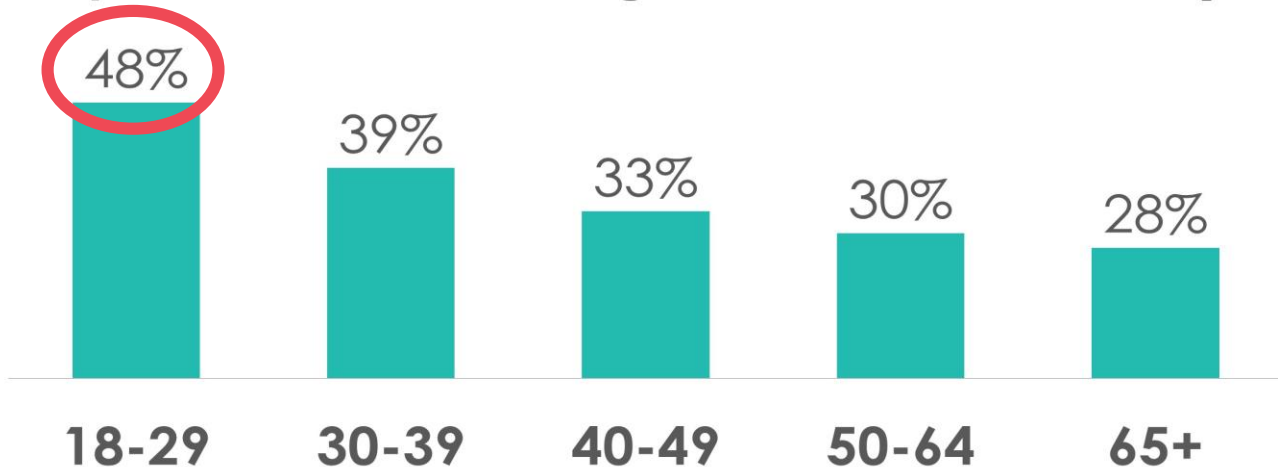


A TIPPING POINT FOR TRANSPARENCY AND BRAND STORYTELLING

According to the 2021 USA Trend Study, transparency stands out as a strong brand driver—fueled by the younger shoppers. 18-29 year-olds rank transparency within their top 5 brand influences, even ahead of nutrition! Connect with us to learn more about transparency and how to deliver powerful brand storytelling.

Brand Influence: Transparency (e.g., how the product is made, ingredient sources, etc.)



Top 3 Drivers for Brand Storytelling

