



# Clean Label Movement: Redefining Consumer Expectations And Product Development

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## Abstract

Cleanliness in the food label has attracted consumer interest and has quickly transformed into the Clean Label Movement that impacts the production of food items. The major consumer trends explored include emerging demand for natural and minimally processed foods as consumers look for more transparency for simplicity and sustainability. It also outlines the development of the Clean Label Movement and how it has set the tone for consumers' demands and reshaped the menu in the food and drinks sector. Regarding the topics, it analyzes the problems brands encounter when searching for ways to reformulate products according to clean-label demands and how brands can capitalize on if they support the values consumers believe in, such as health, sustainability, and authenticity. This paper explores features of the Clean Label Movement's future, including technology, personalization, and sustainability. Because of increasing consumer knowledge, clean-label principles are expected to move beyond the food industry, offering fresh chances in other spots. Therefore, the article is useful in understanding the Shifts in the Clean Label Movement and how they will impact future decisions on products and consumers.

**Keywords:** Clean Label Movement, consumer expectations, product development, transparency, sustainability, natural ingredients, food industry, ethical sourcing, innovation, personalized nutrition, functional foods.

## • INTRODUCTION

Clean Label is the most significant change in the food and beverage processing market, resulting from the increasing consumer demand for natural and simple foods. It appears there is a trend among consumers to realize that food and beverages are made up of headings. Therefore, they are looking for products made from natural and processed components in the simplest form without additives, preservatives, and synthetic chemicals. A kickoff to highlight it is not a unique phenomenon but a shift revolutionizing the consumer decision-making process in the contemporary market.

In this context, the level of trust built between brands and customers has become a new key concept: transparency. Consumers nowadays demand simple and realistic labeling that is incompatible with multifaceted messages and obscure meanings of product positioning based on production ethics, such as using environmentally friendly materials. This apprehension has given proportional risks to those willing to accept those expectations; however, it has increased challenges, especially in addressing the consumers' expectations whilst covering the technicality in development and costs involved in products.

The Clean Label Movement: this article seeks to assess the historical development of the Clean Label Movement, its impacts on consumers, and the pressures it has created for brands to redesign their products. In this paper, we give the reader a detailed, behind-the-scenes, now and in the future, explanation of how clean labeling is changing the landscape and the implications of this for consumers and commerce.

**Fig 1: The stages companies follow when creating clean-label products.**

- **EVOLUTION OF THE CLEAN LABEL MOVEMENT**

The Clean Label Movement has come a long way in the last few decades due to shifting societal food paradigms and increased consumer consciousness of what they put into their bodies. Its roots stem back to the mid-twentieth century, well into the progressive stages of advanced industrialized societies where processed foods and artificial additives were progressively introduced into diets. However, when science established that some synthetic components are unhealthy for the human body, people started to raise their concerns regarding using these ingredients and adjuvants.

The 1970s and the 1980s presented concern with packaged and processed food, resulting in the appearance of health food movements, such as health food and organic food—the later phenomenon known as the clean label trend originated in this period. The increase in people's concern for the environment, along with publications of books and studies promoting the specious nature of commercial industrialized food, also added to the doubt regarding artificial additives and the lack of genuine labeling of food products. At this time, people started expecting better labeling of the products and more truthful advertising.

The Clean Label Movement gained speed at the start of the new millennium due to improvements in technology and the appearance of the internet. Through advanced technology, consumers could gain information about the ingredients used in food products, food preparation methods, and the likely health impacts associated with the products, which was not a big challenge. It also brought out advocacy by social media as people rallied for accountability on the issue while groups and health-conscious personalities cast light on clean labels. At this time, weak alerts like "Non-GMO Project Verified" and "USDA Organic" appeared, allowing consumers to clearly define which product excludes undesirable components from its composition.

The movement continued to be driven further as more attention was paid to sustainable and ethical processes worldwide. People wanted to know what was put into their food but also cared about how it was procured and prepared. Aspects that were related to the clean label evolved to include such aspects as fair trade, animal welfare, and environmental factors, which put increased focus on a product's entire life cycle.

