The latest GfK consumer survey shows that an increasing and impressive number of European consumers want alcoholic beverages to indicate the nutritional information per 100ml and to list their ingredients like other beverages already have to do. The vast majority of them already uses a mix of offline and online tools to access this information.*

EUROPEAN CONSUMERS INCREASINGLY CALLING FOR NUTRITION INFORMATION TO BE PROVIDED PER 100ML

86%

+25% since 2014

of consumers call for the nutritional values of alcoholic drinks to be provided and per 100ml, as is the case for non-alcoholic beverages

86%

+16% since 2014

of consumers call for the list of ingredients of alcoholic drinks to be provided, as is the case for other food and drink products

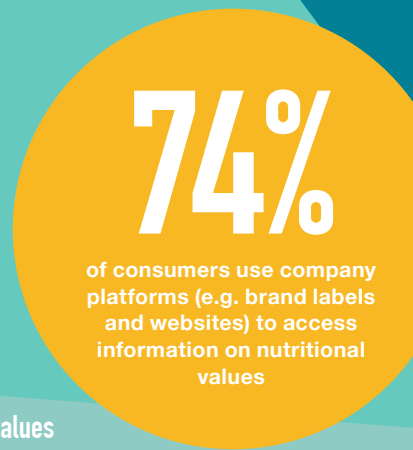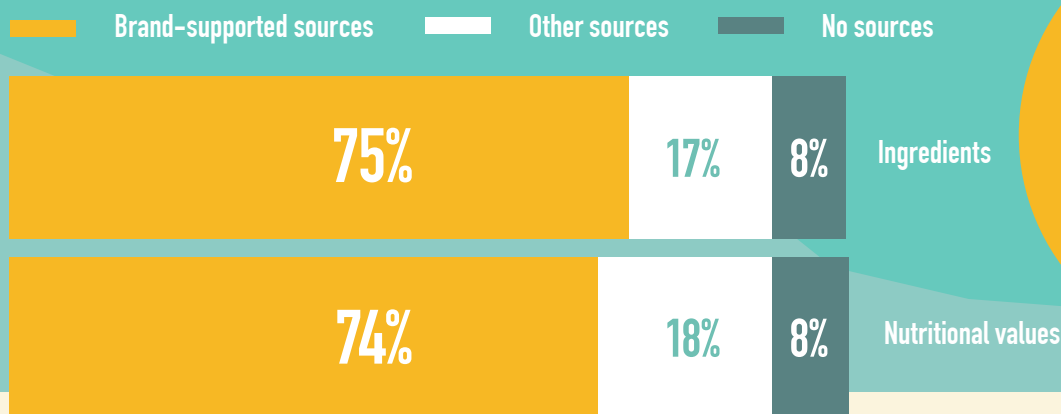# EUROPEAN CONSUMERS INCREASINGLY CALLING FOR THE LIST OF INGREDIENTS OF ALCOHOLIC BEVERAGES

*The 2016 GfK survey researched over 9000 European adults in 9 EU countries (FR, DE, NL, DK, IT, ES, RO, PL, UK) representing about 80% of the EU population. Consumers were asked whether all food and drink producers (including alcoholic and non-alcoholic) should provide the list of ingredients and the nutrition declaration (energy value, fat, saturated fat, carbohydrates, sugars, proteins and salt) of their products according to the current rules (per 100g/ml).

CONSUMERS EMBRACING DIGITAL FOR ACCESSING INGREDIENTS AND NUTRITION INFORMATION*

To access the information, consumers are using multiple sources, with primarily a mix of traditional and digital sources.

61% of consumers use digital sources to access the nutrition and ingredient information of alcoholic beverages, alone or in combination with offline sources

CALORIES ?
FAT ?
SATURATES ?
CARBOHYDRATES ?
SUGARS ?
PROTEIN ?
SALT ?

CONSUMERS ARE MOSTLY USING BRAND-SUPPORTED INFORMATION SOURCES*

■ Brand-supported sources   ▭ Other sources   ▪ No sources

75%	17%	8%	Ingredients
74%	18%	8%	Nutritional values

74% of consumers use company platforms (e.g. brand labels and websites) to access information on nutritional values

THE KNOWLEDGE GAP IN EUROPE

WHICH BEVERAGE CONTAINS THE MOST CALORIES FOR THE SAME VOLUME? **

30%
53%
18%

■ Correct
■ Wrong
■ Don't know
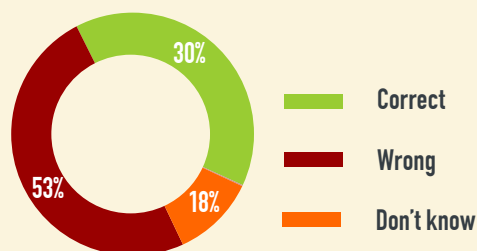
Whisky (100ml)	White wine (100ml)	Red wine (100ml)	Beer 4.5 to 5.5% abv (100ml)	Orange juice (100ml)	NA/Beer < 1% abv (100ml)
245 KCAL	96 KCAL	82 KCAL	46 KCAL	45 KCAL	26 KCAL

* The 2016 GfK survey researched over 9000 European adults in 9 EU countries (FR, DE, NL, DK, IT, ES, RO, PL, UK) representing about 80% of the EU population. Consumers were asked which information sources they use to access ingredients and nutrition information for food and drink products.

** The 2014 GfK survey additionally asked which contained, from a list of beverages, the most calories for the same volume.