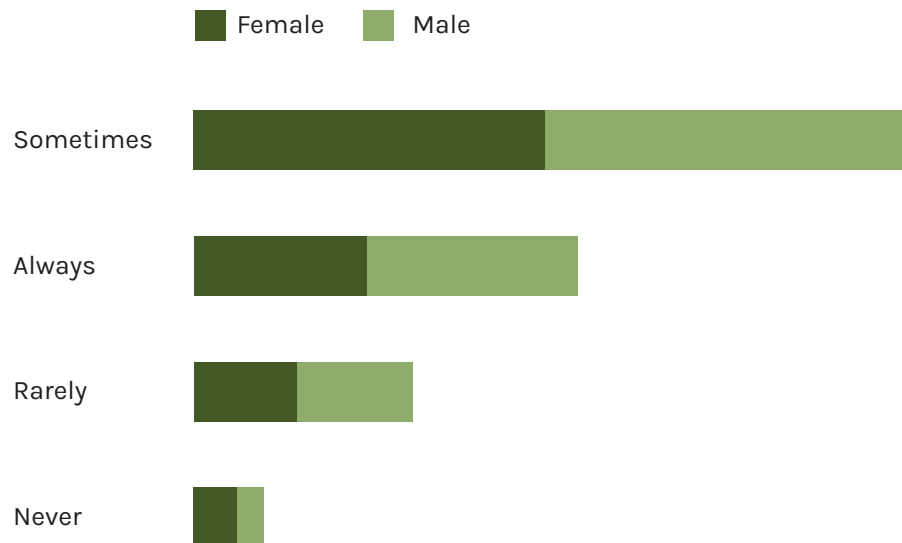


Nutritional information labels can help you choose between products and keep a check on the amount of macro-nutrients and micro-nutrients in the food being consumed.

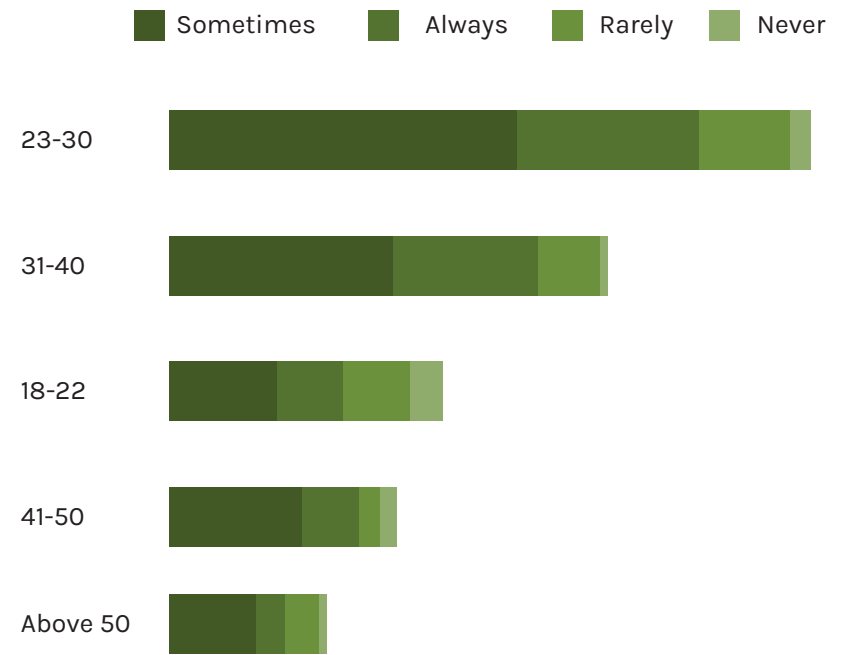
Large proportion of women (51.15%) and men (48.85%) only sometimes check for nutrition facts label on food products.

Majority of respondents (54.19%) who only sometimes check for nutrition facts label on food products belong to age group 23-30 years.

### Gender Distribution



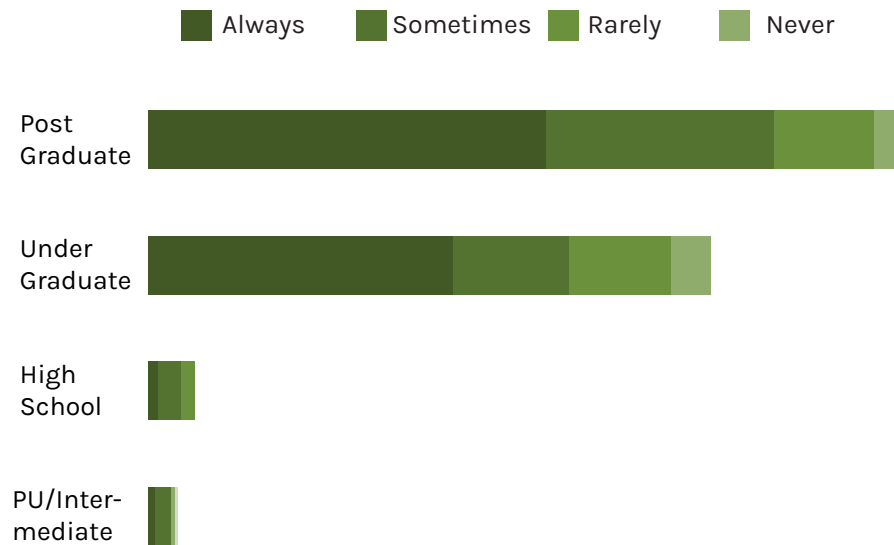
### Age Distribution (in years)



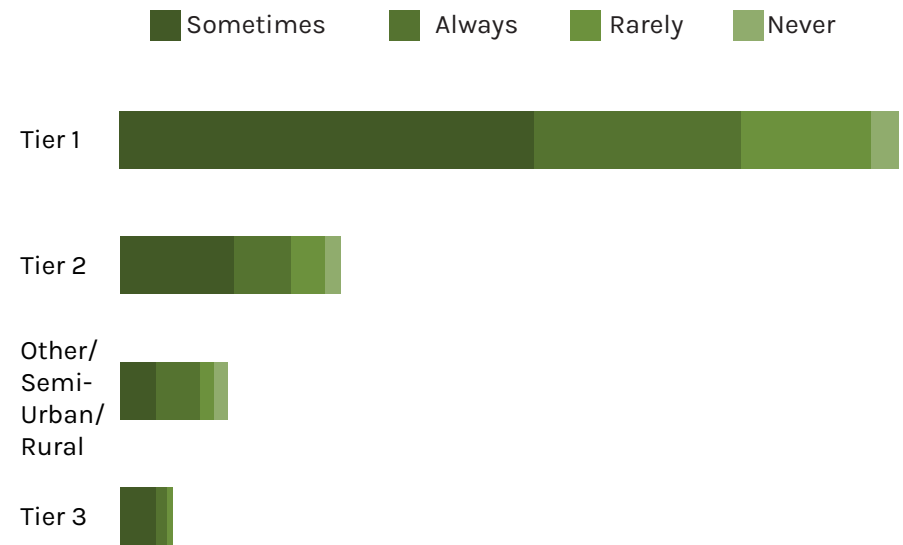
Majority of the respondents (52.86%) upto postgraduate level only sometimes check for nutrition facts label on food products.

Large proportion of respondents (53.19%) who only sometimes check for nutrition facts label on packaged food products are from tier 1 cities.

### Education Level



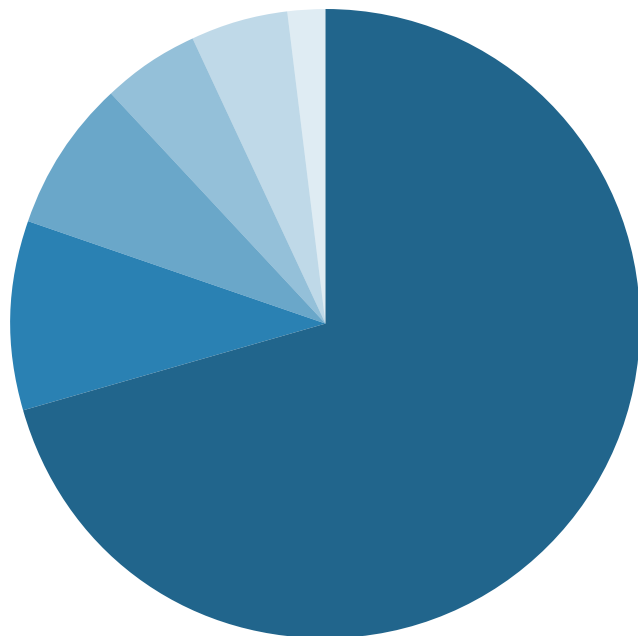
### City Distribution





# Checking nutritional facts information

Majority of the respondents look at calories (70.7%) as the most important nutritional item on the nutrition facts label while purchasing a packed food product.



