MediaRoom

Kemin Shares Highlights of Consumer Shopping Study

DES MOINES, Iowa (December 19, 2017) – Kemin Industries, a leading provider of shelf-life extension and food safety solutions that help manufacturers keep food and beverage products safe, high-quality and appealing, shared results of a study on consumer shopping and buying behavior.

Kemin partnered with Harris Poll to conduct the study aimed at better understanding consumer behavior and trends impacting the purchase of food and beverage products.

“Our goal was to better understand the current mindset of today’s grocery shopper and identify gaps that may exist between attitude and final purchases,” said Courtney Schwartz, Senior Marketing Communications Manager for Kemin Food Technologies. “At Kemin, we are constantly researching and seeking ways to better serve our customers, the industry and consumers. This study allows us to better understand how consumers are using ingredient labels, how labels are impacting final purchase and other emerging trends.”

Highlights of the Harris Poll include the following consumer feedback:

- Grocery shoppers make the majority of their grocery purchases from national grocery stores (38 percent) or value/big box stores (36 percent).
- Although more than half (57 percent) say price is most important when purchasing grocery items, 25 percent say it is the ingredient label that is most important.
- Thirty-one percent say they always read the ingredient label and 49 percent of those say health claims, or claims they equate with levels of sodium, sugar and fat content, are most important.
- Shoppers were divided on preference between a shorter and longer ingredient label, but the top reason for label choice was ingredients on the statement/ingredient name rather than the length of the statement.
- Fifty percent of shoppers do not avoid purchasing grocery items because of any words in the ingredient label, but a minority (26 percent) avoid the word “preservative” on the label.
- Seventy percent of shoppers would prefer to have “natural flavors” included on the label; half of shoppers say it sounds more natural and 33 percent say it sounds more nutritious.

“As we better understand consumer trends, Kemin can shape our product portfolio to meet industry needs,” said Schwartz. “For example, we recently launched a new domestically grown, organic rosemary extract to meet increasing demand for organic products. This new organic product is a great addition to our shelf life extension portfolio, which already includes organic buffered vinegar, allowing Kemin to serve the industry’s organic food safety and antioxidant needs.”

In today’s highly competitive marketplace, Kemin provides food processors, manufacturers and formulators the ability to reduce costs, control inventory and meet demand, all while providing the visual appeal and flavor protection consumers demand.

Please visit www.kemin.com/en/north-america/markets/food-technologies for more information.

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About Kemin Industries

Kemin (www.kemin.com) has been dedicated to using applied science to improve the quality of life for over half a century. As a global company touching 3.8 billion people every day with its products, Kemin is committed to improving the quality, safety and efficacy of food, feed and health-related products to feed a growing population and be a resource for others in need.

Committed to feed and food safety, Kemin maintains top-of-the-line manufacturing facilities where over 500 specialty ingredients are made for humans and animals in the global feed and food industries, as well as the health, nutrition and beauty markets. The company provides product solutions and options to customers in more than 120 countries.

A privately held, family owned and operated company, Kemin has more than 2,500 global employees and operates in 90 countries including manufacturing facilities in Belgium, Brazil, China, India, Italy, Russia, Singapore, South Africa and the United States.

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