

The Consumer Goods Forum and the change agency Futerra have joined forces to investigate the cutting edge of transparency.

This guide includes new market research with consumers in 7 countries. We also surveyed over 70 companies worldwide – members of The Consumer Goods Forum and of our survey partner, the Chartered Institute of Marketing – and interviewed leaders from both global and small challenger brands.

In the following pages we delve into what those businesses and consumers agree is the most important topic of transparency: the impact of products themselves.

This Honest Product Guide is designed for business leaders, brand owners, marketers, experts and changemakers seeking to solve the crisis of trust between companies and the consumers they serve.

Solitaire Townsend
Co-Founder

FUTERRA®

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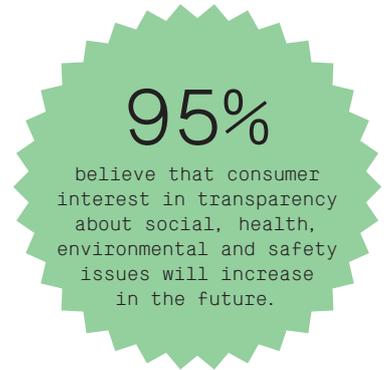
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Source: CGF/Futerra expert survey, July 2016.
 Respondents: Corporate experts from 70+ companies in 26 countries.

We asked a global audience of corporate members of The Consumer Goods Forum and members of the Chartered Institute of Marketing about transparency across a range of issues.



Source: CGF/Futerra expert survey, July 2016. Respondents: Corporate experts from 70+ companies in 26 countries.



“For the last five years, we have seen an increasing number of consumers wanting to know what is in their products, how ingredients are sourced, how good it is for them in health terms, and whether the product is sustainable. Younger generations are much more demanding about what they consume.”

Ethem Kamanli, Group Manager, Supply Chain Solutions, Migros Ticaret



“We are aiming for consumer trust. Whatever the consumer tells us they need, we’ll provide transparently in order to drive that trust.”

Yukiko Takatori, General Manager for Science, Global Communications Department, Ajinomoto



“Consumers today – mainly early adopters – are looking at what and who is behind the brand: how is it made and what’s in it? This is already happening. The question is, how do we do it?”

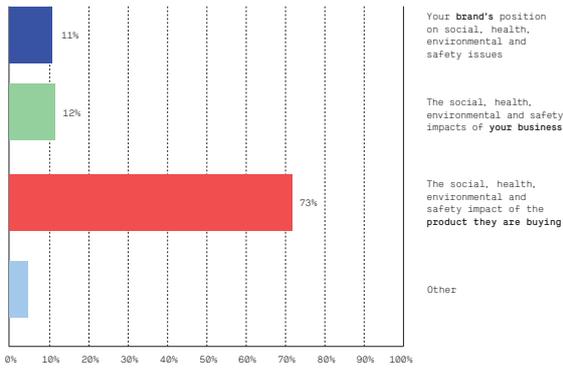
Isabelle Grosmaître, Alimentation Initiative Catalyst, Danone

Transparency is a big deal. But is all transparency created equal?

Transparency comes in many forms, from corporate reporting to brand positions. Which is most compelling for your consumers?

Corporate expert survey

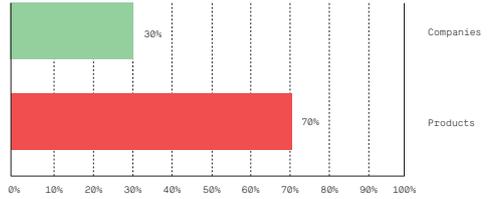
Which areas are consumers most interested in transparency about?



Source: CGF/Futerra expert survey, July 2018. Respondents: Corporate experts from 70+ companies in 26 countries.

Consumer survey

Are you most interested in hearing about the social, health, environmental and safety impacts of the products you buy or the company that makes them?

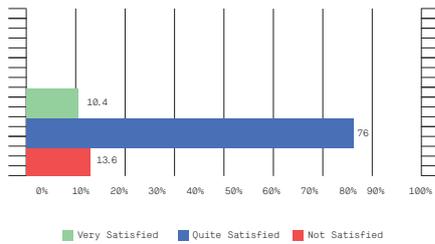


Source: CGF/Futerra consumer research, October 2018. Respondents: 3,621 consumers in 7 countries.

Product transparency isn't new. So, how well are we meeting consumer needs?

Corporate expert survey

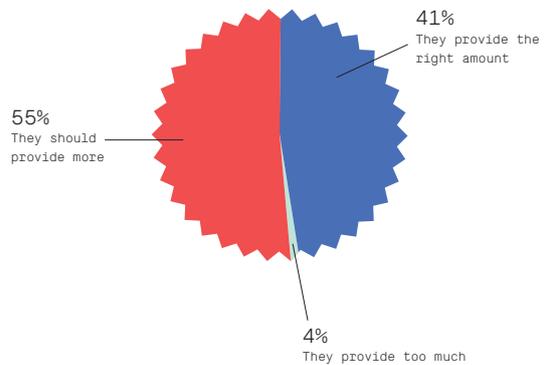
How satisfied do you think consumers are with the transparency of social, health, environmental, and safety issues from your product?



Source: CGF/Futerra expert survey, July 2018. Respondents: Corporate experts from 70+ companies in 26 countries.

Consumer survey

Do the products you buy provide enough information on social, health, safety and environmental issues?



Source: CGF/Futerra consumer research, October 2018. Respondents: 1,000 consumers in the US and UK

**The full report is available to members
of The Consumer Goods Forum.**

To read the full report, please login to your
Members' Dashboard or contact the CGF team
about becoming a member.