## Frequency

- Calories (70.7%)
- Never checked the nutrition facts label (9.8%)
- Cholesterol (7.6%)
- Total Sugar (5.2%)
- Total fat (5%)
- Protein (1.7%)



## Nutrition Facts

4 servings per container

**Serving size 1 1/2 cup (208g)**

Amount per serving

**Calories 240**

% Daily Value\*

**Total Fat** 4g **5%**

Saturated Fat 1.5g **8%**

*Trans* Fat 0g

**Cholesterol** 5mg **2%**

**Sodium** 430mg **19%**

**Total Carbohydrate** 46g **17%**

Dietary Fiber 7g **25%**

Total Sugars 4g

Includes 2g Added Sugars **4%**

**Protein** 11g

Vitamin D 2mcg 10%

Calcium 260mg 20%

Iron 6mg 35%

Potassium 240mg 6%

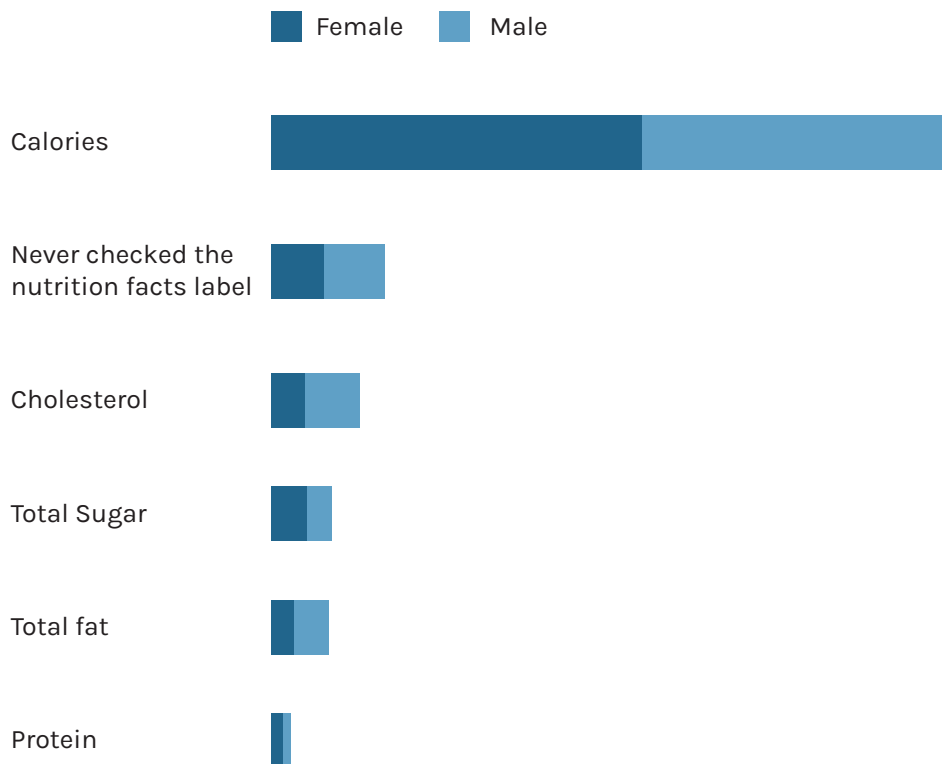
\* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

The nutritional information panels on food labels list energy, total fat, carbohydrates, protein, sodium, vitamins and minerals.

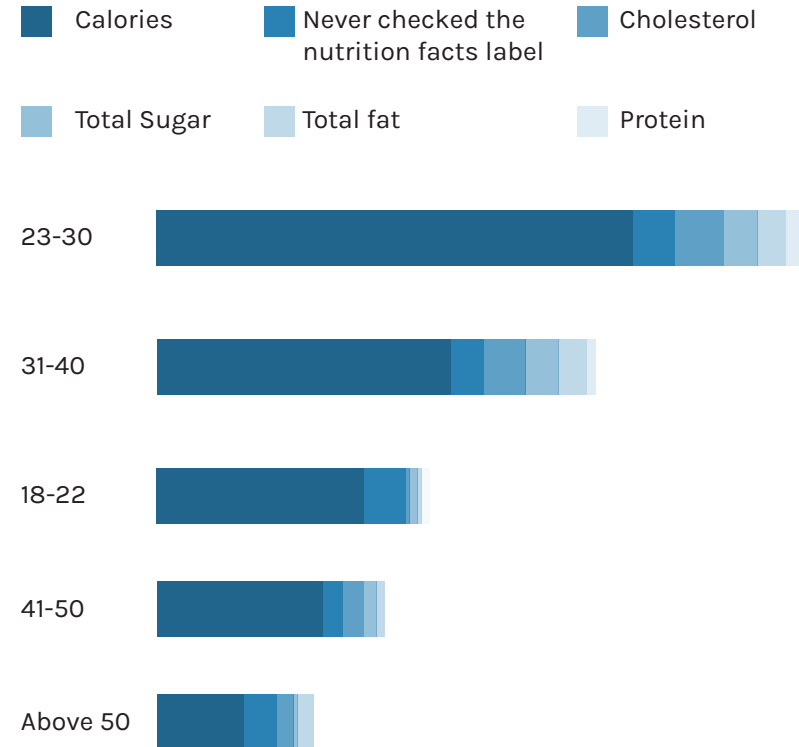
Both men (45.45%) and women (54.55%) consider calories as the most important nutritional item to be checked on the nutrition fact label while buying a pre-packed food item.

Majority of the respondents (74.19%) who consider calories as the most important nutritional item to be looked on a nutrition fact label belong to the age group of 23-30 years.

### Gender Distribution

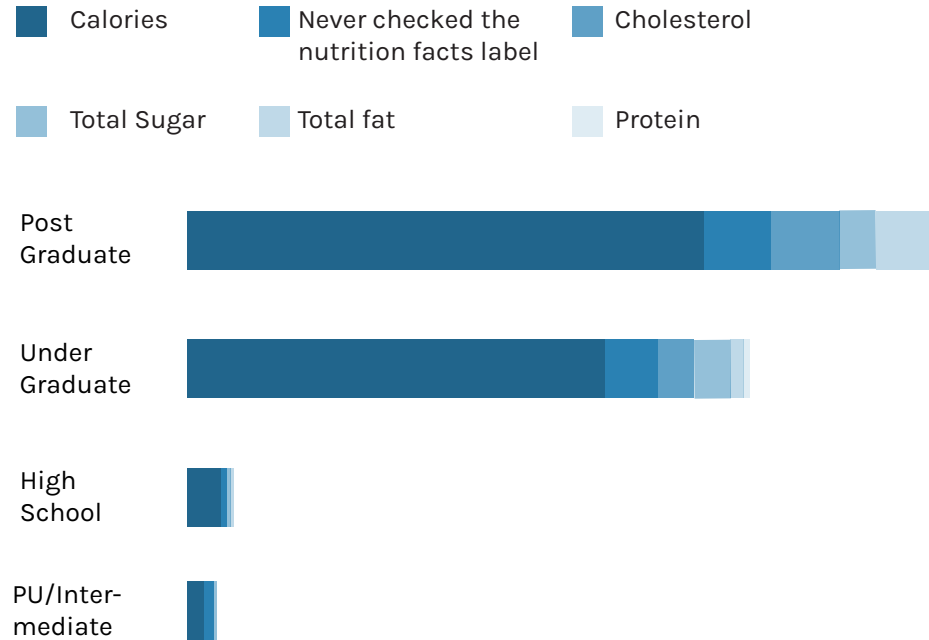


### Age Distribution (in years)



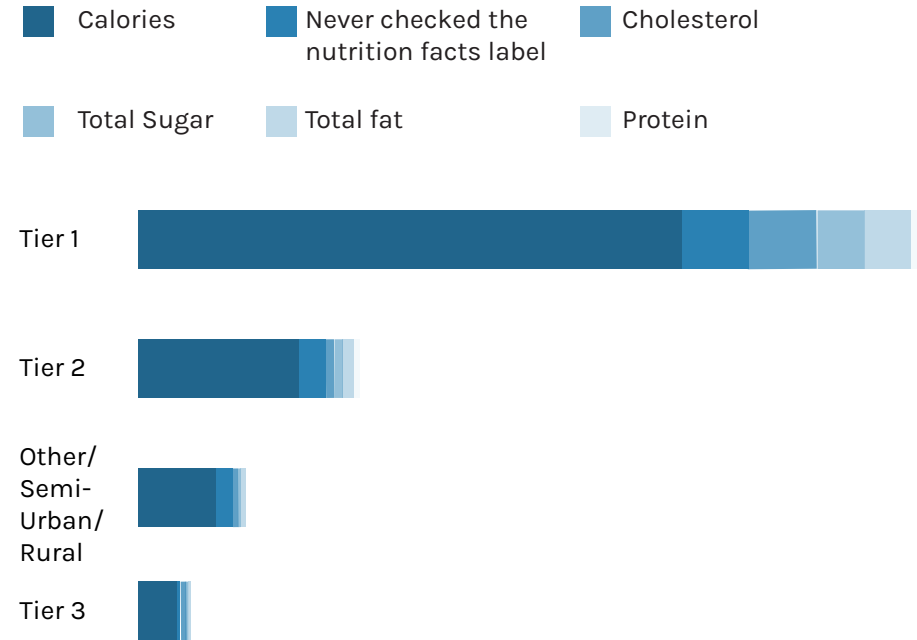
Large proportion of respondents (68.72%) upto postgraduate level give the most importance to calories on a nutrition fact label while buying a packed food product.

### Education Level



Majority of respondents (69.86%) who check for calories on a nutritional fact label of a packaged food product belong to tier 1 cities.

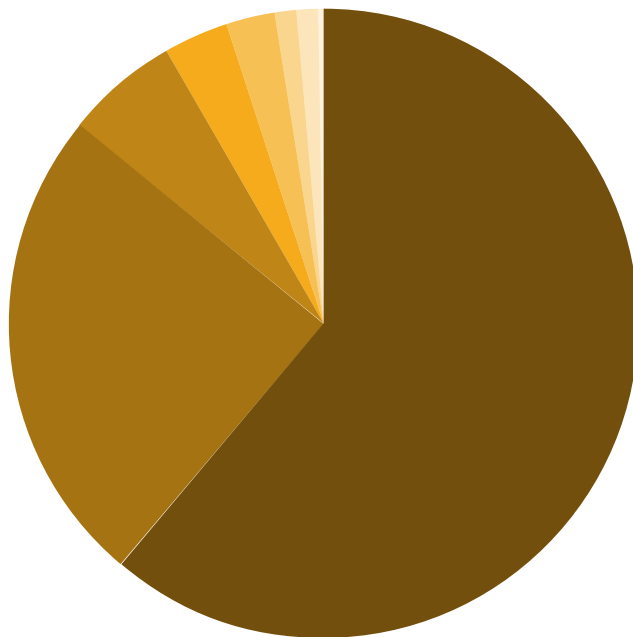
### City Distribution



# Claims mentioned on the label

Majority of the respondents (61.2%) give the most importance to 'organic' as a health claim label while purchasing a packed food item.

As education and income levels increase, more consumers would want to make the right choice of food that is to be consumed as they want to understand what effect health claims will have on their own health. Few consumers might find it difficult to understand and interpret nutritional and health claims.



## Frequency

- Organic (61.2%)
- Gluten free (6%)
- Natural (3.1%)
- Trans-fat free (2.6%)
- No artificial colors (1.2%)
- No preservatives (1%)
- Pure (0.2%)
- All of the above (24.8%)



Jaivik Bharat- It is to help customers identify authentic organic food.

