

appinio

Overview of Results

Online survey

5,000 participants

5 countries: CZ / FR / IT / DE / ES

September 2022

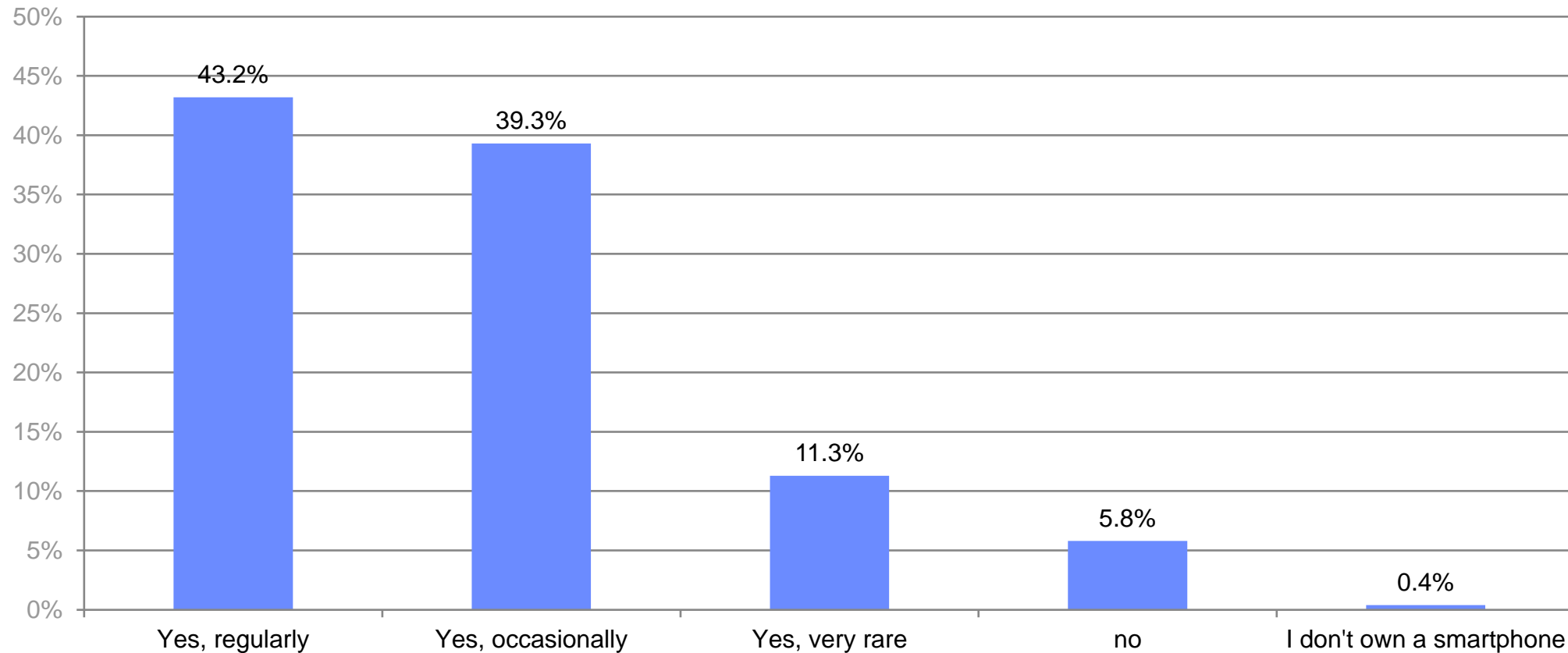


DIGITAL LABELS: KEY FINDINGS

- Vast majority of consumers (8 out of every 10) are used to scanning QR codes (43% scan them regularly, 40% occasionally)
- QR code scanning has grown rapidly in past 2 years
- 3 out of every 4 consumers have already scanned a QR code on a food/drink product for information - nearly all of those find this an easy way of accessing product information
- Convenience, relevance & readability of information are named as the greatest advantages of digital labels (vs. physical labels)
- Half of consumers are using Apps for food/drink products (varies between countries, CZ lowest, ITA/F highest)
- Europeans want legislation on digital labels: 87% would welcome rules
- Most consumers only look at consumer information occasionally – some never look at labels at all, others look every time.

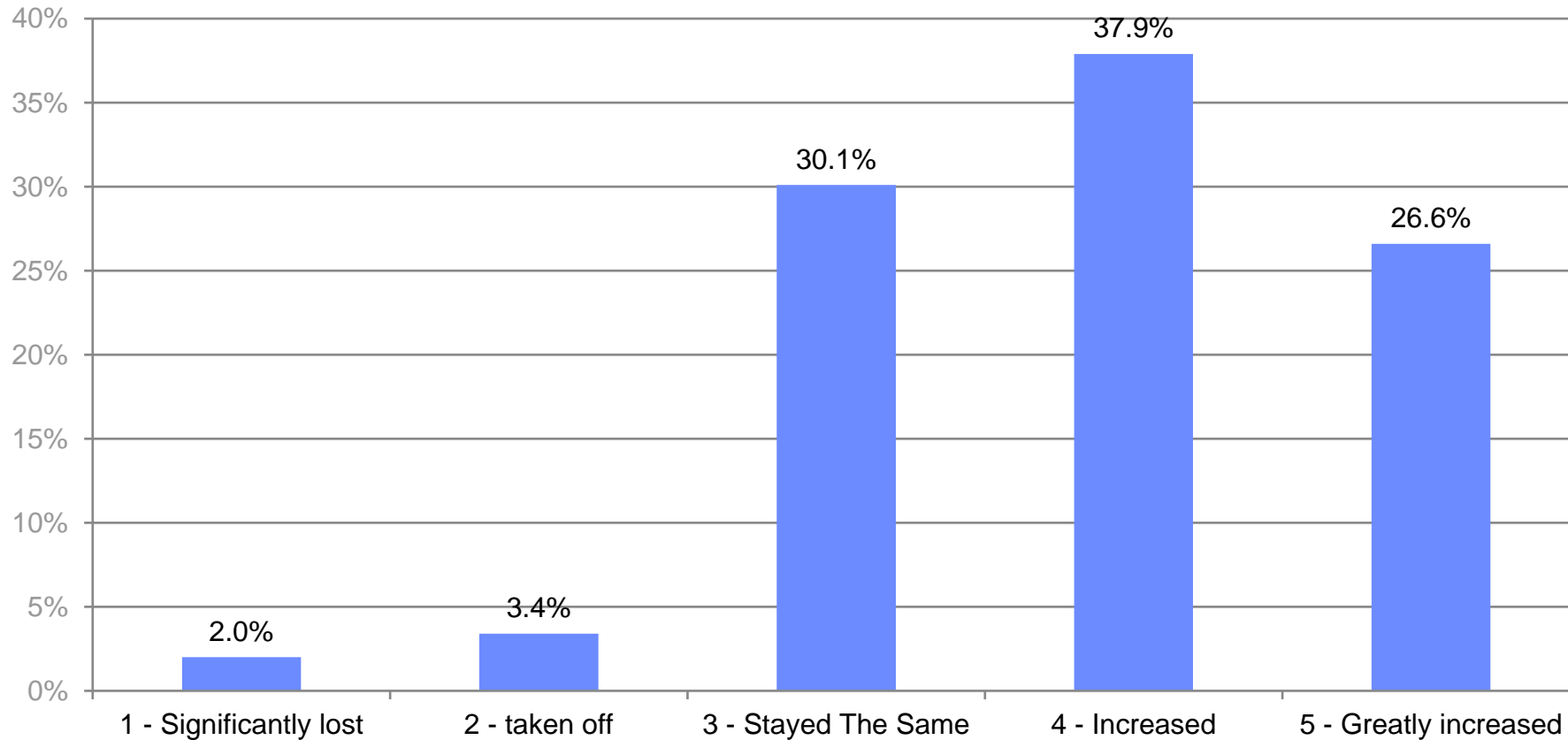
2. Have you ever scanned a QR code with your smartphone?

