

PRESS RELEASE

Commission study confirms once again the great diversity of consumer tastes and preferences across the EU

Brussels – 23 March 2021

FOR IMMEDIATE RELEASE: Brussels 23 March 2021: AIM welcomes the findings of the European Commission's 2nd report on food products which confirms, once again, that differences on composition or sensory proprieties, where they exist, do "not show a geographical trend".

The Commission report, which examined 20 products on the EU market, highlights once more the importance of listening to consumers, and acknowledging and taking into account their different preferences and tastes. It states *"for example, certain consumers may want to avoid certain types of ingredients for various reasons other than those linked to their health (e.g allergens)".*

Consumer preferences in their choices are more prevalent than ever before *"in particular, consumers increasingly attach importance to the environmental impact of certain ingredients, their geographical origin, mode of manufacturing, chemical compositions, etc."*

Michelle Gibbons, Director General of AIM, commented: *"As the branded consumer goods industry, we continue to provide safe, innovative and diverse products to serve the EU's 450 million consumers, respecting the diversity of European cultures and responding to their different customs, habits, tastes and needs. We thank the European Commission and the Joint Research Centre for their comprehensive work on this matter and their continued attention in following a thorough, evidence-based and proportionate approach to this issue".*

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About AIM

AIM (Association des Industries de Marque) is the European Brands Association, which represents manufacturers of branded consumer goods in Europe on key issues that affect their ability to design, distribute and market their brands.

AIM comprises 2500 businesses ranging from SMEs to multinationals, directly or indirectly through its corporate and national association members. Our members are united in their purpose to build strong, evocative brands, placing the consumer at the heart of everything they do.

AIM's mission is to create for brands an environment of fair and vigorous competition, fostering innovation and guaranteeing maximum value to consumers now and for generations to come. Building sustainable and trusted brands drives the investment, creativity and innovation needed to meet and exceed consumer expectations.

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EU Transparency register ID no.: 1074382679-01