



# Does nutrition labeling helps consumers make healthier food choices?

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## Background and Objectives:

Nutrition labeling is a means of informing consumers about the nutrient content and messages about food and health that appear on the labels of commercial foods. Such labeling would help consumers choose healthier foods. Several studies conclude that at European consumers show interest the nutritional information on the packaging, but it is unknown understood that information.

**Objective:** To assess whether nutrition labelling influences consumers when choosing a product.

## Methods:

Literature review of studies evaluating the influence of nutrition labeling when buying a product. We did a search in Medline (PubMed) and the Cochrane Library. Keywords established as descriptors (Mesch): food labeling, nutrition labeling, consumer behavior. Were established as inclusion criteria to evaluate all those studies consumer behavior when choosing a product, taking into account the information of nutrition labeling.

## Results:

There were a total of 39 articles, 9 of which met the inclusion criteria. The results show that consumers are able to use the nutrition information, but the choice is not based on the product is healthier, not on qualities such as taste and price. The choice is determined by consumer motivation and product design



## Conclusions:

To ensure that consumers better understand the nutritional labeling and use them to choose healthier foods, you should design programs and education policies to ensure food labeling compression, besides establishing a standardized format: simple, clear and legible.



## Keywords:

Food labeling, nutrition labeling, consumer behavior