Single/Multiple Choice



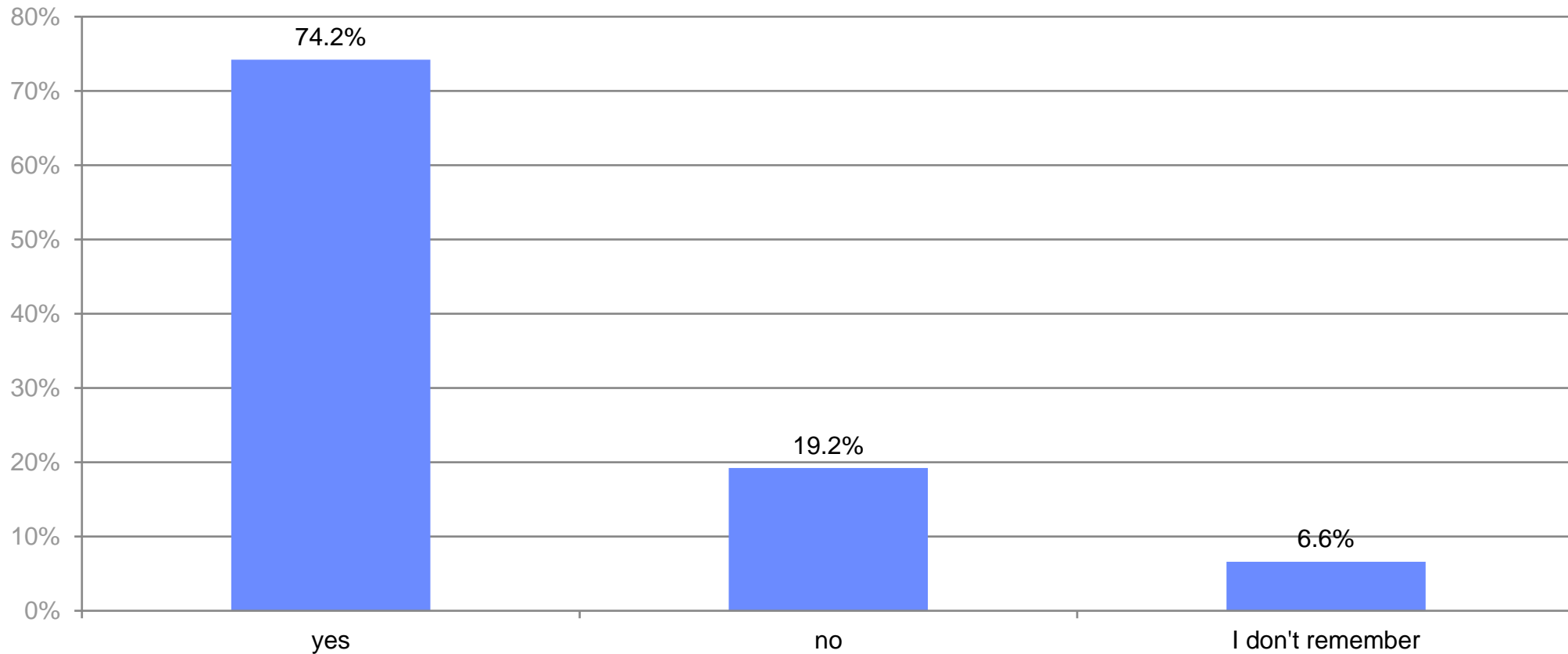
3. How much has the number of QR code scans you performed with your smartphone changed in 2021 (compared to 2019 — before COVID-19)?

