



Growing Number of Brands and Products

- SmartLabel™ Gen. 1 was launched in December, 2015.
- More than **35** U.S. food, beverage and consumer products companies already have committed to utilizing SmartLabel™ to give consumers more detailed information about their products.
- More than **3,250** products are using SmartLabel™ as of mid-December, 2016 from 156 different brands that are part of 19 companies.
- More than **34,000** products are estimated to be using SmartLabel™ by the end of 2017.
 - This includes **22,000** products disclosing information about genetically modified ingredients and **6,500** personal care, household and pet care products.
- An estimated **60,000** products will use SmartLabel™ in five years, more than **80%** of food, beverage, pet care, personal care and household products that consumers buy.

Modern-day label that matches the way shoppers shop today

- More than **300 million** people in the U.S. have access to and use the internet.
- Smartphone ownership, now up to 64%, is projected to reach **80%** by 2018.
- **89%** of consumers use search engines for purchase decisions.
- **77%** of shoppers indicated that they plan their purchases by searching Google using their computer and **16%** of consumers conduct Google searches in-store, according to a recent survey.
- **95%** of shopper's grocery store purchases are repeat items, with less than **5%** new purchases. Consumers who are interested and motivated to learn what is in a product will likely check a website or shopping app before they leave home.
- **75%** of consumers said they would use SmartLabel™ to get product information, according to research done in November 2015.

Learn more about SmartLabel™ and search for product information at www.smartlabel.org.

December 19, 2016