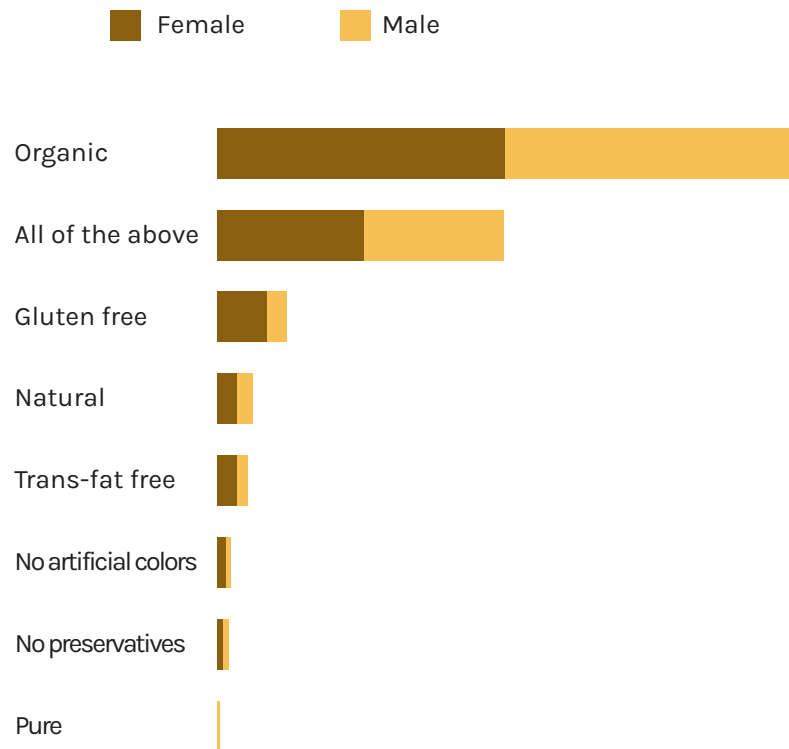
Trans-fat free- All food products in which edible oils and fats are used as an ingredient should not contain industrial trans fatty acids more than 2 per cent by mass of the total oils/fats present in the product.

Gluten free- Only foods that contain 20 mg gluten/kg or less can be labelled as gluten-free.

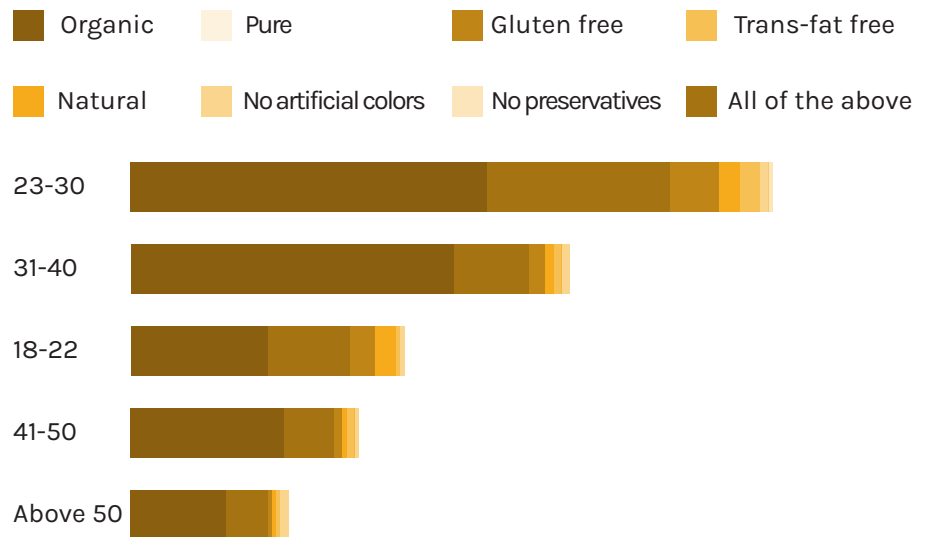
Large proportion of men(50.19%) and women(49.81%) consider organic to be the most important health claim label on a packed food product.

Majority of respondents (55.48%) who give the most importance to organic health claim labels on a packed food item belong to the age group 23-30 years.

### Gender Distribution



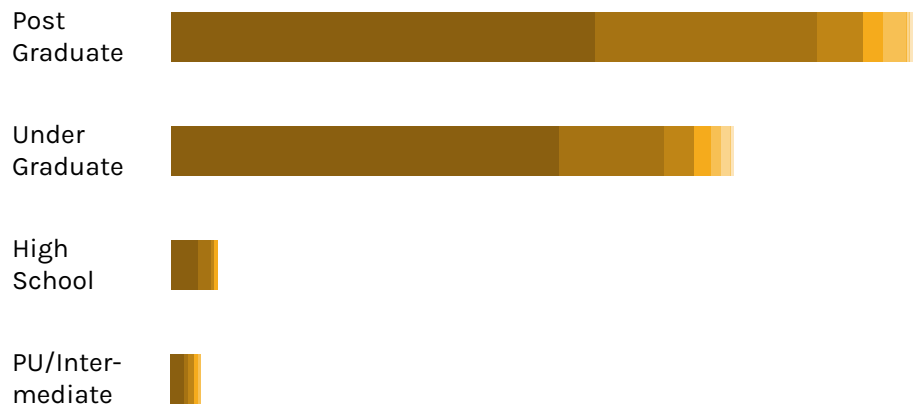
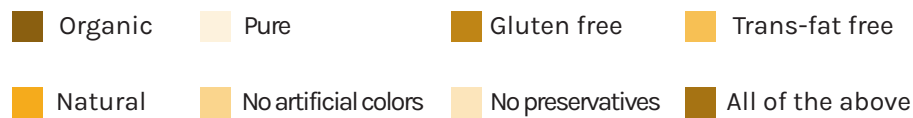
### Age Distribution (in years)



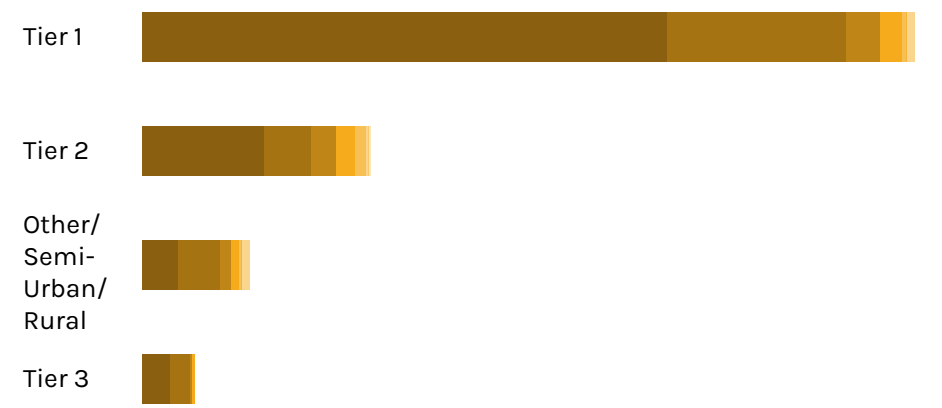
Large proportion of respondents (56.39%) up to postgraduate level of education prefer organic to be the most important health claim label on a packed food product.

Majority of respondents (67.38%) who consider organic to be the most important health claim label on a packed food item belong to tier 1 cities.

### Education Level



### City Distribution





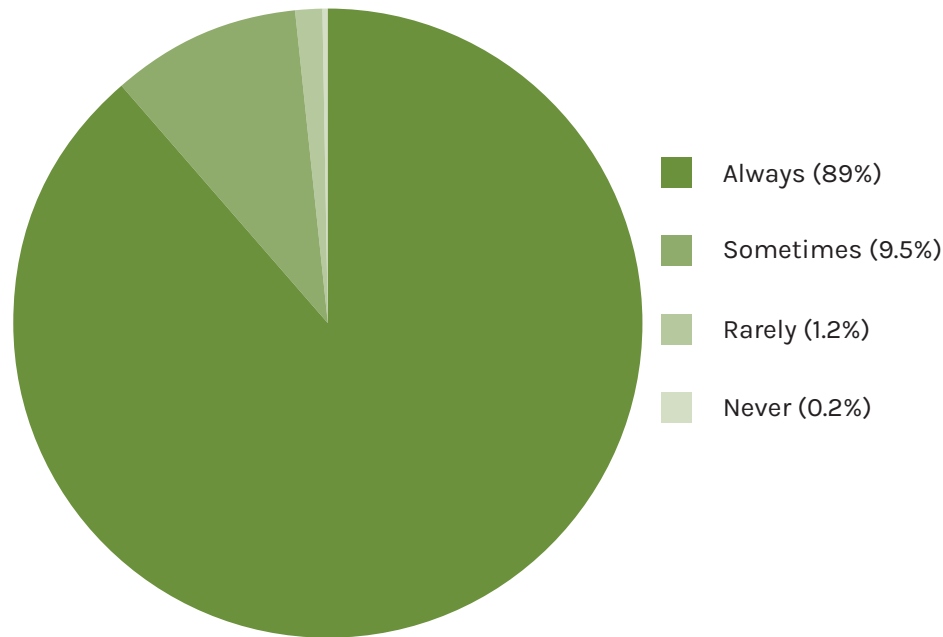
# Checking expiry date before consumption



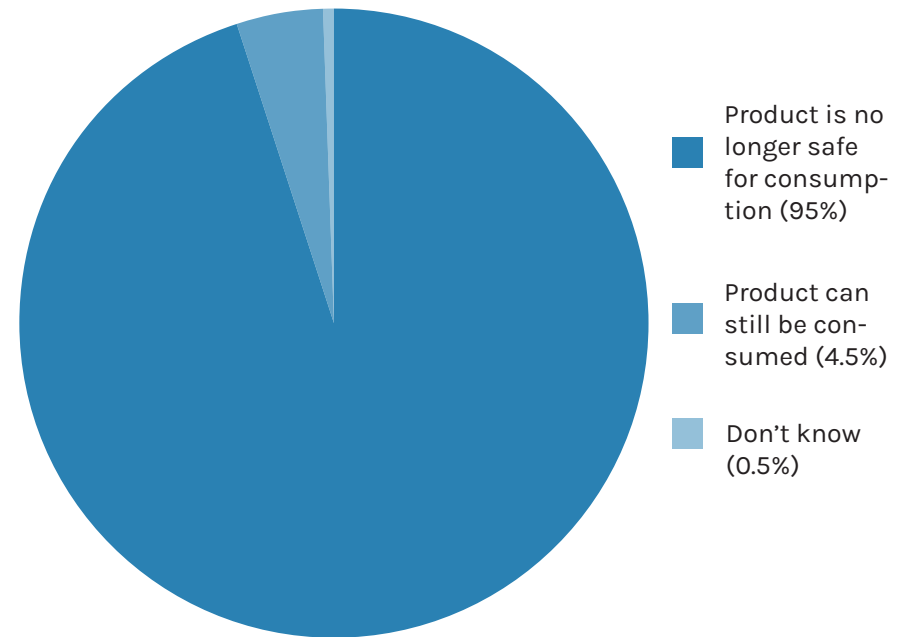
Majority of the respondents (89%) always look at expiry date before consuming a packed food item.