Likert-Scale



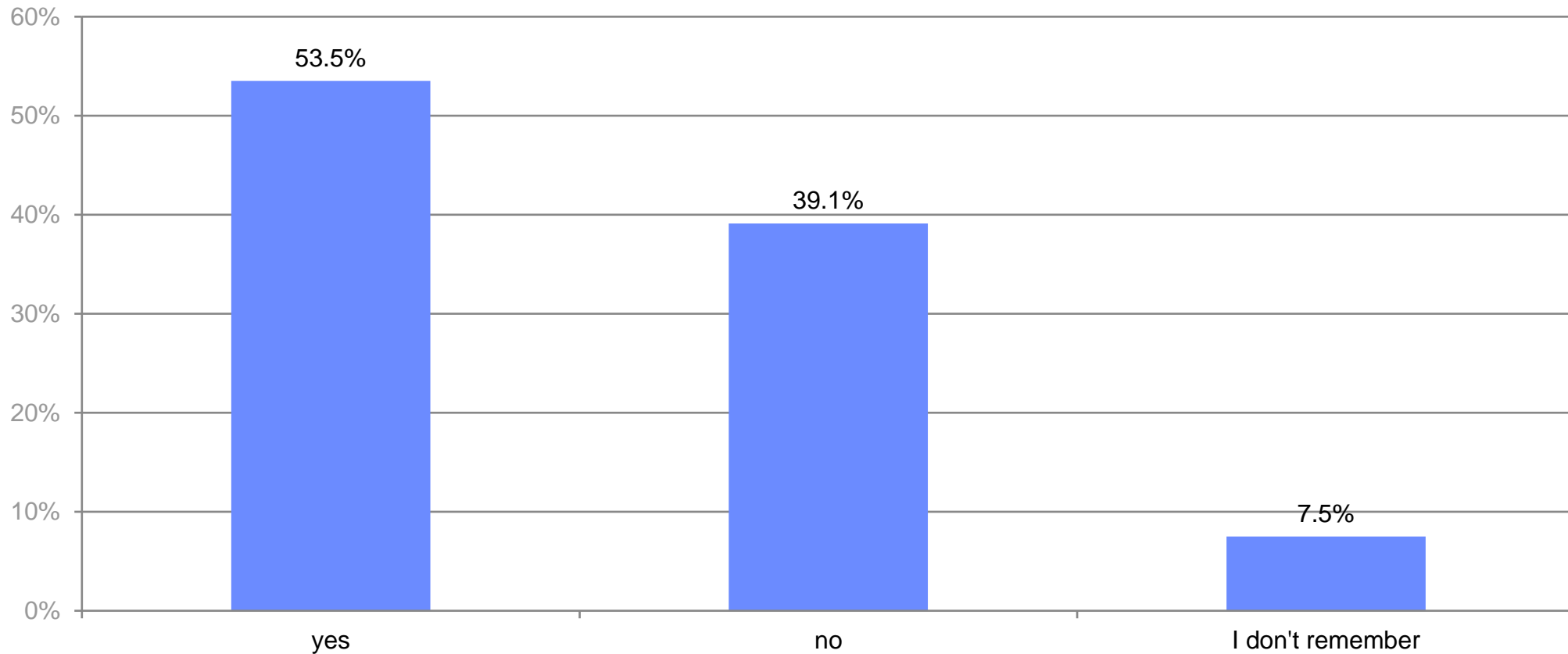
4. Have you ever scanned a QR code that you found on the label of a food or beverage product?

Single/Multiple Choice



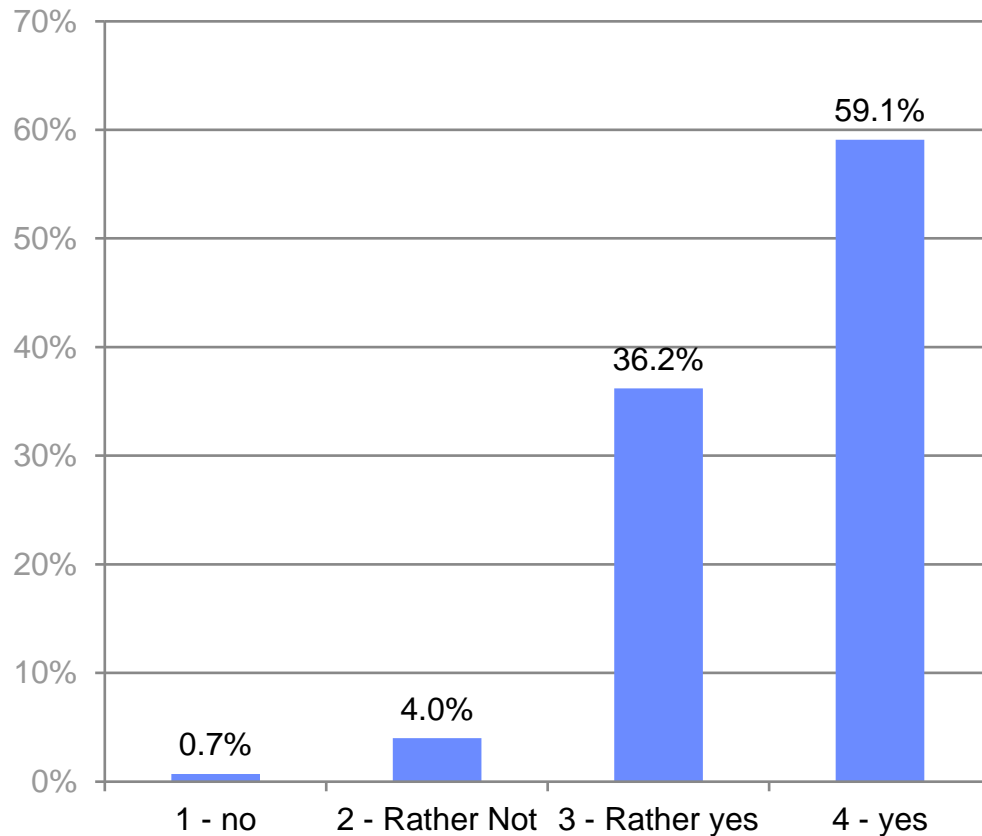
5. Have you ever scanned the label of a food or beverage product using an app on your smartphone (such as the Vivino app for wine) to learn more about the product?

Single/Multiple Choice



6. Do you think scanning a QR code on a food or beverage product is a handy way to get more product-specific information?

