



GS1 US Consumer Pulse Survey

How Product Data Influences Shoppers

IMPORTANCE OF PRODUCT INFORMATION

77% of consumers say product information is important when making a purchase.

PREFERRED PRODUCT INFORMATION

Below are the most frequently reported kinds of product information that consumers would most like to know when considering a purchase:

53% Nutrition

37% Materials and Ingredients

36% Safety Information

32% Country of Origin

27% Allergens

20% Recall Alerts

WE ASKED CONSUMERS ...

Will they spend more money for product information?

62% of consumers are willing to spend more money on a product that offers detailed product information.

What is the impact of barcodes and QR Codes?

79% of consumers say they are more likely to purchase products with a scannable barcode/QR Code (via smartphone) that provides the additional product information that they would want to see.

FUN FACT BARCODE TATTOOS

If consumers were to get a QR Code tattooed on their body, what kind of personal information would they want to share?

21% of consumers say their tattoo of a barcode/QR Code would likely provide their health records.

20% of consumers say their tattoo of a barcode/QR Code would likely contain a memory of a loved one, such as a picture.

14% say their tattoo of a barcode/QR Code would provide their driver's license.

Methodology

GS1 US* commissioned Atomik Research to conduct an online survey of 1,007 adults throughout the United States. The makeup of the sample is representative of the U.S. population based on national census data regarding demographic variables such as gender, age, and geographical regions. The margin of error for the overall sample is +/- 3 percentage points with a confidence level of 95%. Fieldwork took place between April 12 and April 15, 2024. Atomik Research is a creative market research agency.

50 years ago, the first beep of a barcode changed the way we shop, work, and live. And the future looks even brighter, with infinite possibilities for greater visibility, traceability, sustainability, and consumer trust in products.

Here's to the next 50 years of innovation powered by GS1.

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