Younger shoppers want more data than ever, and their habits are reshaping the consumer landscape. Make sure your brand knows the facts. digimarc.com/transparency

**WHAT BRANDS MUST KNOW ABOUT PRODUCT TRANSPARENCY**

- 44% of consumers say food allergies, intolerances or sensitivities affect how they shop
  
  **SOURCE:** 2017 shopper trends study by Label Insight

- 86% of millennial mothers would pay more for completely transparent food products
  
  **SOURCE:** 2016 Label Insight Food Revolution Study

- **New Consumer Drivers:** Provenance, social impact, effect on health and brand transparency

- **210+ brands** are participating in SmartLabel™—a food industry initiative to promote product transparency

- **94% of consumers believe it is important that food brands are transparent**
  
  **SOURCE:** 2016 Label Insight Food Revolution Study

- **2016 Nutrition Facts Label update** applies only to companies with $10 million+ in annual sales