Brand Restrictions Study:
A View from Gen Zers and Millennials

BRAND RESTRICTIONS CONFUSE AND WORRY CONSUMERS

If brand restrictions were implemented in products consumers buy regularly:

1in3 would worry products are **counterfeit**

5in10 think **plain packaging** is **too extreme**

BRAND RESTRICTIONS ARE SEEN AS DESTROYING ECONOMIC VALUE

9in10 think brand **restrictions** would have a **negative economic impact**

BRAND RESTRICTIONS WON'T HAVE THE DESIRED IMPACT OF HELPING CONSUMERS MAKE HEALTHIER CHOICES

Only 1in3 say that brand **restrictions** would help them make **healthier choices** for themselves and their family

CONSUMERS LIKE THE WAY INFORMATION IS CURRENTLY DISPLAYED ON PACKAGING AND MISUNDERSTAND THE RATIONALE FOR BRAND RESTRICTIONS CHANGING THIS

6in10 prefer to see **nutritional/ingredient information** on the **back** of product **packaging**

5in10 think that brands are introducing **plain packaging** to **save costs**

EDUCATION IS THE MOST EFFECTIVE WAY OF HELPING CONSUMERS MAKE HEALTHIER CHOICES

8in10 say **more education on nutrition** and **healthy diets** (*in schools, workplaces, or media campaigns*) would be **effective** in encouraging people to make healthy choices **when shopping**

CONSUMERS WANT TO BE ABLE TO CHOOSE FOR THEMSELVES, ESPECIALLY PARENTS FOR THEIR CHILDREN

6in10 think **people should be taught** how to make healthier choices **rather than** have the **right** to choose **taken away** from them

Over 6in10 **parents** think they should be the ones **determining** what is **best for their children** in terms of the products they can use and eat, compared to **under 1 in 10** who think the **government should**

International Trademark Association

Brand restrictions are alterations to product packaging introduced by governments **to have fewer visual branding elements** *(such as the removal of imagery, brand logos, brand designs and colors)* **or additional labels** *(such as informational labels on food and drink products indicating high sugar/fat/salt, or text/graphic warning labels indicating potential health risks associated with a product).*

The Brand Restrictions Study: A View from Gen Zers and Millennials was conducted across 10 countries (*Brazil, Chile, Colombia, India, Mexico, Singapore, South Africa, South Korea, Thailand, and the United Kingdom*). 5,000 respondents globally were interviewed through an online survey between October and November 2020 (*250 Gen Zers aged 18-24 and 250 Millennials aged 25-39 in each country*).