Today, the Clean Label Movement is an international trend affecting both local manufacturers and international 'mega-companies.' It continues because brands seek to meet these increased expectations; even as they alter their products' formulation to eliminate synthetic ingredients, they are switching to natural preservatives and practicing clearer supply chain management. Clean labeling, though interpreted differently worldwide, is based on three pillars: Less is more, trust, and truth; therefore, clean labeling is not only driving change across the food and product industries but is also indicative of the course they will take in the future.

**Table 1: Key Drivers of the Clean Label Movement**

Driver	Description	Example
Health Awareness	Increasing focus on wellness and nutrition	Demand for low-sugar, organic snacks
Environmental Concerns	Preference for sustainable and eco-friendly practices	Recyclable packaging, biodegradable materials
Regulatory Compliance	Stricter regulations on labeling and additives	Bans on artificial food dyes in some countries
Ethical Consumption	Consumers demanding fair trade and cruelty-free products	Fair Trade Certified coffee or vegan cosmetics

#### • REDEFINING CONSUMER EXPECTATIONS

The Clean Label Movement has added ongoing changes to consumers regarding their expectations in the marketplace. Today's consumers no longer buy products that are required for survival; they seek something more: the ability to connect with the items they are purchasing, which are healthy and have been produced ethically. This movement is being propelled by people's need for trust with specificity on what brands are putting in their products and how these products affect people's health and that of the planet.

According to the quantitative and qualitative analysis, one of the main trends affecting the scope of work in PR is the consumer's desire for simplicity. Consumers are looking for products with a few ingredients listed and written in simple language, known as 'kitchen cupboard' ingredients. They expect brands to steer clear of artificial additives, preservatives, and synthetic chemicals and substitute them with natural ones, which are more in tune with the brand's image/ideologies and dietary requirements.

As far as expectations are concerned, health consciousness stands shoulder to shoulder-with simplifying tastes. Most consumers today are much more aware of the possible dangers of highly processed foods and are making better choices. Specialties labeled 'free from' such as preservatives or artificial colors, or those containing additional substances, such as extra vitamins for immunity boosting or prebiotics that support a

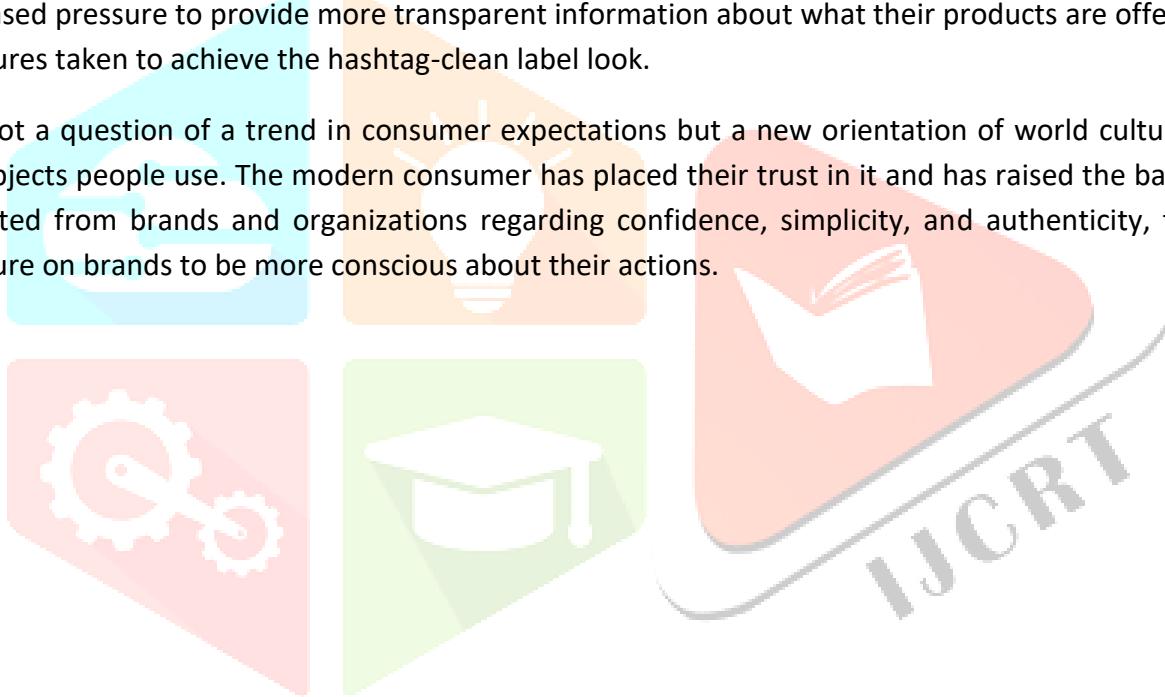
healthy digestive system, are gaining popularity. This trend is also a general tendency to improve preventive health: food is an asset that can protect and enhance one's health.

