

Seven Years of Nutri-Score – An Evaluation by German Experts

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Abstract

The Nutri-Score looks back on seven years of use in France and four years of use in Germany. Since it has been developed by a group of French scientists, retrospective evaluations for its use in the French market are more prominent than for the German market. Research on the Nutri-Score, in general, is rather sparse for the German market. Implementing a qualitative interview study with 23 experts and consumers, this study elicits the relevance, advantages, drawbacks, and potentials of the Nutri-Score regarding the German market. Results indicate that the Nutri-Score offers consumers easy-to-understand orientation, but is at the same time faced with significant criticism about its informative value. This criticism is not new and, in the last few years already found recognition by national and supranational institutions. Thus, it emerges that the most pronounced problem can be found in a missing education of the society; not only regarding the Nutri-Score and other front-of-package seals, but healthy and sustainable nutrition in general.

Keywords: Nutri-Score; front-of-package; seal; qualitative; interview