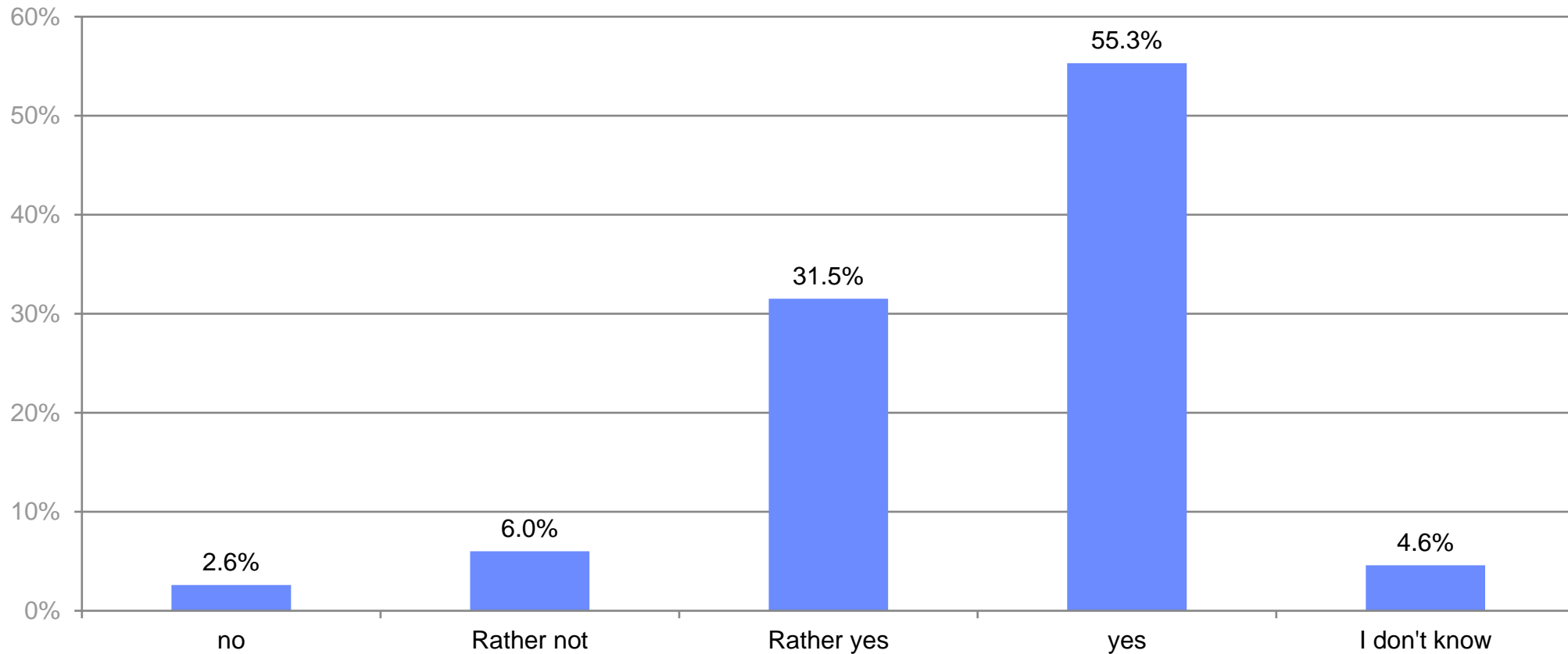
Likert-Scale



	Average	Std. Dev.	Top 2	Bottom 2
All	3,54	0,61	95,32%	4,68%

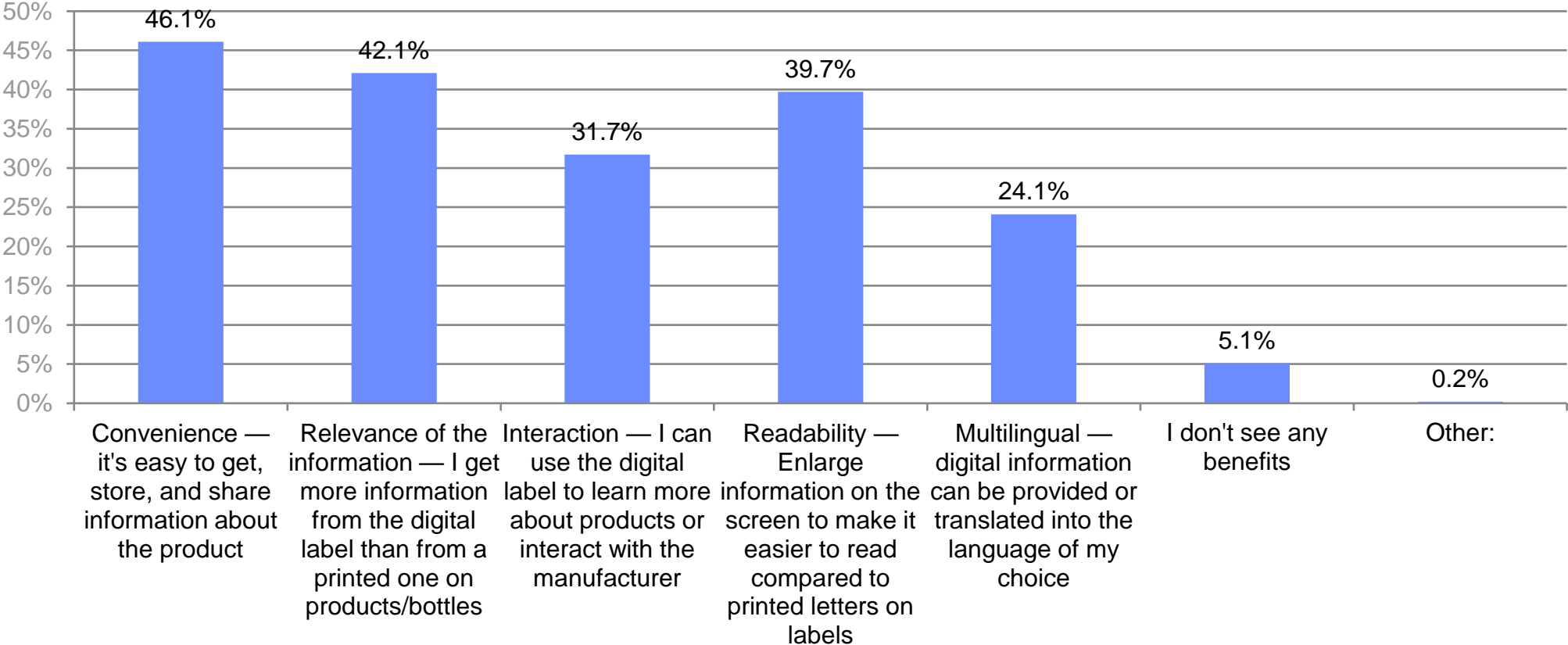
7. Do you think policies should be put in place to ensure that product-specific information conveyed digitally (such as via a QR code or barcode scan) is truthful and accurate?

