

HELPING CONSUMERS MAKE HEALTHIER CHOICES

Collaboration for Healthier Lives and **Product Data Coalitions of Action** joined forces in an initiative led by **Alibaba** to bring together data and key insights to improve consumers' online experience and drive healthier choices.



The health and data teams worked together to enhance the nutritional data available to consumers, making it accessible and easily comprehensible.

The project highlighted the available nutritional data to weigh up the healthier choices. Additional space was given on the e-commerce platform to communicate the data, making it clear and appealing for consumers.

The initiative aimed to go beyond China's National Food Safety Standard for Nutrition Labeling and transform the level of nutritional data available by building a robust data source using an API system.

This pilot was tested in two key categories: **dairy** and **beverages** (liquid and powders).

Key Figures

1 billion visitors on the Taobao/Tmall e-commerce platform

Taobao
TMALL 天猫

21% turnover increase

13% increase in transactions

8 health attributes added to the Global Data Model

Next Steps

Increase the number of categories involved in the pilot

Continue to better understand how to engage consumers and support healthier choices online

Drive more collaboration between nutrition and data insights teams within our retailer and manufacturer members, in order to add business value and encourage healthier choices

Phase 1 of the pilot in collaboration with



Phase 2 of the pilot in collaboration with