Majority of the respondents (95%) understand what is meant is by expiry date mentioned on a packed food product.

Frequency

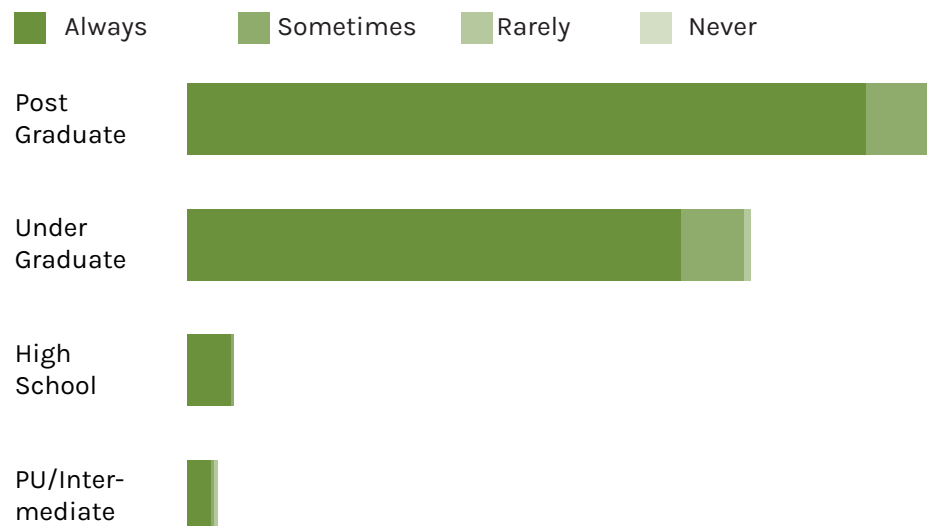


Understanding



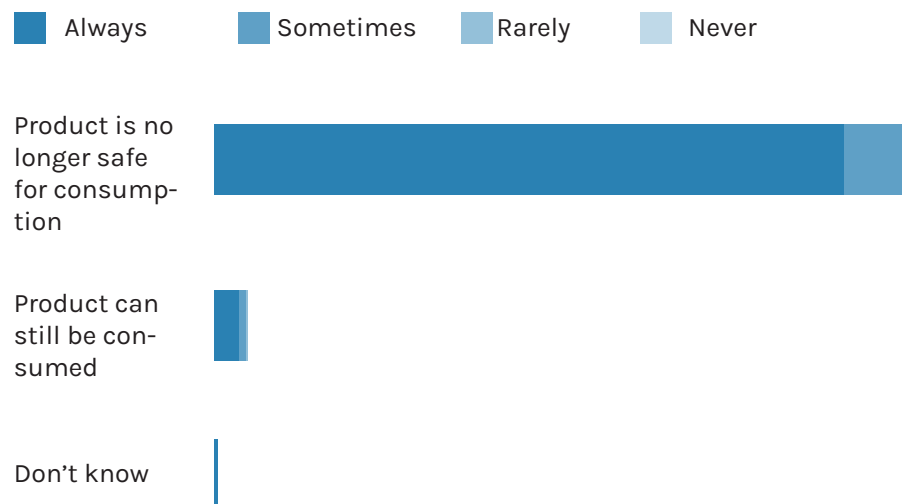
Large proportion of respondents (90.31%) up to postgraduate level of education always check the expiry date label before consuming a packed food product.

### Education Level



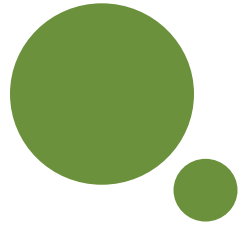
Large proportion of respondents (89.72%) up to postgraduate level of education understand what expiry date actually means which is mentioned on a packed food item.

### Education Level

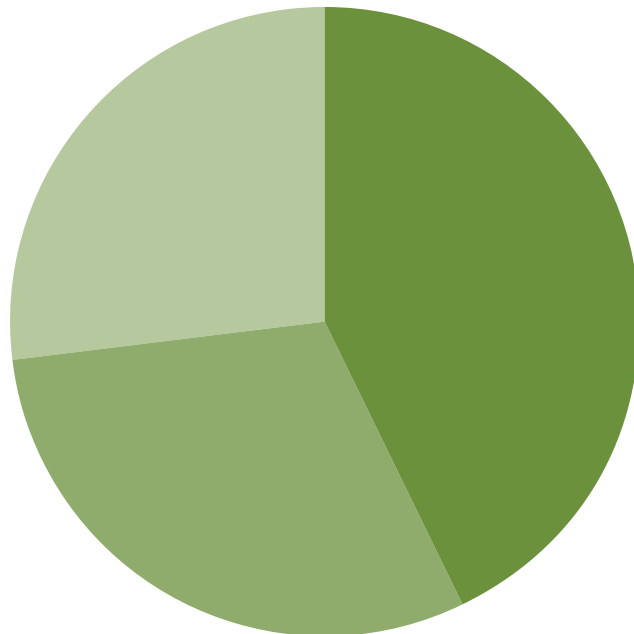


All food products have a shelf life. It is the most crucial label information and it is displayed as “use by” or “expiry date”. This means that the contents of the package must not be consumed after this date as the contents inside the package may no longer be safe to eat or could cause health issues.

# Using customer care information on the label



Majority of the respondents (42.9%) had a concern but never used the customer care information to complaint about the safety and quality of a food product.



## Frequency

- Had a concern but never used the customer care information (42.9%)
- Had a concern and used the customer care information (30.2%)
- Never had a concern and not used the customer care information (26.9%)

Customer care information- contact details of the customer support centre must be on the label.

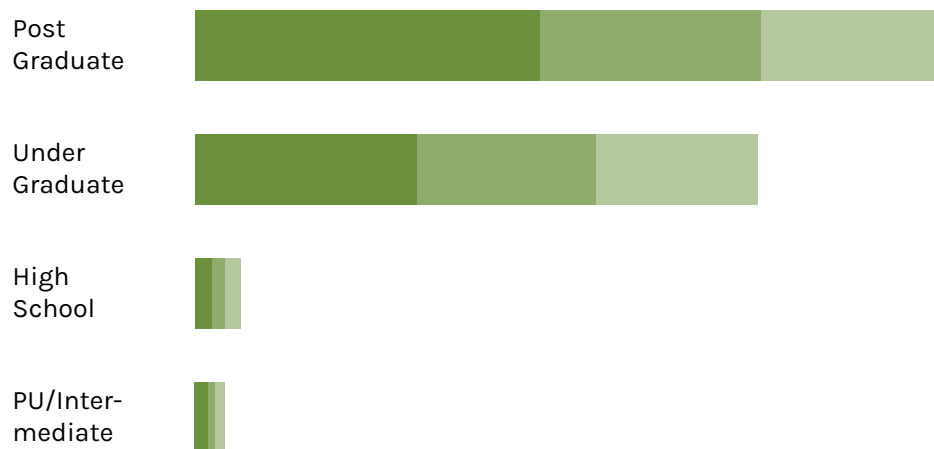
'For any feedback or clarifications/query, the consumer may contact the product manufacturer's customer service'.



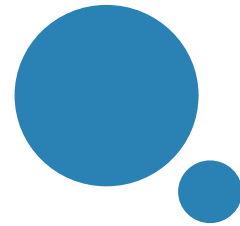
Large proportion of respondents (45.81%) upto postgraduate level of education had a concern but never used the customer care information to complaint regarding the safety and quality of a food product.

### Education Level

- Had a concern but never used the customer care information
- Had a concern and used the customer care information
- Never had a concern and not used the customer care information

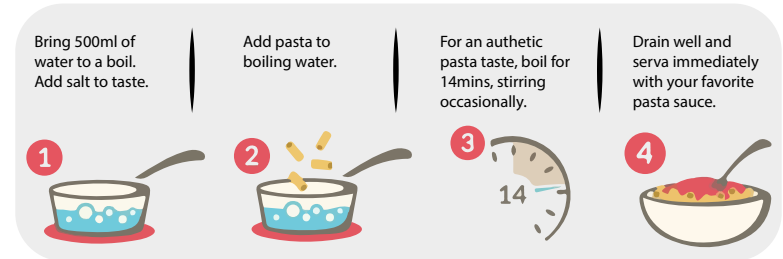
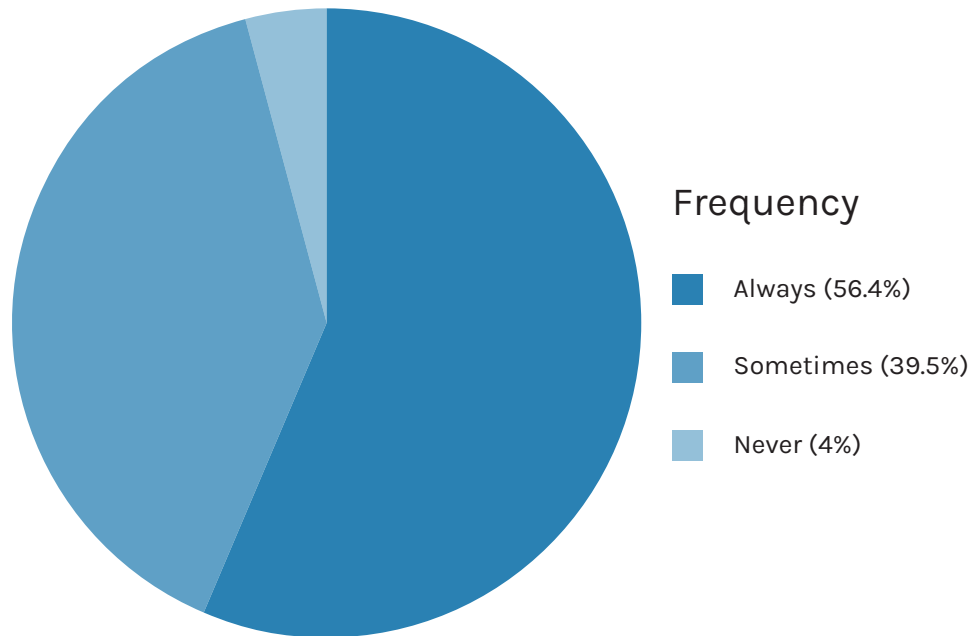


