

DO CONSUMERS UNDERSTAND BLOCKCHAIN?

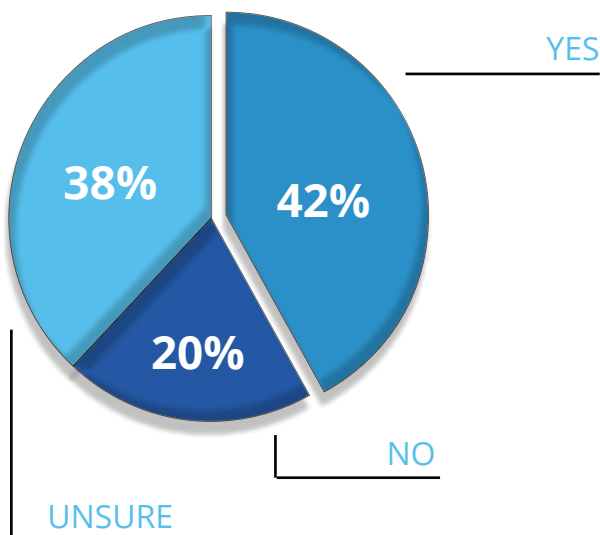


Consumer Experts, Insight Driven

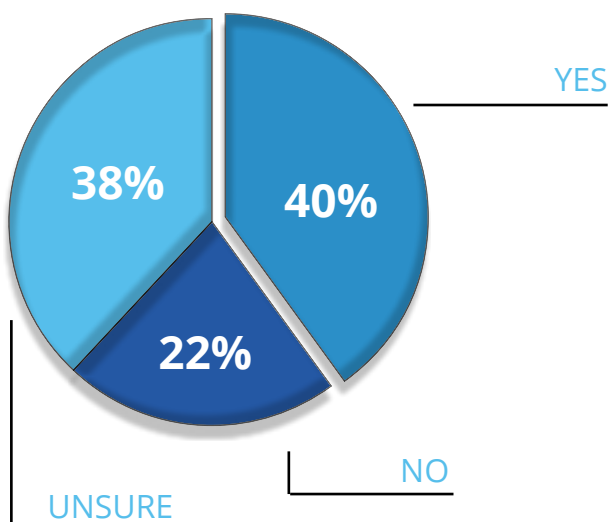
The following are based on our Q3 Blockchain Surveys - 20,000 respondents.

Blockchain is a source of information that is centrally stored that allows food, drink, supplement manufacturers, and brands to store all product information onto a database that can be accessed by consumers for research purposes.

Would consumers be more likely to purchase a food, drink or nutritional supplement product or brand if they registered information on such a source?



Would consumers be more willing to pay a premium for a food, drink or nutritional supplement product or brand if they registered information on such a source?



49% Of consumers find the concept of blockchain appealing or very appealing.



5 in 10


Consumers say they would use this source of information.

 **35%** Would use it for all products.

What information would consumers like to see?

 **56%** Locality of products.

 **60%** Carbon footprint omitted from distribution.

 **59%** Commitments to be more ethical and environmentally friendly.



FMCG GURUS



@FmcgGurus



FMCGGURUS.COM



+44 (0) 2039 502142



Info@fmcggurus.com