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THE HINDU  
**Business Line**

**NO ADDITIVES/PRESERVATIVES CLAIMS**

*India shows the healthy way: Report*

**Our Bureau**

*Mumbai, Oct 8*

Indian food and beverage companies have emerged on top of the list for carrying 'No additive and preservatives' claims for their products, according to a research by Mintel, a global supplier of consumer, product and media intelligence.

The new food and drink products in India carrying the claims are up from 14 per cent in 2008 to 18 per cent in 2012 and account for 16 per cent of the overall food and drink market. In food alone, products carrying these claims have risen from 14 per cent to 17 per cent of total new launches, while in drinks they have increased from 13 per cent to 15 per

cent in just three years, claims the research report.

Australia is the second largest market in APAC for such claims at 15 per cent. Thailand accounted for 13 per cent of the market in 2011 and China for 12 per cent. New Zealand and Taiwan trail behind with 6 per cent each.

Deepa D'souza, Trend and Innovation Consultant, India, Mintel, said, "Health claims are growing in importance for Indian consumers as they are now much more aware about the ingredients in the food and drinks they choose. The primary driver for the increase in these claims is the consumer perception of added additives or preservatives being unsafe

and concerns about food safety and long-term toxicity of these chemicals on their future health."

Companies such as ITC, Britannia, and PepsiCo have already taken steps to reduce the amount of preservatives and additives in their food products.

And it is not just additives and preservatives making an impact on Indian food and drink manufacturers. Being 'organic' claims have also shown a strong growth from 1 per cent in 2008 to 2 per cent in 2011, moving up to 3.4 per cent in 2012. Also, antioxidant claims in food and drink have grown from 1 per cent in 2008 to 2 per cent in 2011, and 3 per cent in 2012.

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