

Create products that can ride the **clean label** wave

Give consumers **what they want**



3 in 4 consumers want recognisable ingredients in products

But only 1 in 4 new food and drink products launched are clean label

The many facets of **clean label**

natural **no-artificial** **additive-free** **ingredients**
kitchen cupboard **non-GMO** **ingredients** **power of plants**
transparency



On-pack claims **matter**

72%

of APAC consumers always or usually read on-pack claims

Discover **consumers' concern**

“ **Artificial ingredients are not good**, but I cannot forgo convenience and taste for that ”



Price and brand are **not everything**

60%

of APAC consumers are likely to switch brands for “**natural / all natural**” and “**no artificial ingredients**” claims



Let **Ingredion** help you meet **consumer needs** and address **manufacturer challenges**

Industry-leading **clean label texturisers**

with

NOVATION® multi-functional native starches



Tap into the **plant-based eating trend**

with

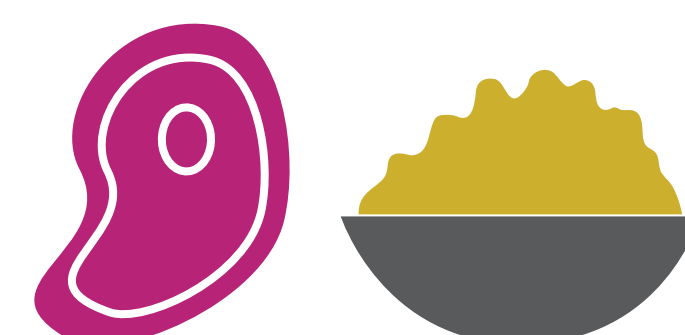
HEMECRAFT® Pulse flours



Consumer-desired flour label on **indulgent yoghurt, home-style sauces and more**

with

HEMECRAFT® Create multi-functional rice flours and tapioca flours



Reap the benefits when you use our products.



Ingredion
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Create a **CLEAN & SIMPLE**™ appeal with **Ingredion**.

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w: apac.ingredion.com/CleanLabelSolutions
 t: +65 6872 6006 | e: ask_us@ingredion.com

