

# World Market for Product Claims and Positioning

February 2021

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## INTRODUCTION

Scope

## OUTLOOK

Growing importance of digital positioning strengthened by COVID-19  
COVID-19 impact on Product Claims and Positioning

## GLOBAL OVERVIEW OF LEADING CLAIMS

The importance of digital shelf information grows in importance  
Brands struggle to highlight their strategic messaging in e-commerce  
Most used claims are sustainability related across the board

## ORGANIC LEADERSHIP IN FOOD AND DRINKS

Organic development in pet care held back by need for balanced formula  
Larger availability of organic options can sometimes drive organic growth  
In other cases, assortment expansion is not the best way forward  
A strong wellness connection is key to growth in organic food and drinks

## IMMUNITY-FOCUSED NUTRITION TAKES CENTRE STAGE

Health and wellness spending to increase, temporarily or permanently  
Immune system interest high as never before  
Eastern Europe sees highest potential for immune system positioning  
Immunity claim strongest in pet care and consumer health  
Immunity claim examples from Eastern Europe  
Immunity claim examples from consumer health  
Immunity positioning in pet care remains a way to differentiate

## VEGAN BEAUTY TAKES THE LABEL BEYOND FOOD AND DRINKS

Criticism of long ingredient lists and heavy processing in vegan faux meat  
Plant-based moves beyond meat substitutes and dairy alternatives  
Vegan beauty replaces cruelty free as consumers demand more  
Largest beauty companies take a half-hearted approach to vegan beauty  
Seed Phytonutrients is a masstige brand with a purpose  
Independent challenger brands drive the vegan beauty trend  
Cruelty free and/or 100% vegan claims attract female consumers  
Blue ocean conditions for certification schemes for social sustainability  
Growing importance of digital positioning strengthened by COVID-19  
Product Claims and Positioning Method

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