Brand Restrictions Study: A View from Gen Zers and Millennials

Brand restrictions are alterations to product packaging introduced by governments to have fewer visual branding elements (such as the removal of imagery, brand logos, brand designs and colors) or additional labels (such as informational labels on food and drink products indicating high sugar/fat/salt, or text/graphic warning labels indicating potential health risks associated with a product).

The Brand Restrictions Study: A View from Gen Zers and Millennials was conducted across 10 countries (Brazil, Chile, Colombia, India, Mexico, Singapore, South Africa, South Korea, Thailand, and the United Kingdom). 5,000 respondents globally were interviewed through an online survey between October and November 2020 (250 Gen Zers aged 18-24 and 250 Millennials aged 25-39 in each country).

The statistics above are all sourced from this study and was published in June 2021. ©2021 INTA. All rights reserved.