**Brand Restrictions Study: A View from Gen Zers and Millennials**

**CONSUMERS TRUST AND FEEL CONNECTED TO BRANDS**

- 7 in 10 trust brands
- 6 in 10 would feel sad if certain brands disappeared
- 5 in 10 think the brands they use reflect their personal values

**CONSUMERS LIKE THE WAY INFORMATION IS CURRENTLY DISPLAYED ON PACKAGING AND MISUNDERSTAND THE RATIONALE FOR BRAND RESTRICTIONS CHANGING THIS**

- 6 in 10 prefer to see nutritional/ingredient information on the back of product packaging
- 5 in 10 think that brands are introducing plain packaging to save costs

**BRAND RESTRICTIONS CONFUSE AND WORRY CONSUMERS**

- 1 in 3 would worry products are counterfeit

**ULTIMATELY, CONSUMERS WANT TO BE ABLE TO CHOOSE FOR THEMSELVES, ESPECIALLY PARENTS FOR THEIR CHILDREN**

- 6 in 10 think people should be taught how to make healthier choices rather than have the right to choose taken away from them

**EDUCATION IS THE MOST EFFECTIVE WAY OF HELPING CONSUMERS MAKE HEALTHIER CHOICES**

- 8 in 10 say more education on nutrition and healthy diets (in schools, workplaces, or media campaigns) would be effective in encouraging people to make healthy choices when shopping

**Over 6 in 10 parents think they should be the ones determining what is best for their children in terms of the products they can use and eat, compared to under 1 in 10 who think the government should**

**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.