

# Consumer Transparency Tools: Informational Fact Sheet

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## About SmartLabel®:

- SmartLabel was created in 2015 to respond to consumer requests for more detailed information than can fit on CPG product packaging.
- The digital tool allows consumers to do a deep dive into everything from ingredient definitions, allergens and package recycling instructions via the scan of a QR code.
- The information comes directly from the product manufacturers.
- In a SmartLabel cross reference check of products listed in a third-party app, Consumer Brands found that the third-party information was wrong about product attributes 39% of the time.
- More than 80 major companies use SmartLabel, representing over 1,000 brands and over 100,000 individual products.

## **SmartLabel Data**

- According to new 2026 data from [Nielsen Consumer LLC](#), products participating in SmartLabel can be found in more than 1 in 5 U.S. grocery shopping carts.
  - *Products participating in SmartLabel make up 20.23% of active \$ sales in the U.S. CPG market.*
  - *Products participating in SmartLabel make up 21.71% of active sales units in the U.S CPG market.*

*Source: Nielsen Consumer LLC, panel taken from analysis of 473,000 packaged food & beverage items, excluding single ingredient items exempt from nutrition labeling*

- According to a Consumer Brands data analysis, consumer engagement with SmartLabel is up 43% YoY (2024 vs 2025).
- The analysis found that consumers scanned SmartLabel QR codes over 9 million times in 2025 with over 25 million page views.

## **Digital Disclosure White Paper Study**

- In 2026, it is projected that 102.6 million U.S. smartphone users will scan QR codes, up from 99.5 million users in 2025.
- 64% of all consumers have scanned a QR code while shopping in a physical store. That number rises to 75% among frequent online grocery shoppers.
- Post-purchase, 61% of all consumers (and 72% of frequent grocery shoppers) scan QR codes on products they have already purchased.
- 86% of consumers rank product traceability as extremely or very important.

### **About [FACTS UP FRONT®](#):**

- The food and beverage industry has worked in partnership with the U.S. Food and Drug Administration (FDA) for nearly 15 years to improve the accessibility of critical nutrition facts, promote nutrition literacy and help consumers achieve their unique dietary goals.
- Born out of this collaboration is [FACTS UP FRONT \(FUF\)](#). FUF is a voluntary industry-led consumer transparency initiative that delivers at-a-glance product nutrition information so consumers can quickly make informed choices.
- Pulled straight from the Nutrition Facts label, FUF labels display nutrients to encourage like potassium and fiber, as well as nutrients to limit, such as the number of calories and amount of saturated fat, sodium and added sugars, right on the front of the product in a clear, consistent format.

### **FACTS UP FRONT Data**

- According to new 2026 data from [Nielsen Consumer LLC](#), FUF is featured on nearly 350,000 products which is a 65% increase from 2021.
  - More than 7 in 10 food and beverage products sold in the U.S. include FUF on the label.

*Source: Nielsen Consumer LLC, panel taken from analysis of 473,000 packaged food & beverage items, excluding single ingredient items exempt from nutrition labeling*

### **2026 IFIC Food Labeling Spotlight Survey**

- Among Americans who check nutrition information while grocery shopping, nine in ten report being familiar with FACTS UP FRONT.
- Among Americans who check nutrition information while grocery shopping and are familiar with FACTS UP FRONT, more than half say they often or always use it to guide their purchase decisions.

### **2025 Savanta Research**

- **90%** of American adults are aware of the FUF label.
- **79%** of American adults check the FUF label before purchasing new products.
- **78%** believe FUF effectively conveys the healthfulness of food and beverage products.
- **76%** believe the FUF label has just the right amount of information and **72%** find the FUF label easy to use.
- **77%** are likely to check calorie information on the front of a package — reinforcing that calories remain the most important nutrition factor for consumers.
- **75%** of American adults **trust** the nutritional information on the FUF label on packaged food and beverage products.

### **2025 Georgetown Study**

- No demonstrated links to improved health or reduction in obesity rates were linked to interpretive food warning labels.
- Interpretive food warning labels do not effectively reach or motivate lower-income consumers (those most affected by obesity).
- While a high percentage of shoppers are aware of food warning labels, a small percentage actually read them.
- Portion management offers a more effective strategy in addressing obesity than interpretive food warning labels.

## 2024 IFIC Survey

- The healthiest front of package label is chosen by consumers when it includes calories, dietary fiber, added sugars, saturated fat and sodium.
- Callouts of nutrients of interest have a greater effect on consumers choosing healthier options versus using a general “healthy” symbol on the front of package.
- The FACTS UP FRONT labeling system is effective in guiding consumers toward healthier choices. Front of Pack labels with data – like FUF – were considered more trustworthy with higher levels of satisfaction when compared to labels that use colors, like traffic lights, to indicate “high in”.