Single/Multiple Choice



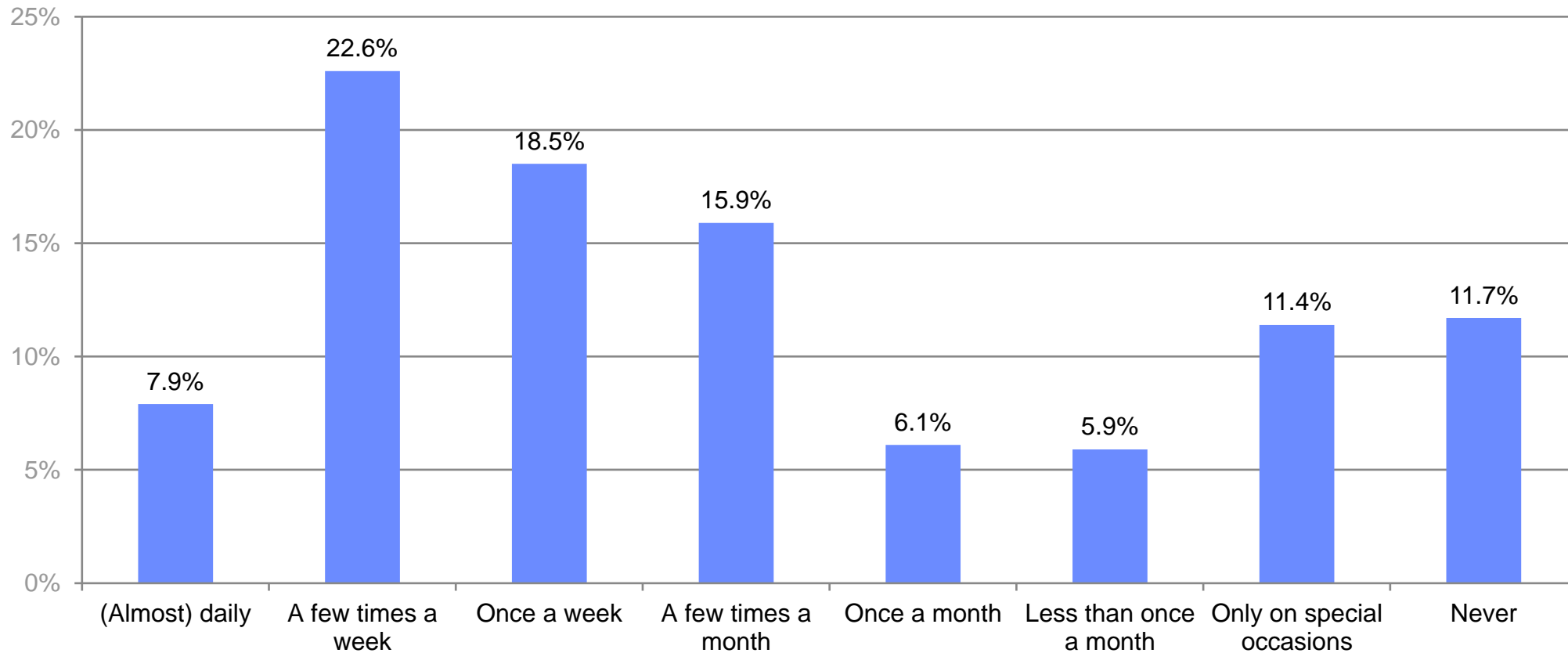
8. What do you think are the biggest benefits of communicating product-specific information digitally (e.g. via a QR code on a product)?

Single/Multiple Choice



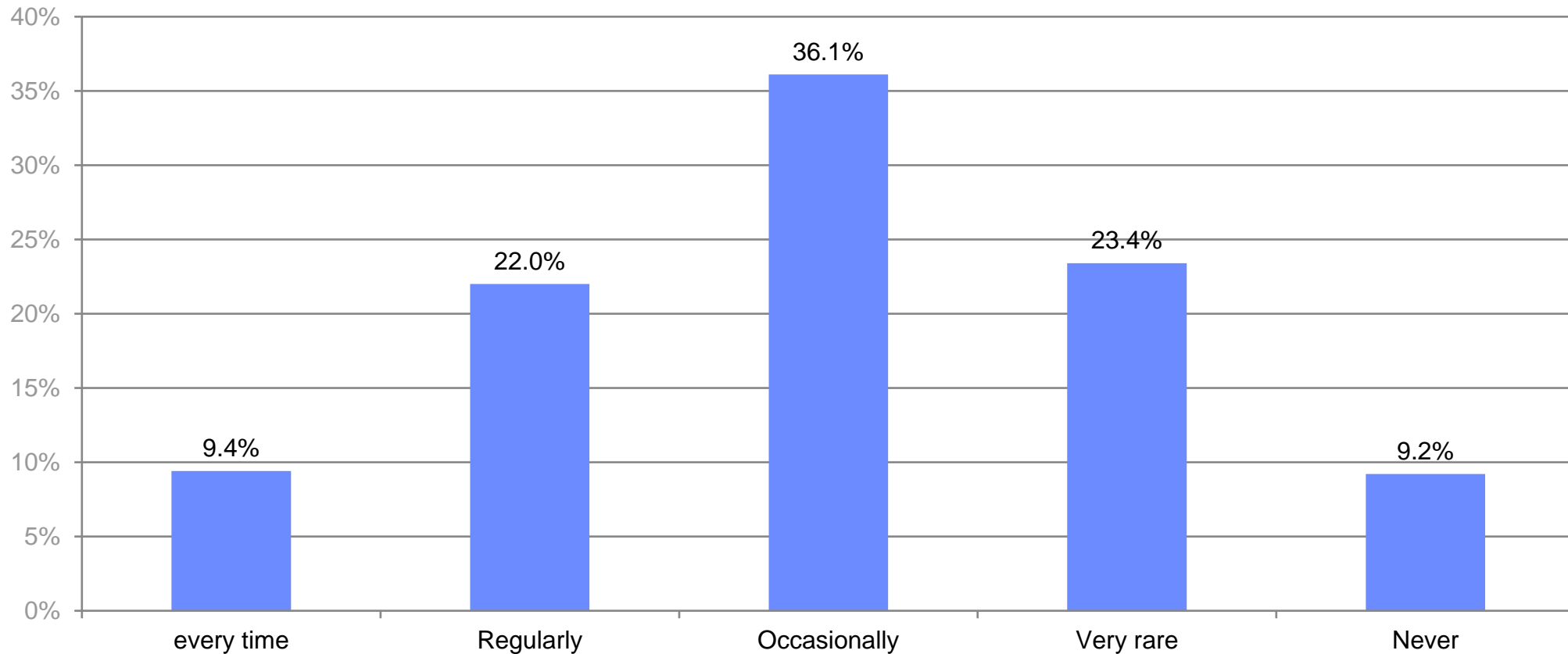
9. How often do you drink alcoholic beverages?

