1. INTRODUCTION

- 1.1 Terms of reference
- 1.2 Research Methodology
- 1.3 Information Provided
- 1.4 Definitions
- 1.5 Currency

2. EXECUTIVE SUMMARY

3. MARKET OVERVIEW BY PRODUCT CATEGORY

- 3.1 Sugar and Gum Confectionery
- 3.2 Chocolate Confectionery
- 3.3 Breakfast Cereals
- 3.4 Bakery Products
- 3.5 Savoury Snacks
- 3.6 Yoghurts and Chilled Desserts
- 3.7 **Soup**
- 3.8 Carbonated Soft Drinks

4. INGREDIENTS MARKET OVERVIEW

- 4.1 Global market size and trends
- 4.2 Key players by product category

5. THE REGULATORY ENVIRONMENT

- 5.1 EU
- 5.2 US

6. INDUSTRY VIEWS ON CLEAN LABEL

- 6.1 Current industry understanding of 'clean labeling'?
- 6.2 The future of 'clean label'
- 6.3 Strategies for delivering 'clean label'

7. CONSUMER PERCEPTIONS AND ATTITUDES TOWARD CLEAN LABEL AND NATURAL INGREDIENTS

- 7.1 Consumer priorities
- 7.2 What does 'natural' mean to consumers?
- 7.3. Level of importance
- 7.4 Consumer willingness to pay a price premium

8. STRATEGIC IMPLICATIONS AND KEY PRIORITIES AND ACTIONS FOR FOOD AND DRINK MANUFACTURERS

- 8.1 Strategic implications for food and drink manufacturers
- 8.2 Key priorities and actions

9.0 Appendices

- 9.1 Appendix 1: Consumer survey sample framework
- 9.2 Appendix 2: Consumer survey results