

Appendix C—Product Label Data

These data, obtained from Product Scan, are collected by Datamonitor staff in each country, and product label information is reported in English in the database. These data are not limited to food products marketed by multinational firms, and include many products marketed only locally.

Product claims not included in these summary categories include those relating to allergen alerts, targeting demographic groups, private labels, or other miscellaneous claims.

Table C-1

Product label claims included in categories

Natural products	Convenience	Higher quality	Low or no “bad” nutrients	High in “good” nutrients	Environmentally friendly
Fresh Natural No additives No added hormones No antibiotics No artificial color No artificial flavor No artificial ingredients No artificial sweeteners No chemicals No genetic modification No pesticides No phosphates No preservatives No sweeteners No toxic materials Organic Pure Real	Disposable Hand held Instant Microwaveable Quick Single serving	Gourmet Upscale	Low calories Low carbohydrates Low cholesterol Low fat Low glycemic Low salt Low saturated fat Low sodium Low sugar No tropical oils Low trans fats No calories No carbohydrates No cholesterol No fat No salt No saturated fat No sodium No sugar	High amino acids High antioxidants High calcium High carbohydrates High fiber High iron High magnesium High minerals High omega High omega-3 High omega-6 High polyphenols High potassium High protein High vitamins	Biodegradable Recyclable Recycled materials