

# 1 OUT OF 4 AMERICAN CONSUMERS

## DON'T BUY PRODUCTS THAT CONTAIN THE TOP 9 FOOD ALLERGENS



9 MAJOR PROTEINS that trigger allergic reaction

85

MILLION AMERICANS avoid purchasing food with the top 9 allergens and spend

 **\$19** BILLION annually

32

MILLION AMERICANS are at risk of anaphylaxis,

a **life-threatening allergic reaction,**

due to a food protein



### CONSUMER RESEARCH SHOWS

*Nutrition Facts*

**“I need to be able to find allergen labels prominently and easily.”**

~ Food Allergy Mom

71%

check food labels every time they shop — some for 3–5 minutes per product

68%

trust allergy-friendly brands

27%

Compound annual growth rate (CAGR) for allergy-friendly food

53% want clearer and consistent food allergen labeling

“Back at the beginning, I sold a lot of my belongings along with receiving food stamps and WIC just to afford food, as you can't use food banks when you have allergies. They think it's a luxury. For us, it's life.”

~ Food Allergy Mom, with annual income <50K

Food allergy consumers reward companies that provide clear, consistent labeling and affordable products that keep them safe & save time & money

[foodallergy.org](http://foodallergy.org)



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Food Allergy Research & Education