# Following cooking instructions



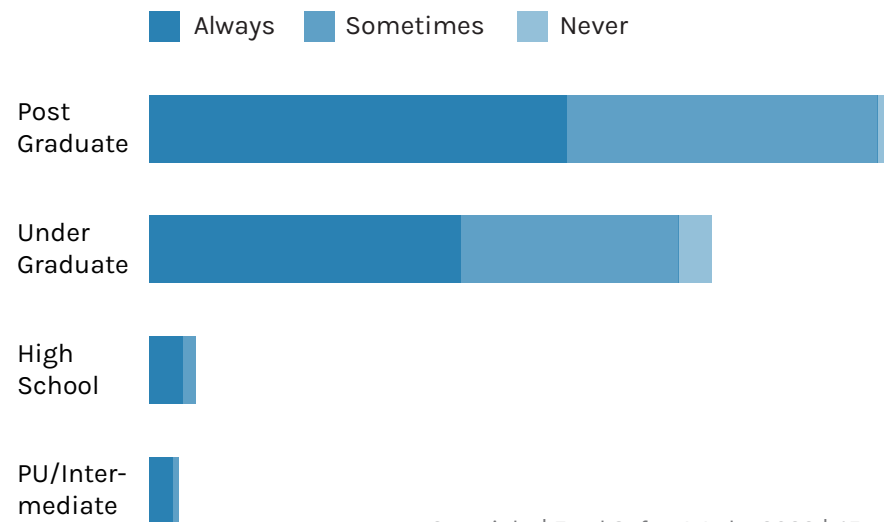
Food label must contain cooking instructions about how a product must be used or prepared to be consumed by a customer.

Majority of the respondents (56.4%) have always followed cooking instructions mentioned on 'Ready-to-Cook' products.



Large proportion of respondents (55.51%) upto postgraduate level of education have always followed the 'Ready-to-Cook' instructions mentioned on a pre-packed food item.

## Education Level



# Checking vegetarian & non-vegetarian logo

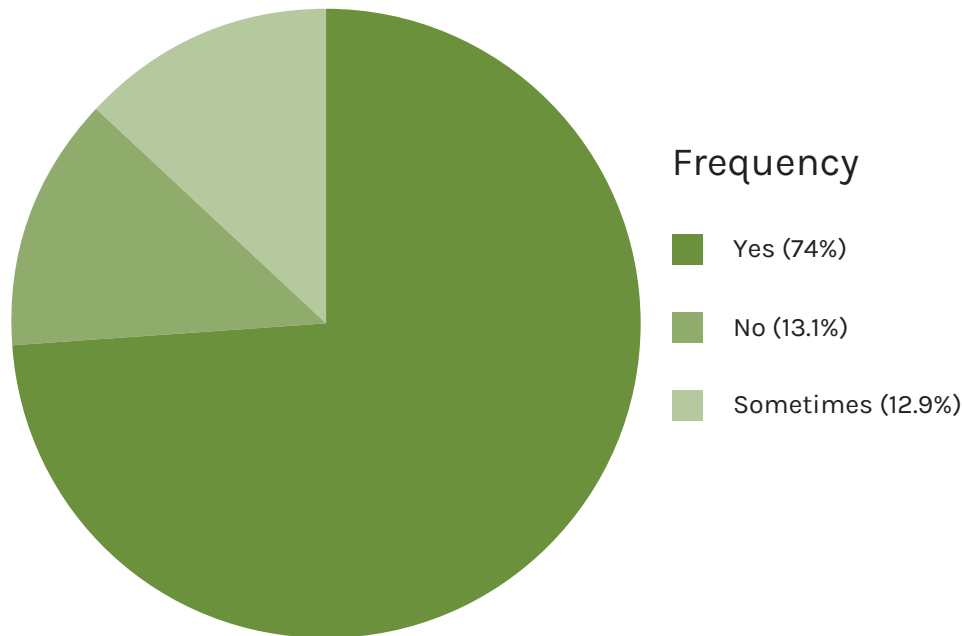


VEGETARIAN



NON VEGETARIAN  
(Current)

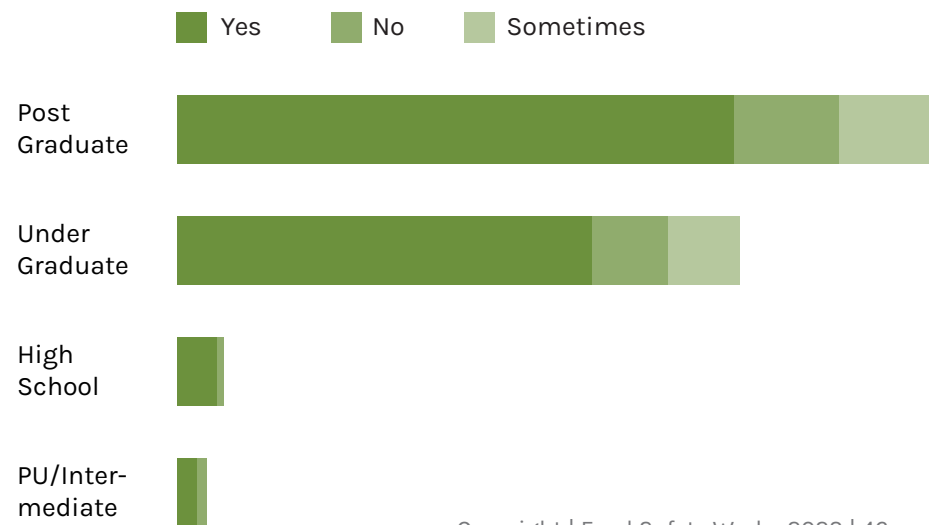
Majority of the respondents (74%) check for vegetarian & non-vegetarian logos before buying a packaged food product.



Green dot for vegetarian; brown triangle for non-vegetarian food, including egg.

Large proportion of respondents (74.01%) upto postgraduate level of education check for vegetarian & non-vegetarian logo while buying packed food products.

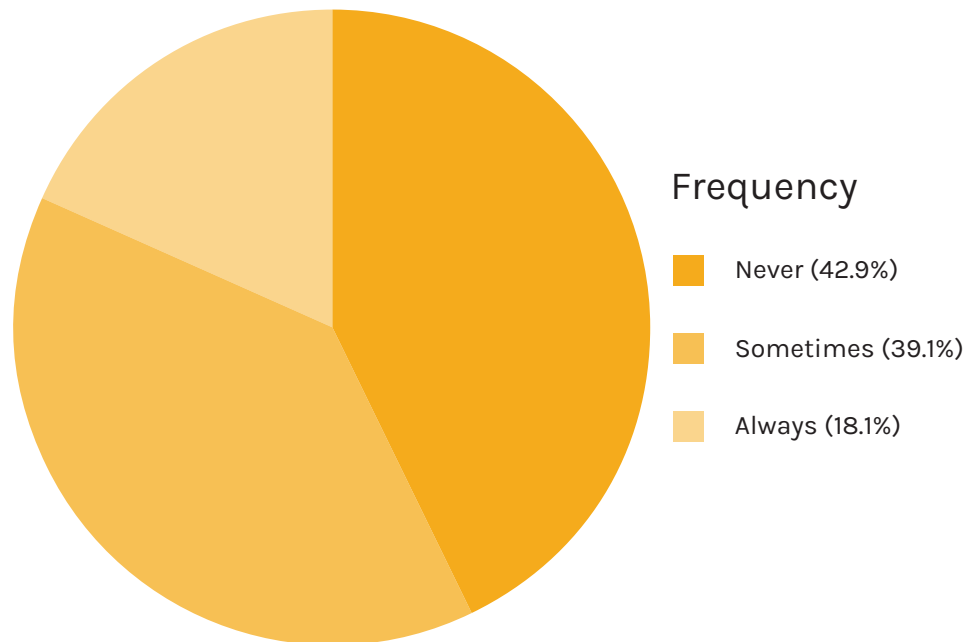
## Education Level



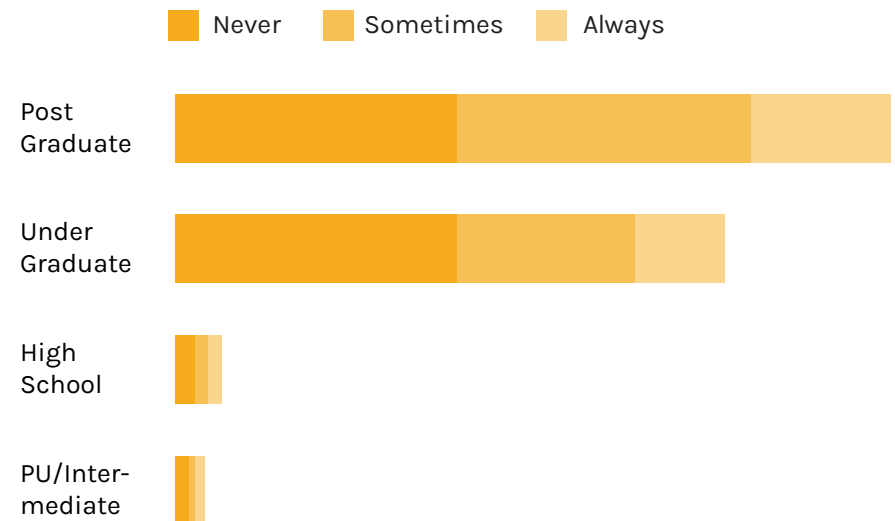
# Checking USP mentioned on label

Majority of the respondents (42.9%) never check for USP (Unique selling point) on a pre-packed food product while 18.1% of the consumers always check for USP on the products.

Large proportion of consumers with post-graduate (37.44%) and undergraduate (50%) level of education have never checked for USP while buying a pre-packed food item.