**Fig 2: How consumers approach clean-label product purchases.**

Two other common considerations have also been identified, with the ethical and environmental considerations now seen as important in consumers' decisions. Customers increasingly realize they want green products, considering the ingredients' origin, environmental concessions, and humane treatment of animals and people. The public also has high expectations of brands to own their supply chains and report these openly and in a mutually beneficial way.

The general scarcity of buyer trust for the advertised messages indicates that consumers are no longer easily sold on lofty promises that previous generations accepted more readily. They ask for transparency, including the ingredients list and the messages associated with the products. As a result, brands have felt increased pressure to provide more transparent information about what their products are offering and the measures taken to achieve the hashtag-clean label look.

It is not a question of a trend in consumer expectations but a new orientation of world culture regarding the objects people use. The modern consumer has placed their trust in it and has raised the bar for what is expected from brands and organizations regarding confidence, simplicity, and authenticity, thus putting pressure on brands to be more conscious about their actions.



**Fig 3: Consumer-Preferred Ingredients in Clean Label Products**

- **IMPACT ON PRODUCT DEVELOPMENT**

The Clean Label Movement has proven revolutionary by forcing companies to reconsider their actions and focus on simplistic and honest product ingredients. With the newfound trend by the consumer towards fresh and almost raw foodstuffs, manufacturers are forced to find ways to develop products that have the same qualities as these new products yet are not as expensive as their fresh counterparts. The fourth type of disruptiveness is now remaking new products across the value chain, from ingredients to packaging.

A key aspect that has evolved greatly is modifying existing products in the MKM concept. Most brands have engaged themselves in the challenging exercise of clearing formulations of artificial additives, preserving agents, and synthetically produced components in favor of naturally sourced ones. This process frequently means that creative solutions must be implemented to retain product taste, texture, and stability while keeping the label as clean as possible. For instance, foods contain natural preservatives such as rosemary extract, citrus-based compounds, plant-based colors, and sweeteners instead of synthetic ones.

The clean-label approach requires producing a guideline of unaccepted ingredients in food products. Today's companies seek suppliers with detailed traceability, clear origin details, and strong materials for their business. By making ingredients visible, we fulfill transparency demands while helping with sustainability efforts. Another trend that has emerged and encouraged new development is the natural ingredients market, which has given way to new plant-based solutions and functions for existing ingredients.

As with many of the changes in the process, there has also been a significant change in packaging and labeling. Consumers demand straightforward and transparent information in clean-label products, so their packaging must not deceive anyone. People today eagerly read labels and look for such qualities as "organic," "non-GMO," "without artificial additives," etc. Some certifications coming into vogue for this purpose are the USDA Organic Seal and non-GMO Project Verified badge.

Thus, it becomes a significant problem that clean-label goals should be achieved without affecting the price. Many of these natural ingredients and more sustainable production processes with which they are often associated may involve higher production costs; thus, the clean labeling of foods can be expensive. What makes this financial decision even more challenging is having their products maintain affordability for the consumers. Certain brands have addressed this challenge by simplifying their portfolio, using the scale quantity to obtain a lower price per unit, using other brands to penetrate new markets, or using Branding & Marketing Communication/Languishing Clean Label Products Consumers 107 Educating consumers on the benefits of clean label products to charge a higher price for them as a strategy for differentiation & premium positioning.

**Table 2: Cost Comparison of Clean Label vs. Conventional Products**

Product Type	Clean Label Price (Average)	Conventional Price (Average)	Price Difference (%)
Breakfast Cereal	\$5.00	\$3.50	43%
Yogurt	\$2.00	\$1.20	67%
Packaged Snacks	\$4.50	\$3.00	50%
Beverages	\$3.50	\$2.00	75%

Last but not least, the Clean Label Movement has revolutionized the product development approach, making brands look for ways of practicing sustainably and being more transparent. Consequently, more and more products without questionable ingredients, associations, and claims are appearing in the

marketplace, and enterprises appealing to these values are ready to have higher chances in the increasingly sensitive consumer world.

