

Are Foods Labelled as Natural More Natural?

Evaluating the Naturalness of 'Natural' Labelled Products and their Alignment with Consumer Expectations in term of Naturalness and Healthiness

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Introduction

- Natural claims are increasingly prevalent in the Swiss and global markets.
- The term 'natural' lacks a clear definition in the food industry.
- Consumer misinterpretation: "Natural is better Heuristic" + "Health Halo Effect".

Hypothesis

- ✓ **H1** : Natural labelled food are more natural than the unlabelled food.
- ✓ **H2** : 'Natural' labelled foods are perceived as healthier and more natural.

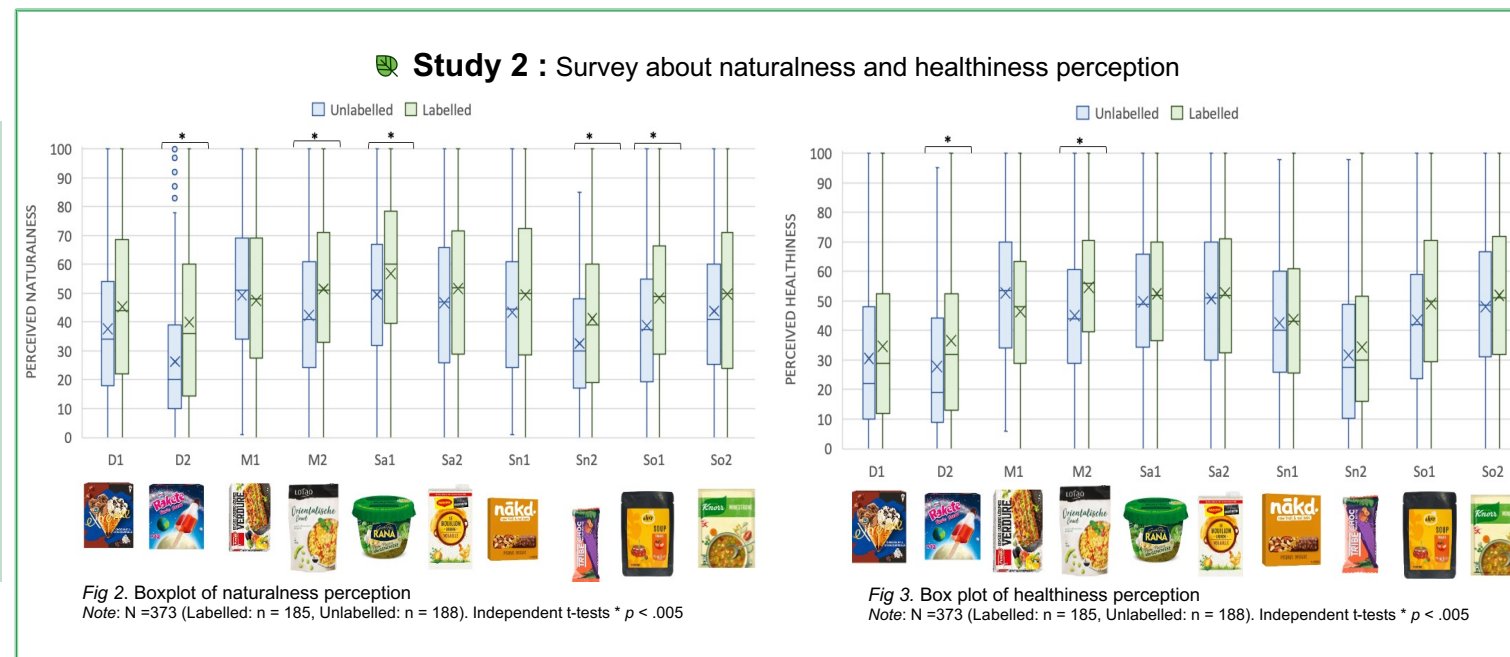
Results 2

Results 1

Study 1: Naturalness measurement

Category	Labelled		Unlabelled		t-value	p-value
	M	SD	M	SD		
Dessert & Ice Cream	2.33	0.73	1.86	0.59	2.65*	0.032
Meal & Meal Centers	3.11	0.46	2.65	0.67	2.88*	0.001
Snacks	3.66	0.54	3.11	0.97	3.41*	<.001
Sauce & Seasoning	3.98	0.66	3.69	0.71	2.01*	0.047
Soups	3.39	0.37	2.94	0.91	3.08*	0.003

Fig 1. FNI (Food Naturalness Index) of the five categories.



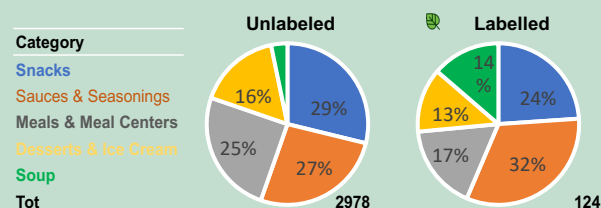
Contribution to SDGs

- To prevent any form of **greenwashing** in the future, clear guidelines are needed.

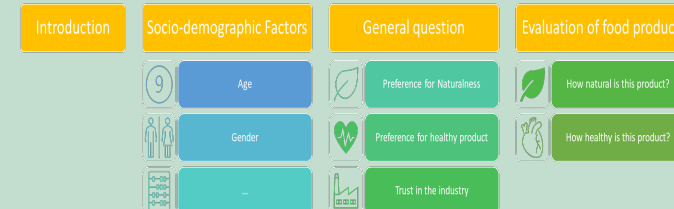


Method Overview

Study 1: CH; 2019 to 2023



Study 2:



References



Conclusion

- Despite the lack of regulation on 'natural' labelling, companies are not making misleading claims as foods are in line with consumer perceptions of naturalness.
- While 'Natural' labels often align with consumer perceptions for naturalness according to FNI, the actual health benefits of these products can be more complex.
- Future research should prove their actual healthiness.