Single/Multiple Choice

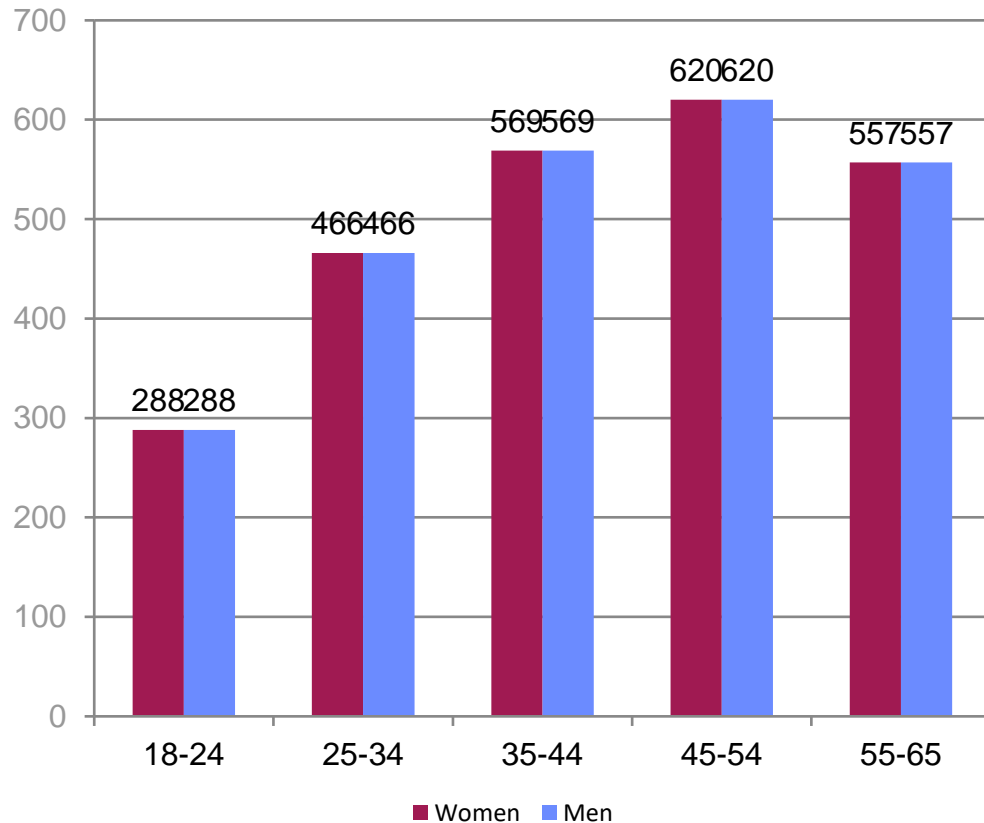


10. While shopping/browsing the store, how often do you read the labels on the back of alcoholic beverages for product information and drinking instructions?