## Education Level

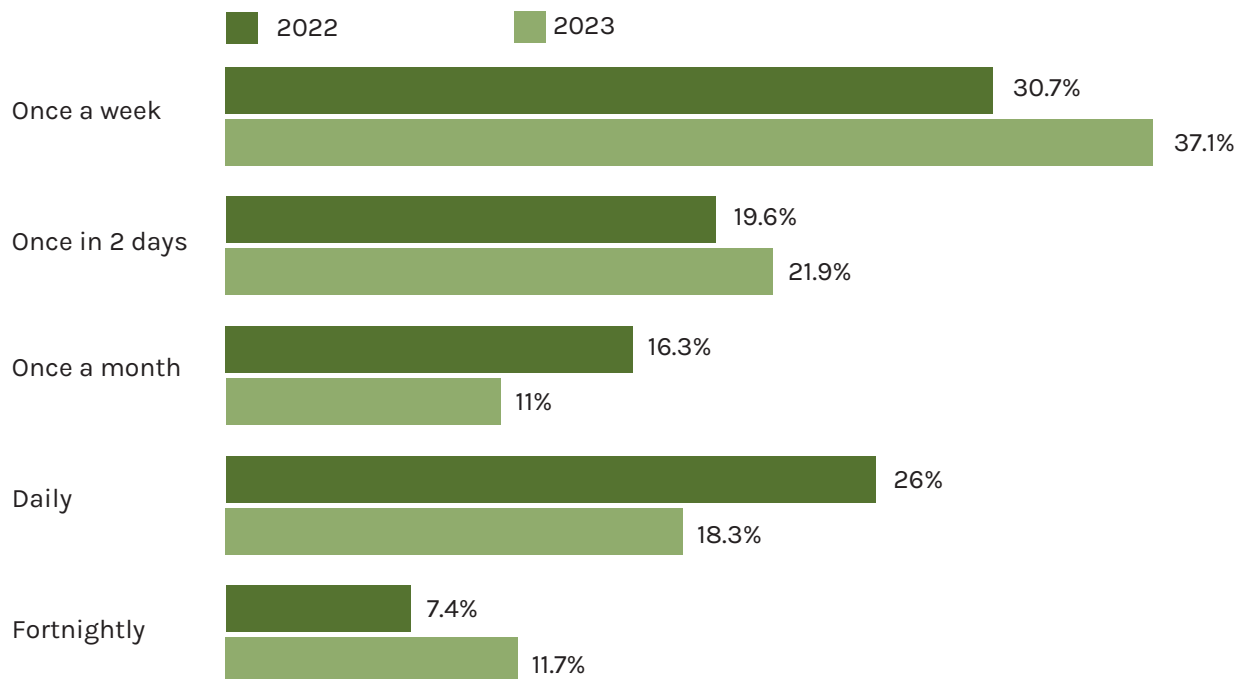


# Comparative Analysis 2022 vs 2023

## Comparison of purchasing packaged food products

The frequency of participants buying packaged food products once a week during 2022 and 2023 was 30.7% and 37.1% respectively.

Comparatively, higher rates of buying packaged food products by consumers may be due to factors such as time, improved literacy, globalisation, increased availability and preference for pre packed food items.

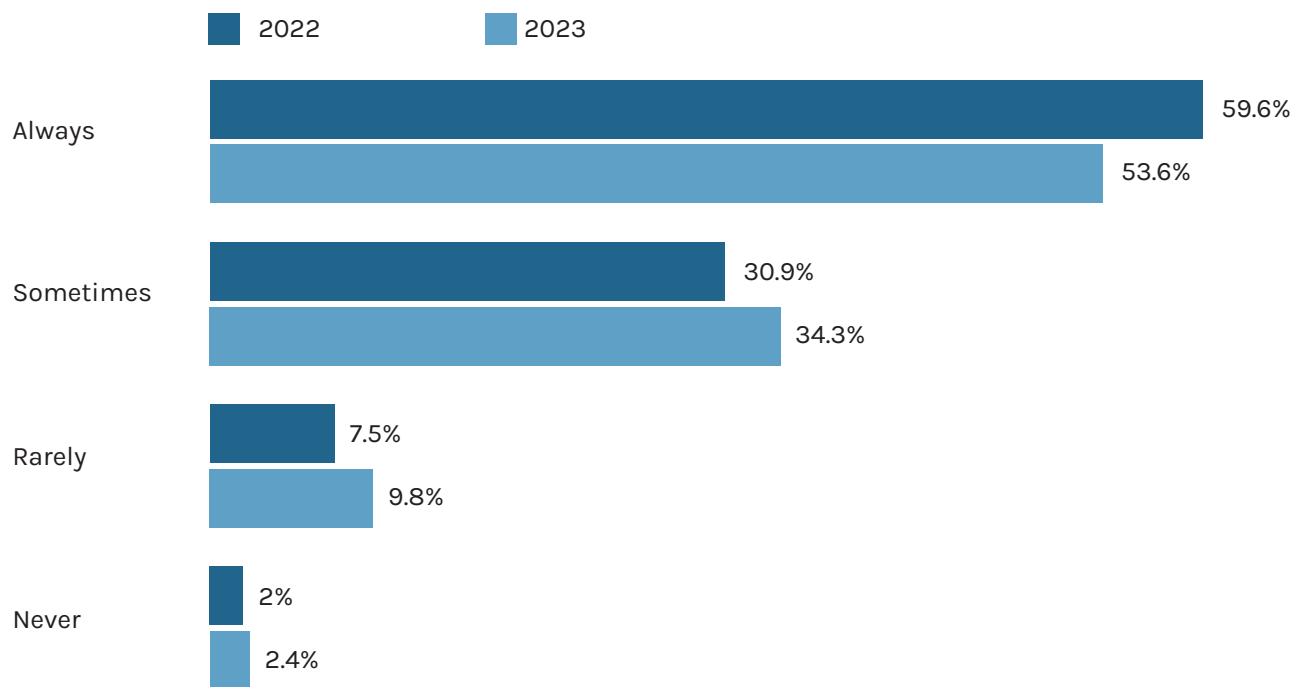




## Comparison of checking food label on food products

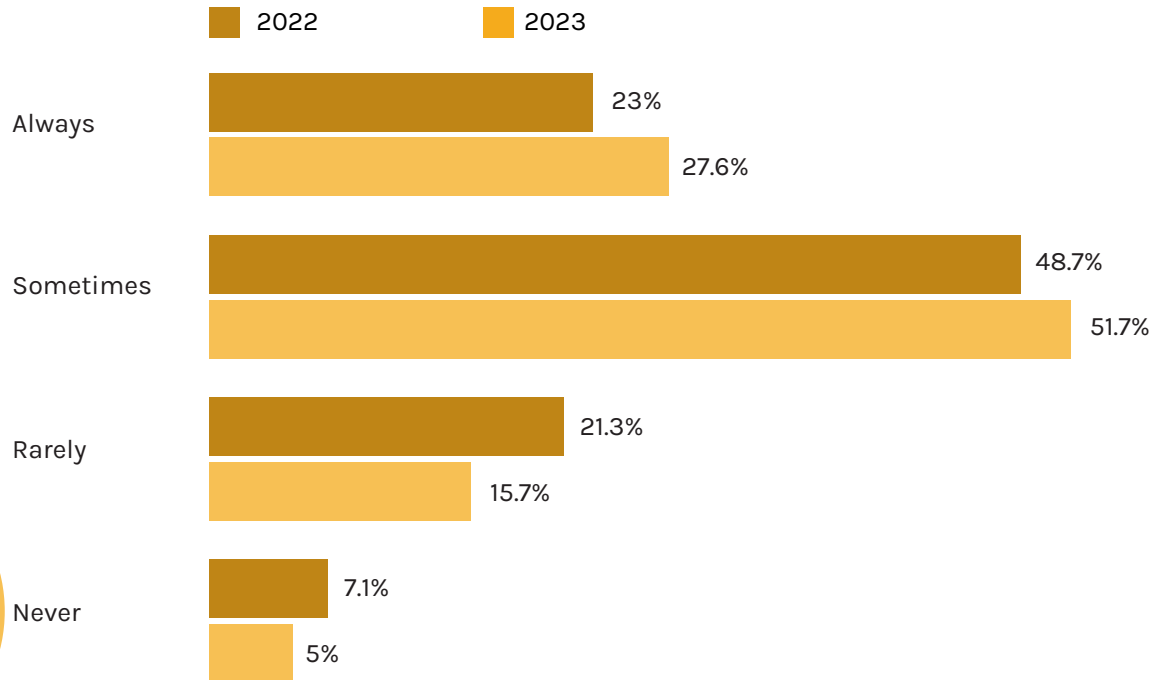
The frequency of participants always checking food labels on products before buying a packed food product was 59.6% during 2022 and decreased to 53.6% in 2023.

The increased usage of packaged food items calls for awareness among the consumers and regulation of manufacturers and marketers in India for provision of information on the food that is being consumed so that customers can make better healthy choices of food while purchasing.



