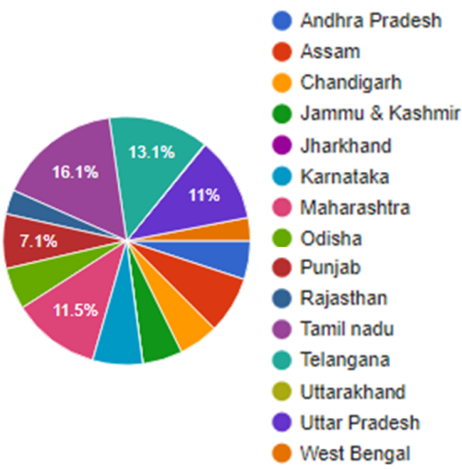
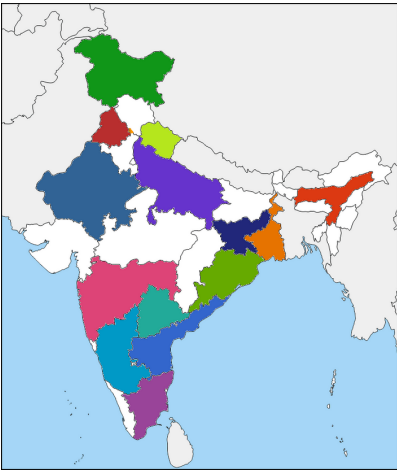


Knowledge, Attitude and Perception study on Front of Package Labels in India.



Background

- Scientific evidence highlights foods and beverages providing energy high in added sugar, sodium, saturated fat and any added trans-fat - which are referred to as nutrients of concern, have a detrimental impact on health.
- Excessive consumption of these unhealthy foods and beverages is one of the key causes of obesity and increased risk of cancer, heart disease, stroke, Type 2 diabetes and premature death.
- Excessive intake of these nutrients is largely driven by widespread availability, affordability, and promotion of processed and ultra-processed foods and beverages that are excessive in sugars, fats, and sodium.

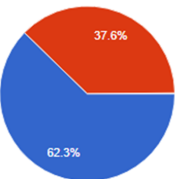


Methods

- Study Area: Multicentric Study in different states of India conducted under the administrative control of premier medical institutes of respective state.
- Study Design: Prospective multi-centric cross-sectional study.
- Sampling method- Purposive sampling physical questionnaire-based survey.
- Data collection and Analysis: A pretested, semi-structured multi lingual questionnaire was administered to the population. Analysis conducted using SPSS V21.
- The questionnaire was designed to capture demographic details, shopping related behaviour, knowledge regarding food package labelling, attitude regarding food package labelling and perception of consumer towards FOP label Designs.

Results

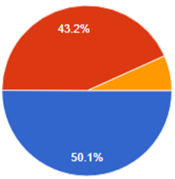
GENDER लिंग



2025 Responses

- Male पुरुष
- Female महिला
- Other अन्य

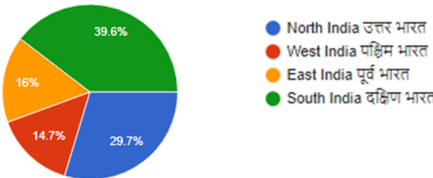
AGE उम्र



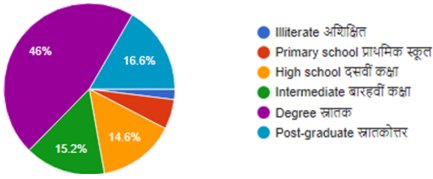
- >18-29 years
- 30- 50 years
- >50 years

Results

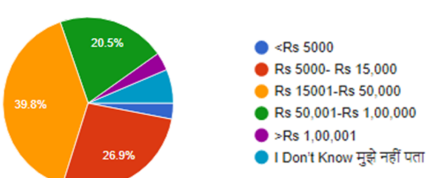
GEOGRAPHIC ZONES भौगोलिक क्षेत्र



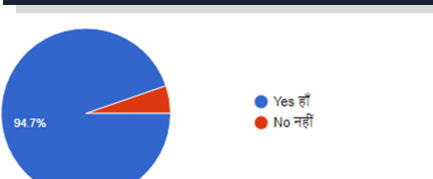
LEVEL OF EDUCATION शिक्षा का स्तर



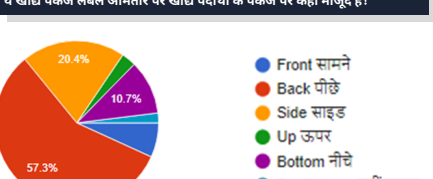
MONTHLY HOUSEHOLD INCOME मासिक आय



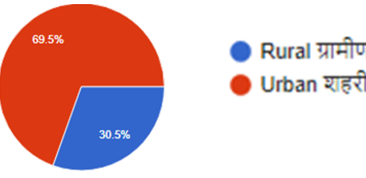
DO YOU KNOW FOOD ITEMS COME WITH FOOD PACKAGE LABELLING? क्या आप जानते हैं कि खाद्य पदार्थों का पैकेज लेबलिंग के साथ आते हैं?