Single/Multiple Choice



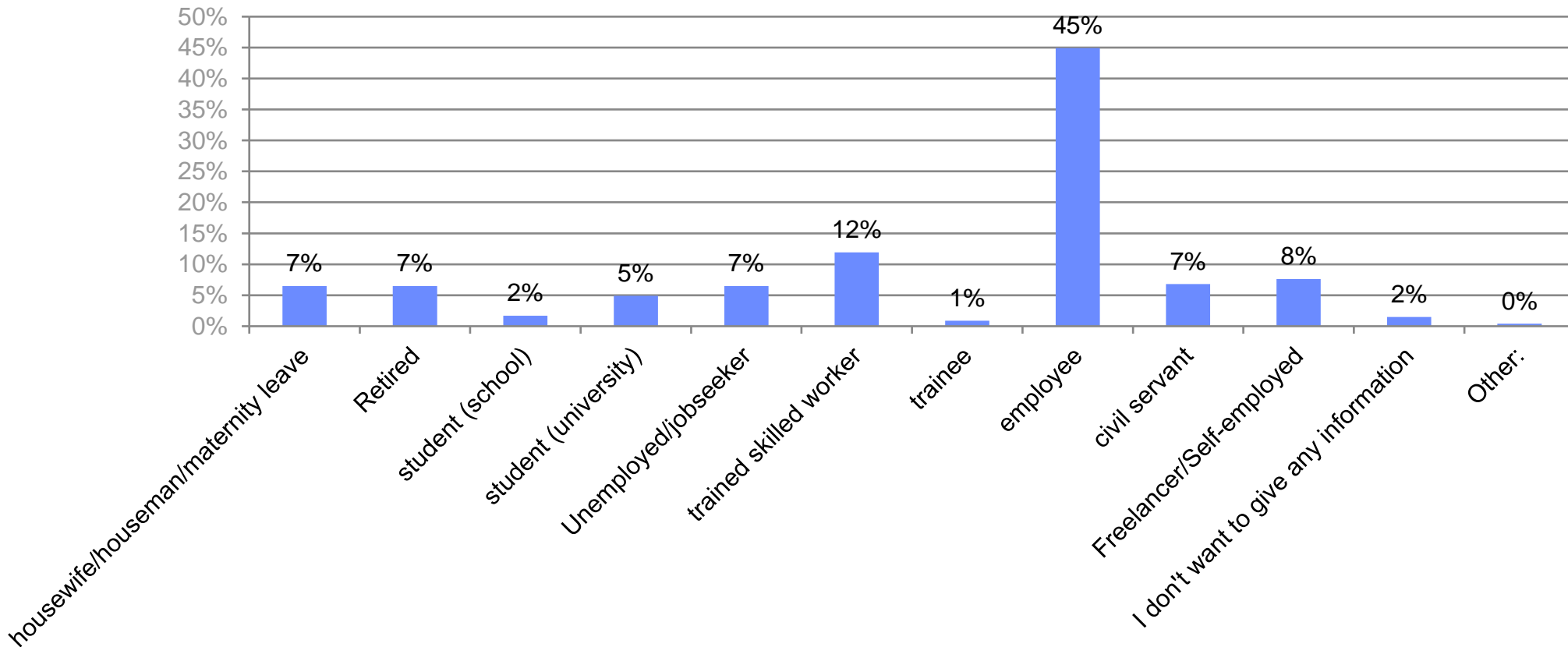
Study Overview



Number of participants: 5000
Start time: 1/9/2022
Field time: 1 day
Survey countries: France, Czech Republic, Germany, Italy, Spain

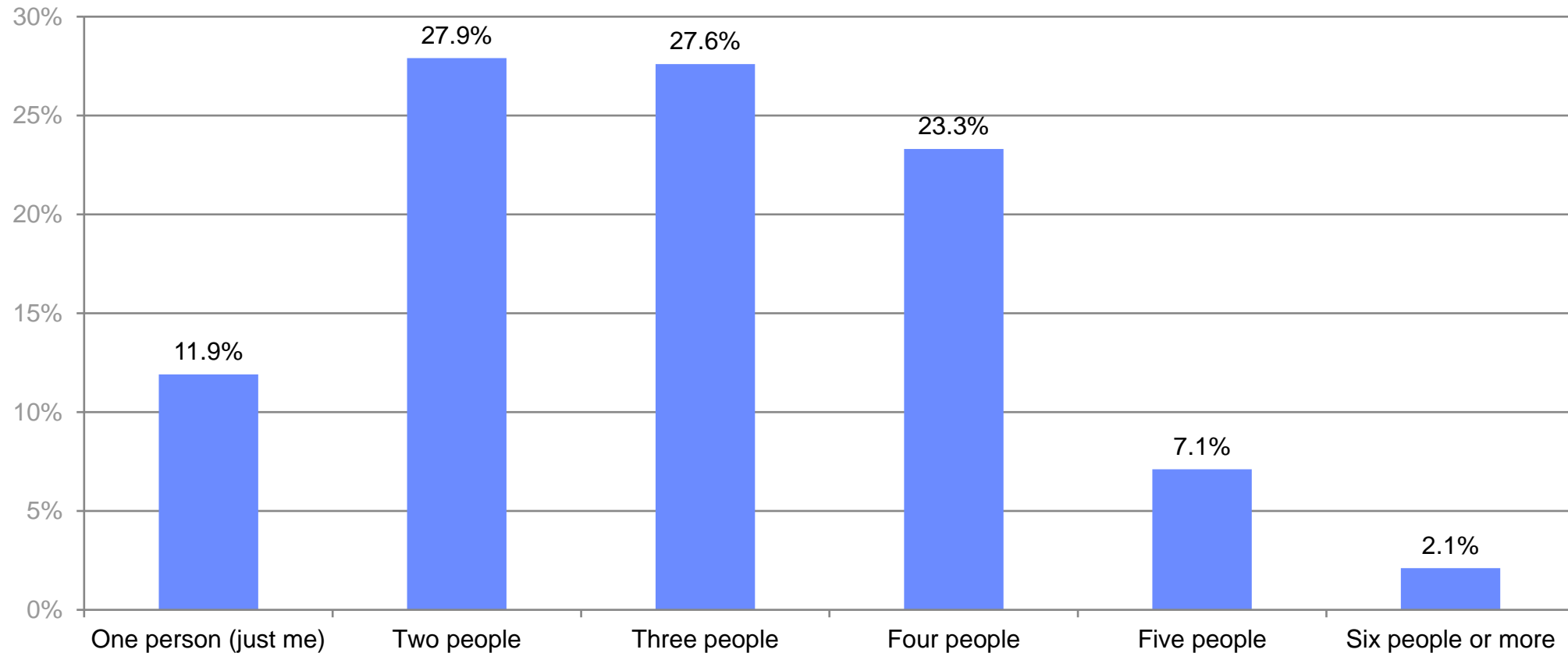
18. Which of the following is most likely to apply to you?