**Fig 4: Sales Growth of Clean Label vs Conventional Products (2020–2025)**

- **CHALLENGES FACING THE CLEAN LABEL MOVEMENT**

Consumers and brands have amplified the Clean Label Movement since its limitations make it hard to implement. Such challenges are brought about by regulatory disparities, customer confusion, the exercise of transformative measures, and the general difficult task of modifying products and extending clean-label solutions. Each reveals the issues brands face while trying to satisfy increasing consumer expectations regarding transparency, simplicity, and sustainability.

Among them, the absence of a standard definition for clean label is one of the most challenging barriers. This causes a problem of dissimilarities in how the markets and regions perceive and use the term, resulting in different interpretations of clean-label products. The absence of a common set of rules concerning the use of IoT and the communication between devices and consumers is a major challenge that hinders most brands from providing the necessary levels of compliance needed to foster consumer trust in different regions of the world. For instance, some consumers place a premium on clean labels, such as labels, owing to the natural claim. In contrast, others may go for Ethical sourcing or Allergen-free certifications, thus creating different and inter-twined but different customer expectations.

Misinformation on the part of the consumer is also a major hurdle, as well as misunderstanding what makes a product unique. Consumers must become more aware that the 'natural' or 'organic' label does not necessarily mean the product is healthier or superior. Such a gap may cause customers to set high expectations and develop doubts whenever the manufactured products do not meet their expectations. Also, confusion has increased due to social media and fake news, for instance, thinking that all preservatives are unhealthy or assuming any food item containing a word that sounds like a chemical is harmful. There are several misconceptions that customers gravitate towards. Therefore, brands must educate the consumers adequately to clear the knowledge gap.

Later, they emphasized that reformulating products in compliance with clean-label standards could be problematic regarding technology and cost for manufacturers. Switching to natural supplements, in many cases, calls for intensive work to determine their most appropriate uses in the products without compromising the taste, texture, or shelf life. They are usually more expensive, less stable, and have limited availability, which makes the incorporation process harder. Minor and medium-sized brands will have difficulties covering these clean-label costs or cannot match up with the funds that large organizations spend on better clean-label products.

Another crucial challenge brands face is scalability – precarious when brands try to adopt clean-label strategies across large portfolios or markets. Easier said than done; maintaining quality, ensuring the product is traceable, and remaining sustainable at a considerable size means having a proper supply chain management system partnering with reliable food ingredients. In addition, frequent changes in the supply and cost of natural ingredients affect the production flow and result in the thinning down of profits; therefore, the control of clean-label along the line of profitability cannot be easily achieved.

Lastly, the rising trend of clean labels poses a new problem for brands as regulators and advocacy groups put more pressure on companies. Organizations face a confusing mosaic of legal requirements and certifications that differ from country to country. Thus, rectifying this fragmented system takes a lot of time and money. Failure or perceived corporate greenwashing can lead to reputation loss, legal suits, or loss of consumer confidence, hence the need for effective reporting.

**Table 3: Timeline of Clean Label Product Development**

Stage	Timeline (Weeks)	Description
Consumer Research	2-4 weeks	Conduct surveys and focus groups
Ingredient Sourcing	3-6 weeks	Identify clean alternatives to synthetic ones
Product Reformulation	6-10 weeks	Test formulations for taste, texture, and shelf life
Certification Process	8-12 weeks	Obtain required clean-label certifications
Market Launch	4-6 weeks	Roll out the product with targeted marketing

Nevertheless, the momentum of the Clean Label Movement remains unbroken as more and more people become aware of the values that determine their purchases. To address these challenges, it is essential to foster the effort of all the industry players, regulators, and consumers so that industries and clean-label products can achieve greater homogeneity and a more profound understanding of the consequences and benefits of the defined method.