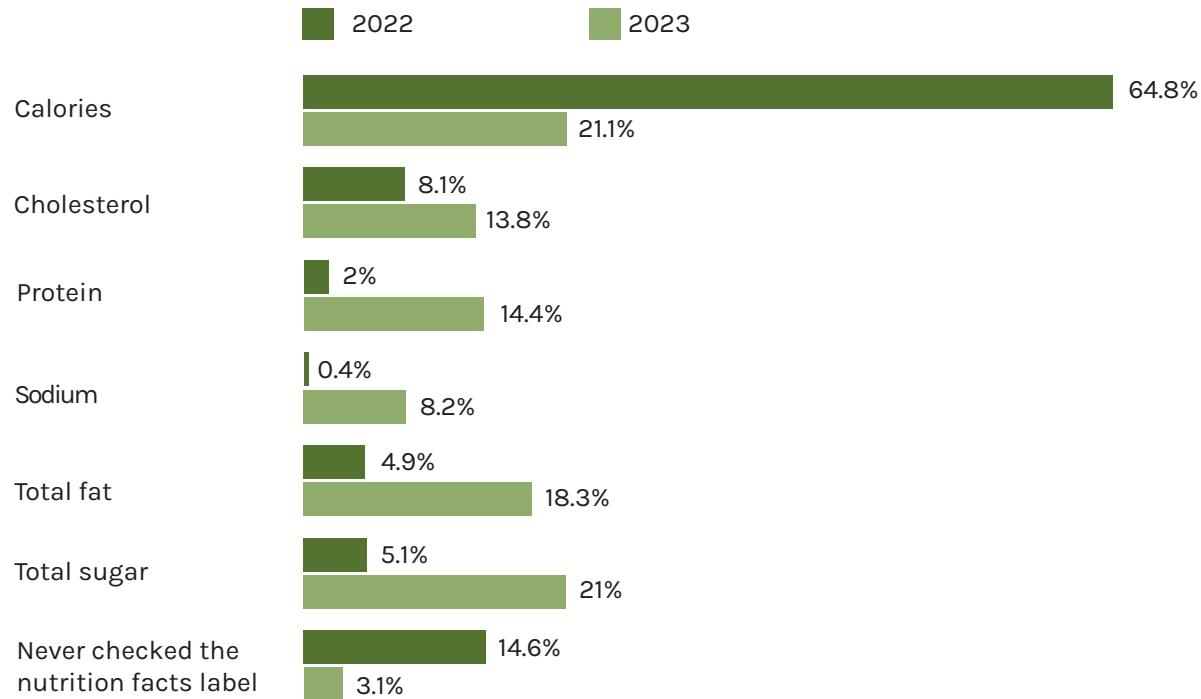
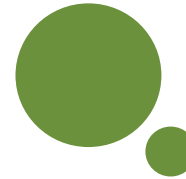
### Comparison of checking nutrition facts label on food products

The frequency of participants only sometimes checking nutrition facts labels on food products during 2022 and 2023 were 48.7% and 51.7% respectively.



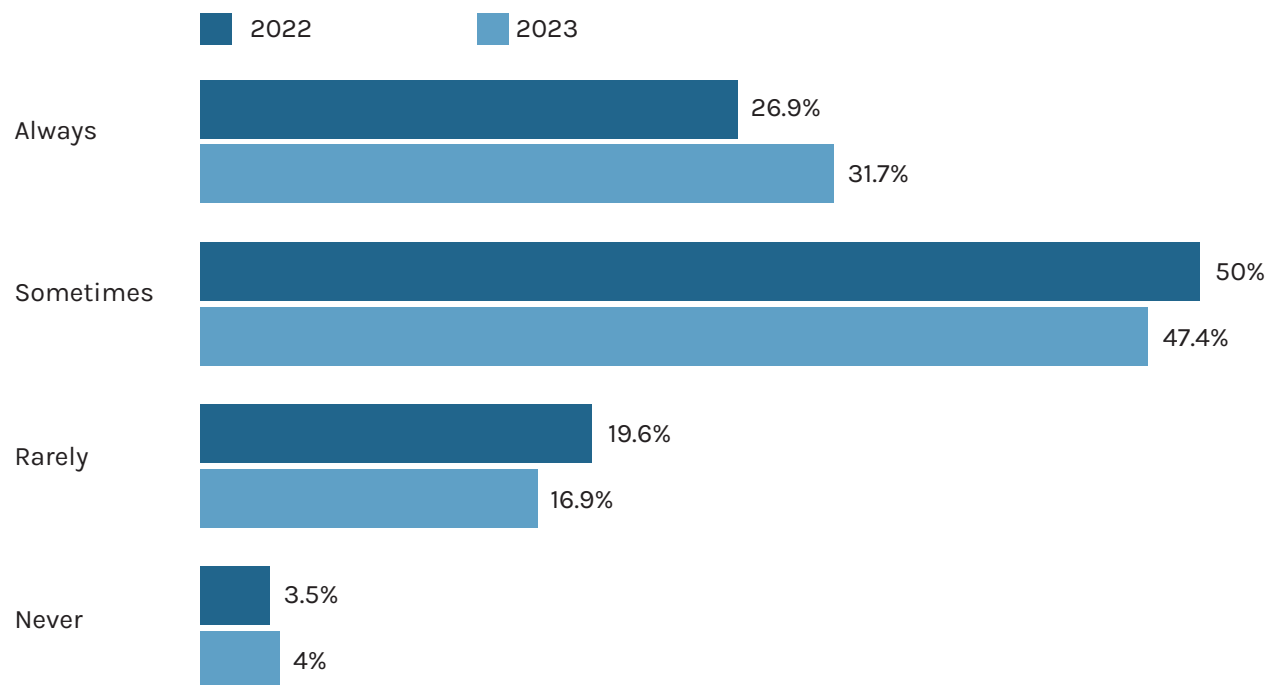
### Comparison of checking various things on nutrition facts label on food products

The frequency of participants checking for calories on nutrition facts label of packed food product was high during 2022 (64.8%) compared to 2023 (21.1%).



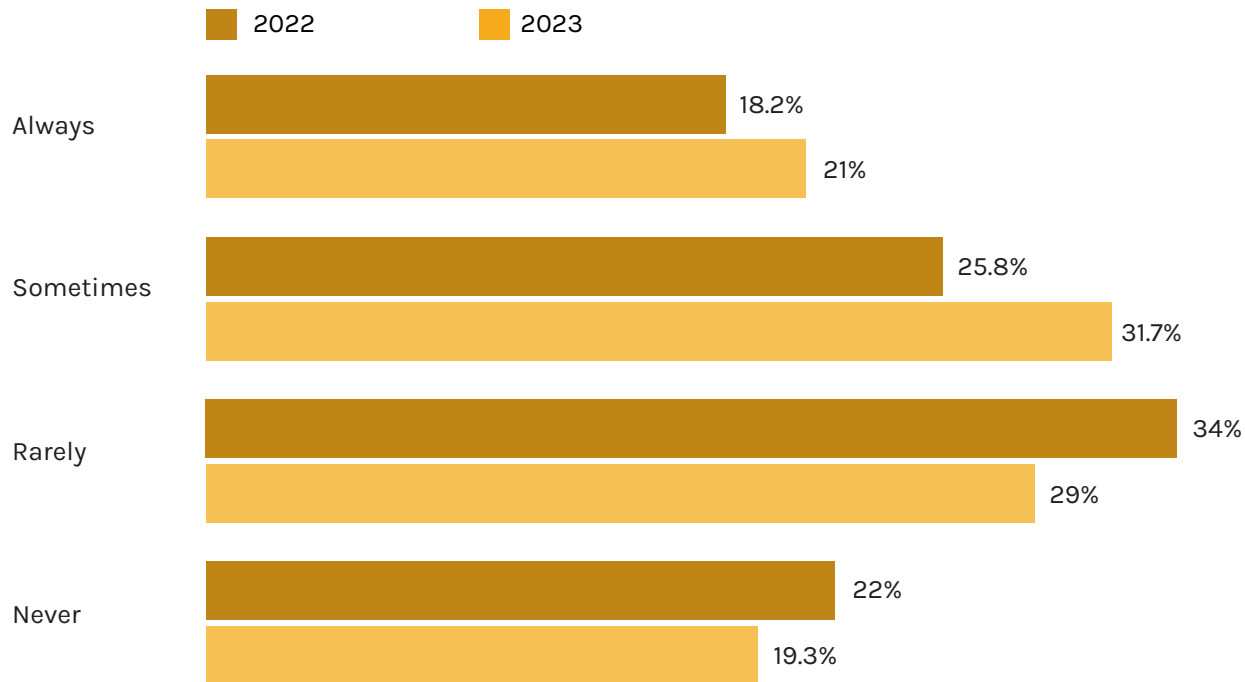
### Comparison of checking list of ingredients label on packed food products

The frequency of participants only sometimes checking the list of ingredients label on food products during 2022 and 2023 were 50% and 47.4% respectively.



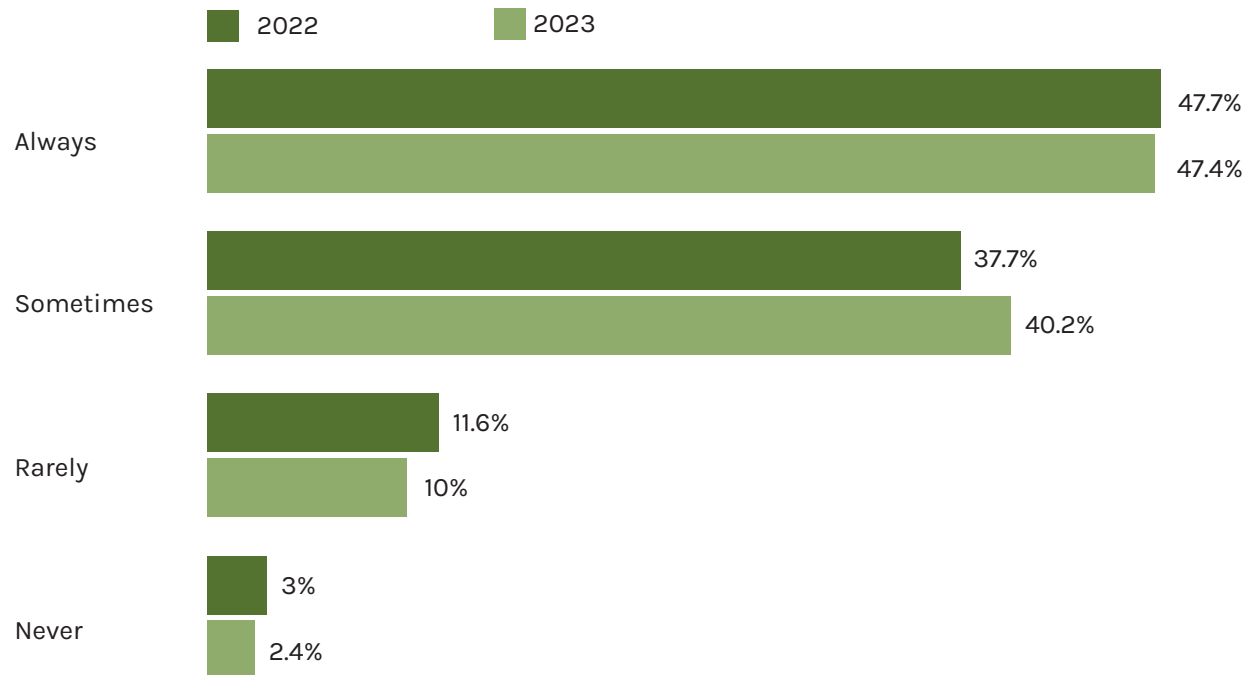
## Comparison of checking allergen warning label on food products

The frequency of participants only sometimes checking allergen warning labels on food products during 2022 and 2023 were 25.8% and 31.7% respectively.