Single/Multiple Choice



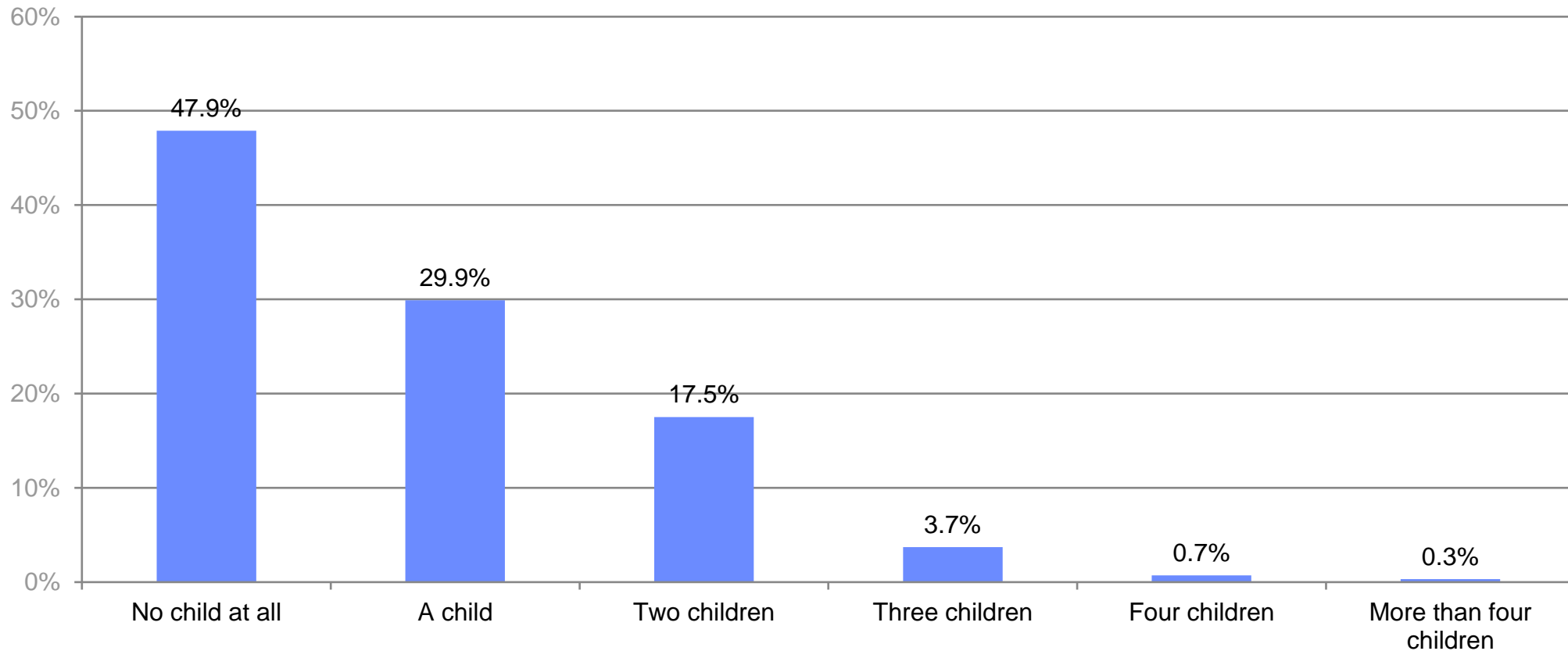
19. How many people, including yourself, live in your household in total?

Single/Multiple Choice



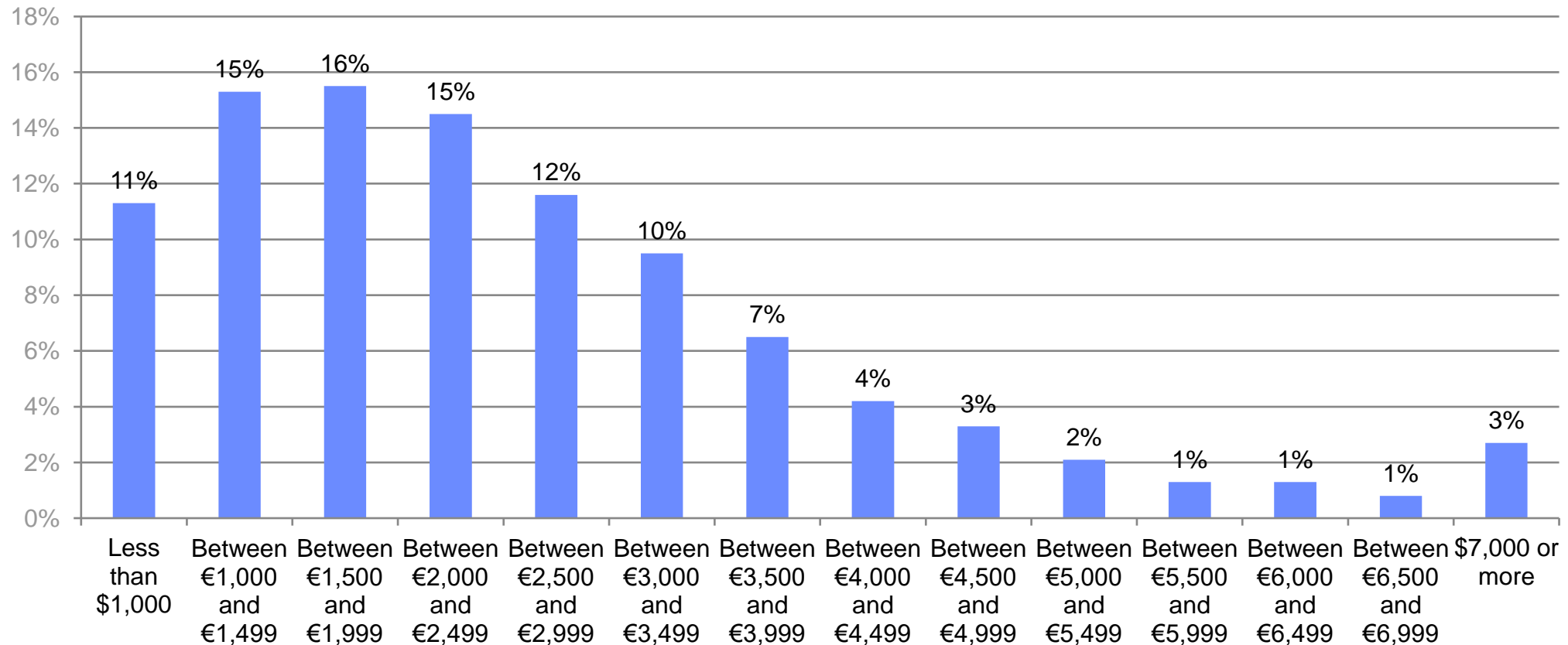
20. How many children under the age of 18 live in your household? If you are younger than 18 years old, please include.

Single/Multiple Choice



21. What do you estimate the total net income of your household (after tax) that is used to pay rent, groceries, etc. per month?

Single/Multiple Choice



#YesWeScan

EUROPEAN CITIZENS

8 in 10
are used to
scanning



QR CODES



95%

find them
useful to
have more
info on food
& beverages



For more information,
please contact spiritsEUROPE
Ulrich Adam, Director General
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Country specific results are
available upon request at
brigaudeau@spirits.eu