**Fig 5: Key Attributes Consumers Look For**

- **OPPORTUNITIES FOR BRANDS AND MANUFACTURERS**

The Clean Label Movement is a treasure trove of possibilities for brands and manufacturers ready and willing to diversify and step in with today's customers. This continued emphasis on discursively constituted responsibility means that social, environmental, and genuine organizations committed to these values can distinguish themselves in an increasingly crowded field. The major opportunities are in developing long-term customer relationships. The most notable opportunity is long-term customer relations. Consumers are willing to be loyal to brands that seek to improve the clarity of the labels and their sustainability to create emotional connections. Such trust leads to return patronage and product recommendations, enhancing brand image.

Besides loyalty, there is the chance for innovation that reflects the consumers' wish for improved health and products with additional functionalities. Moreover, as consumers' awareness of the need for proper nutrition increases, there is renewed popularity in clean-label foods and drinks with certain functional benefits, such as immune support, gut comfort, or energy boost. To search for success, brands have an opportunity to create products that have these advantages but are free from undesired clean-label features. This innovation is not restricted to the food industry as manufacturers now embrace the clean Label in personal care and home care products, opening up new avenues in related enterprises.

**Table 4: Regional Clean Label Market Trends**

Region	Popular Clean Label Features	Market Growth (CAGR)	Example Products
North America	Non-GMO, Organic, Gluten-Free	6.2%	Plant-based protein powders
Europe	No Artificial Additives, Fair Trade	5.8%	Organic dairy products
Asia-Pacific	Natural Ingredients, Low Sugar	7.5%	Herbal teas, functional beverages
Latin America	Sustainable Packaging, Minimally Processed	6.0%	Clean-label snacks

Sustainability is another major opportunity within the clean-label sphere: innovations such as natural, organic, or non-GMO ingredients, as well as sensible utilization of resources, are also among the factors that can be a success factor. To that end, more and more consumers are paying close attention to the environment and ethics of the brand they buy goods from, and clean-label brands that switch sourcing, production, and packaging to environmentally friendly and ethical means are perfect for the market. The strong leadership opportunity in sustainability is good for the firms that sustain and advance regenerative agriculture, source renewable materials, and reduce the amount of waste in their operations. All these strategies reflect consumer preferences and cater to the sustainability agenda, which can be used to tell a strong positive brand story that appeals to the environmentally conscious purchase.

Technology again serves as an enabler and opens up opportunities for clean-label brands. So, advances in food science innovation, like processing technology, have helped manufacturers overcome the challenges of the clean label movement. However, some technicalities, such as blockchain, improve supply chain transparency and become a good chance for brands to justify their value regarding sourcing. In particular, these technologies assist brands to ensure the dependability of consumers and gain an edge in the emerging digital context.

In addition, due to the propensity of consumers to be engaged in clean-label products, the firms have opportunities to differentiate themselves against competitors concerning certifications and third-party verification. Hence, there are labels such as organic, non-GMO, or fair trade that brands can get to support clean-labeling principles. These certifications act as tools that effectively inform consumers of a brand's values and help build an accepted relationship of trust. Thirdly, clean-label innovation leaders may achieve market recognition as innovators, which helps expand their image and position in the market.

Last but not least, the Clean Label Movement is a phenomenon in the leaders of the food industry, invulnerable to sophisticated trends that have not yet been discernible, and thus, new or mid-size brands can challenge traditional giants. Newer / emerging brands may better adapt/implement the clean-label strategies than the large / established firms, allowing them to define the specific market segments and create a loyal customer base. The best strategy for these brands is the promotion of quality and transparency of products, as well as their buy-local policy and the usage of clean-label names, allowing them to remain market leaders despite competition with such giants as Nestlé.

In summary, the CLM is rich in opportunities for brands and manufacturers to capitalize on the growing trend of creating healthier foods while at the same time advancing innovation in a maturation marketplace. It is clear that through values such as transparency, sustainability, and authentic consumer relationships, organizations can build long-term partnerships that lead to sustainable business success.