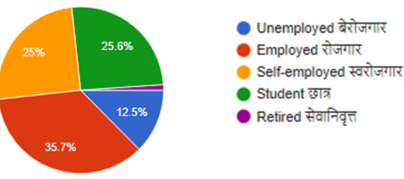
WHERE ARE THESE FOOD PACKAGE LABELS USUALLY PRESENT ON THE FOOD ITEMS? ये खाद्य पैकेज लेबल आमतौर पर खाद्य पदार्थों के पैकेज पर कहाँ मौजूद हैं?



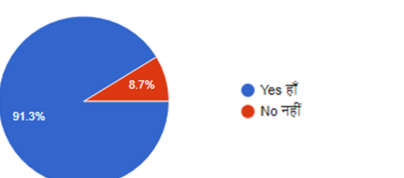
LOCALITY इलाका



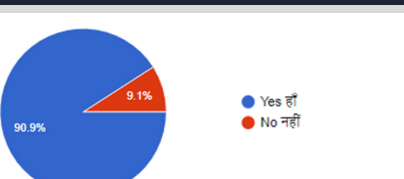
EMPLOYMENT STATUS रोजगार की स्थिति



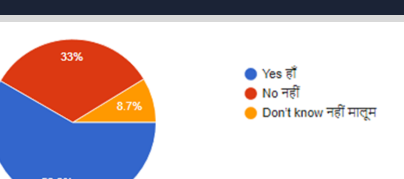
DO YOU CONSUME PACKAGED FOOD AND BEVERAGES ? क्या आप डिब्बाबंद भोजन और पेय पदार्थों का सेवन करते हैं?



DO YOU THINK THESE FOOD PACKAGE LABELING SERVE ANY PURPOSE FOR CONSUMERS ? क्या आपको लगता है कि ये खाद्य पैकेज लेबलिंग उपभोक्तकों के लिए किसी उद्देश्य की पूर्ति करते हैं?



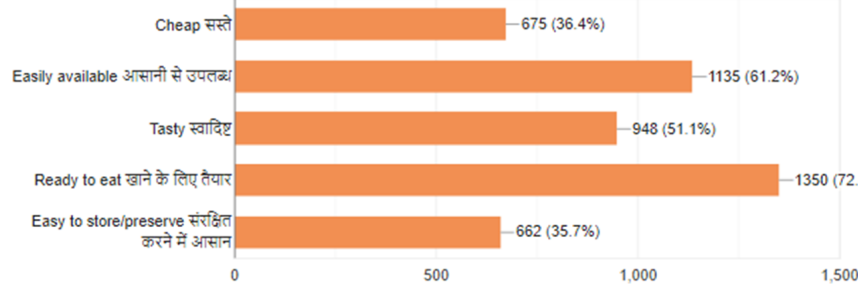
DO YOU THINK PACKED PROCESSED FOODS ARE HEALTHY? क्या आपको लगता है कि पैक खाद्य पदार्थ स्वस्थ हैं?



Frequency of consumption of packaged food items and beverages. डिब्बाबंद खाद्य पदार्थों और पेय पदार्थों की खपत।

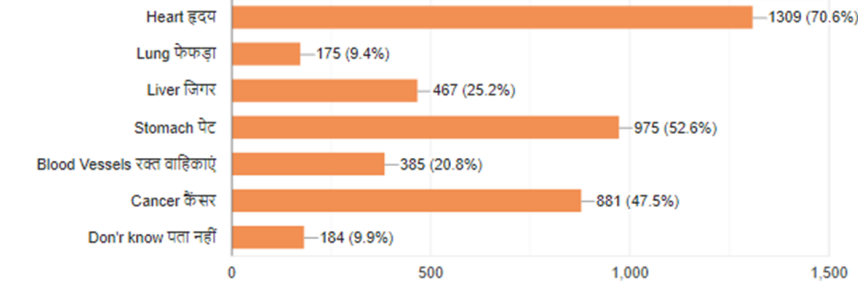


Why do you buy packed foods? आप पैकड खाद्य पदार्थ क्यों खरीदते हैं?



Packed processed foods high in salt, high in sugar and high in fat can cause diseases related to...

पैक खाद्य पदार्थ नमक की ज्यादा मात्रा, चीनी की ज्यादा मात्रा और वसा (चर्बी) की ज्यादा मात्रा से संबंधित बीमारियों का कारण बन सकता है.. ।



PERCEPTION OF CONSUMER उपभोक्ता की धारणा

Label Designs	Quickly Understand	Difficult to understand	Easy to recognise	Like to see this on food products	Help me to choose healthier food.
Multi Traffic Lights (MTL)	682(36.8%)	166(9.0%)	641(34.6%)	652(35.2%)	687(37.1%)
Warning Label (WL)	753(40.6%)	218(11.8%)	755(40.7%)	757(40.8%)	734(39.6%)
Reference Intake (RI)	167(9.0%)	570(30.7%)	241(13%)	216(11.7%)	163(8.8%)
Health Star Rating (HSR)	128(6.9%)	554(29.9%)	136(7.3%)	155(8.4%)	157(8.5%)
Nutri-Score (NS)	124(6.7%)	346(18.7%)	81(12.6%)	74(4%)	113(6%)

Conclusion

- FOPL should be mandatory on all packaged foods.
- 91% of the population have consumed packaged food.
- 87% find nutrition labelling helpful in packaged foods.
- 93% of consumers said FoP labels will be helpful to convey nutritional information.
- Warning Labels are quicker to understand(40.6%), easy to recognize (40.7%)and helps in buying healthier food products(39.6%) amongst all other labels.