

ENHANCE THE CUSTOMER JOURNEY WITH **PRODUCT ENRICHMENT**

'Only 1 in 10 grocers provides sufficient product information to inform and guide their customers regarding the food they buy during their shopping journeys'



IVIS Group, 2022



'53% of 17,000 customers surveyed in 2021 want their Grocers to educate them about the food they purchase'

Deloitte, 2021



'72% of shoppers say transparency matters'

> **Food Industry** Association 2022



'60% of the respondents surveyed preferred health over affordability'

Deloitte, 2021



'64% indicated that they have become more interested in the influence of food on their health'

Deloitte, 2021

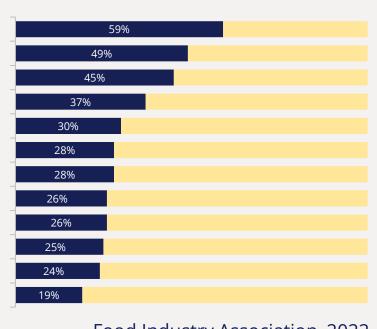


'25% of households include at least one allergy or intolerance sufferer'

Food Standards Agency, 2017

Factors shoppers use to decide if a brand or manufacturer is being transparent

Complete list of ingredients Plain English ingredient description In-depth nutrtitional information Certifications and claims Required allergen information Details about what ingredients are for Nutrient and health claims Value-Based information, like Fair Trade Product sourcing details Ingredient sourcing details Not required allergen information Sustainability practices



Food Industry Association, 2022

Use Product Enrichment Services to positively impact your customers' shopping journey.

ENRICHED ATTRIBUTES

product attributes to bring alive your product pages, navigation filters, alerts and suggestions to enhance the customer experience.

Health, lifestyle and sustainability





























Make an impact on your customer's life, request a demo now.