**Fig 6: Market Share of Clean Label Products by Industry (2023)**

• **FUTURE OF THE CLEAN LABEL MOVEMENT**

Based on current trends and the growing pressure for companies to deliver eventually, the future of the Clean Label Movement seems set to endure its advancement. The Clean Label Movement will only grow as the new generation becomes savvier in its purchasing decisions – the trend seen here isn't just going to be limited to the food and beverage industry, as highlighted below. This change will lead to an increased focus that will give rise to further advancement in clean-label concepts. Therefore, businesses in different sectors will attempt to satisfy consumers' incentives for natural and sustainably sourced ingredients. Increasing consumer attention to clean labels should result in even higher requirements for labeling and more transparent rules, which, in turn, should promote greater global harmonization of the definitions of clean-label indicators and fewer concerns among customers.

Clean-label products will be further defined by technology as the year progresses. Future technological improvements in food science and biotechnology will offer new approaches that will provide natural beverages that are easy to produce compared to other natural formulations, which may be expensive. It would also be simpler to publicize supply chain details and deploy blockchain instruments, which would help consumers understand the origin of an ingredient and check whether the product's creators are benevolent deceivers. Such achievements could assist in solving some of the issues hinged on manufacturers in their quest for consistency and traceability, as well as decreasing production costs.

The future will also observe a further merge of personalized nutrition with clean-label products. In pursuit of CN products supplemented with consumers' personal health concerns, the Clean Label Movement will progress to include customized diets like keto, vegan, or allergen-sensitive diets; any brand that possesses the ability to either customize or deliver specialized health-solving products that are in sync with clean-label trends will likely succeed in a highly competitive market. This shift could create more specific functional food products and supply functional food value for money, including edible products with determinate materials important in improving digestion, immunity, and other bodily systems or the brain.

Sustainability is going to be an ongoing focus as the Clean Label Movement continues going forward. As the awareness of environmental degradation increases, consumers will expect foods to be prepared using environmentally friendly ingredients and methods. With the future deepening its sustainability concerns, specific advancements are expected to dawn concerning regenerative agriculture, sustainable packaging, and ethical supply chains. Companies serious about making positive changes for the environment, animals, and people will be well-positioned for success. Another potential factor could be related to circular economies – product design for repeated usage or recycling, likely to impact the evolution of clean-label products and, thus, sustainable delivery in the segment.

Clean-label consumers will be impacted by the rising popularity of social media and the rise of effective digital communication. A company and its brands will have to be more vocal about a brand, more proactively telling consumers what it stands for, what it does, and how, in ways beyond packaging or a product label. This could entail posting information about sourcing, production, and sustainability

measures, which the public knows little about. Real-time information technologies like augmented reality, when implemented onto packaging, may make it easier for the customers to have real-time information about the ingredients and the sourcing of the food items they are consuming; this will make it even more necessary for any company to exercise transparency and more so educate their customers.

However, the general development of the Clean Label Movement can bring the introduction of clean-label products to mainstream standards. In this case, firms that do not follow sustainable and transparent practices may feel pressure from the growing market tensions. It is those advances that could, as the movement grows increasingly global in scale, become a force shaping the food and beverage products of virtually every market segment." The future development of the Clean Label Movement will also be characterized by the focus on improvements, quality cognition for consumers, and ethical and sustainable actions matching the demand for an increase in credibility.



The Clean Label Movement has become the major trend in consumers' thinking about food, products, and brands, and a new standard has been established – transparency, simplicity, and sustainability. As consumer expectations grow stronger, the demand for clean-label products will only increase shortly as consumer pressure and the need for innovations are directed toward manufacturers and brands. It has revolutionized the food industry and is growing into other markets, focusing on evaluation, health impact, and sustainability.

However, as brands get drawn towards the clean label trend, they face several questions, such as how to manage the loopholes in regulations, how consumers perceive these changes, and how to reform them. However, challenges lie ahead, and the rewards for those able to embrace the direction set out by the new movement are opportunities to differentiate, innovate, and build consumer loyalty. This is true because consumers are now more conscious of the вѣщ fetchAll of them want to associate themselves with products that are transparent, sustainable, and centered on them.

In the future, the Clean Label Movement will appear already in the scope of global markets and impact product evolution towards a healthier and more sustainable product range. Technological growth and increasing trends of consumer focus toward health and the environment raise the bar for clean-label integration into future food advancement and product innovations. To the consumers, this means the change towards a more educated, aware, and active kind of consumer decision-making. For brands, it opens the chance to go first with authenticity, transparency, and responsibility, thus guaranteeing sustainable success in today's more self-aware consumer arena.

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