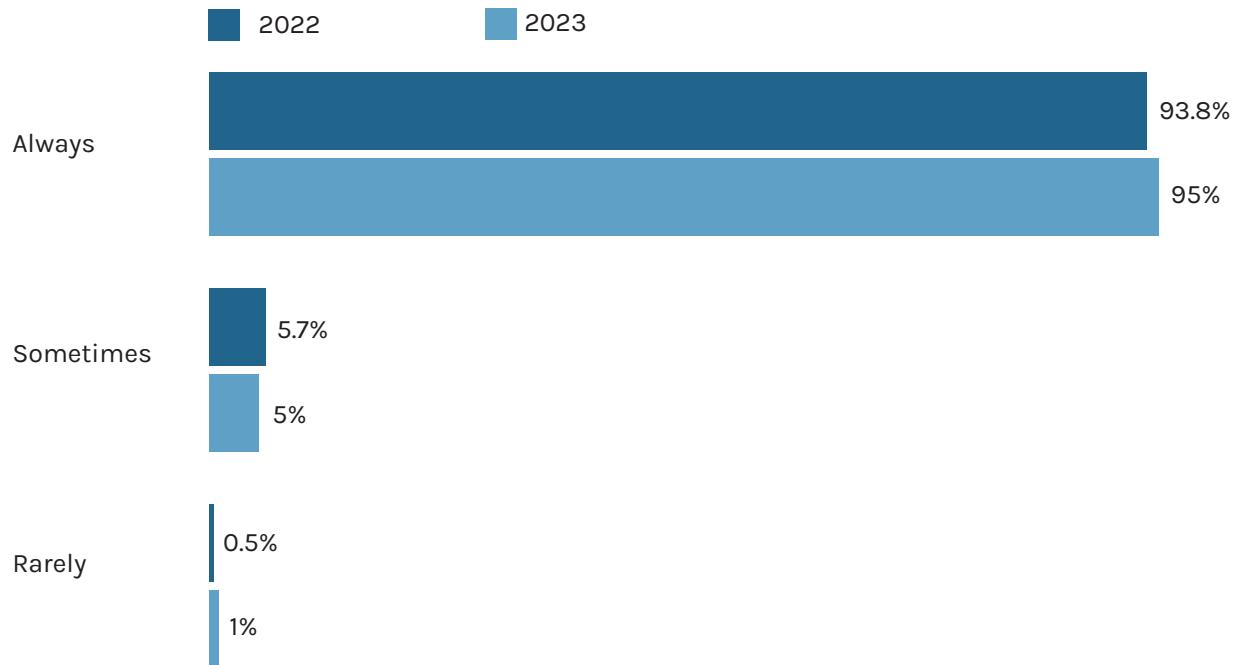
### Comparison of checking storage instruction label on packed food products

The frequency of participants always checking storage instruction labels on packed food products during 2022 and 2023 were quite similar, 47.7% and 47.4% respectively.



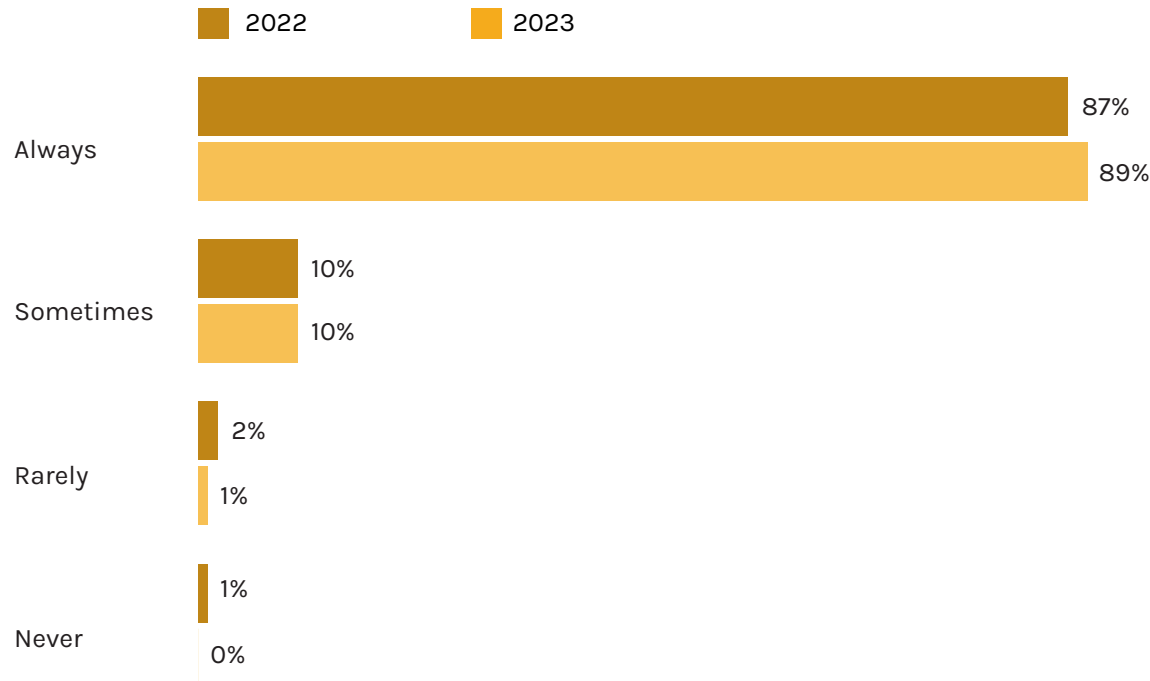
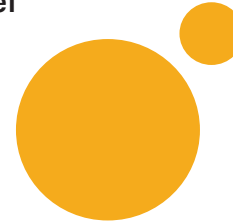
## Comparison of understanding expiry date on food label

Majority of the participants during 2022 (93.8%) and 2023 (85%) understood the definition of expiry date mentioned on the food label of products.



### Comparison of checking expiry date/use by date on food label

The frequency of participants always checking the expiry date/use by date on food label of packed food products was high during 2023 (89%) compared to 2022 (87%)





# Conclusion

The study has revealed that 37.1% of the consumers preferred purchasing pre-packed food items once a week. Likewise, the frequency of customers looking for food labels before buying a packaged food product was reported to be 53.6%. The survey also states that 51.7% of respondents only sometimes checked for the nutrition facts label while 27.6% of the participants always checked the nutrition facts label. It was also observed that 47.4% of the participants only sometimes checked for the list of ingredients label while buying a packaged food product.

28.3% of the participants are aware of the FSSAI logo and how it looks on the food label of packed food items. The study also showed that many respondents give the most importance to 'organic' as a health claim label while purchasing a packed item. Overall, 89% of the consumers always looked at the expiry date label before consuming a pre-packed food item and also 95% of the respondents understood the definition of expiry date.

The survey also shows that 30.7% of the respondents only sometimes check for allergen or warning labels on food products before buying a packed food item. Also, 47.4% of the consumers always read storage instruction labels on packed food items. The study also reports that 56.4% of the customers always follow cooking instructions mentioned on 'Ready-to-Cook' products. Likewise, 74% of the participants checked for vegetarian & non-vegetarian logos before purchasing packaged food products. It has also been observed that only 18.1% of the respondents always check for USP before buying a packed food item. 42.9% of the consumers had a concern but never used the customer care information to register a complaint about the food safety and quality of a food product.

Compared to the report last year, the inferences drawn from this study has shown average level of awareness of food labels while purchasing food products among the study cohort of respondents. Findings have shown that study participants had high awareness on food labeling among participants with post-graduation level of education. Age and education level of respondents were found to be significantly correlated with overall knowledge, attitude, awareness and pre-packaged food label information. The study has also shown that there is limited usage and understanding of nutrition contents of food labeling among consumers.

In conclusion, this report highlights the importance of food label awareness in India, emphasizing the need for continuous vigilance and compliance with evolving regulations to ensure consumer safety and informed choices. It serves as a valuable resource to encourage industry stakeholders and consumers to stay informed and uphold food labeling standards.

# Disclaimer

This food label awareness report for India is intended for informational purposes only and does not constitute professional advice or endorsement of any specific food products or brands. The information provided herein is based on available data up to the knowledge cutoff date of June 2023 and may not reflect the most current regulations, standards, or market conditions. Consumers and industry stakeholders are encouraged to verify and stay updated on the latest food labeling requirements and guidelines in India, which may be subject to change. The authors and publishers of this report make no warranties or representations, either expressed or implied, regarding the accuracy, completeness, or fitness for a particular purpose of the information contained herein. Any reliance on the information provided is at the user's own discretion and risk. This report is not a substitute for professional advice, and readers are advised to consult with relevant authorities, experts, or legal advisors for specific guidance related to food labeling in India.

This food label awareness survey report is based on the responses of a sample of individuals who participated in the survey. The results of the survey are intended to provide general insights into the level of food label awareness and understanding among Indian consumers and should not be considered representative of the entire Indian population. Additionally, the report is intended for informational purposes only and should not be used as a substitute for professional advice or judgment. Food Safety Works and the authors of the report are not responsible for any errors or omissions, or for any actions taken in reliance on the information contained in this report.

# About Food Safety Works

Food Safety Works is a trusted partner in ensuring food safety and quality in the Indian market. Based in Bangalore, with branch offices in Mumbai and Delhi, India, we are a team of food safety experts with a passion for protecting consumers and promoting public health. We understand the complexities of the food industry and the importance of maintaining high standards of food safety and quality. Our services include food safety consulting, auditing, training, new product development, and laboratory testing, all of which are tailored to meet the unique needs of your business.

Whether you are a small food business just starting out, or a large corporation looking to improve your food safety systems, we have the expertise and resources to help you achieve your goals. Our team of certified food safety professionals has a wealth of experience in a variety of food sectors, and we are committed to staying up-to-date on the latest regulations and industry best practices.

At Food Safety Works, we believe that food safety is a shared responsibility, and we are dedicated to working closely with our clients to create customized solutions that will help them meet their food safety and quality objectives. With our help, you can have the confidence and peace of mind that comes from knowing your products are safe and compliant.

Standards  
Implementation



Audits and  
Inspections



Learning and  
Development



Regulatory and  
Compliance Services



New Product  
Development



Factory Layout and  
Design



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