



## TOP 10 GAPS

1. **Quality:** 95% of manufacturers believe product quality is important, making it the #1 overall manufacturer consideration; however, 51% of consumers think manufacturers use the lowest-cost materials in their products regardless of quality.
2. **Product Safety:** 84% of manufacturers believe that consumer confidence in product safety is increasing, but 58% of consumers believe that manufacturers value sales over product safety.
3. **Innovation:** 91% of manufacturers report innovation is becoming more important, but 63% of consumers feel new products are brought to market faster than they're needed.
4. **Health Impact:** 87% of manufacturers agree that consumers are becoming more interested in the potential health impact of products, but 39% of consumers think manufacturers do not provide all the important health impact information.
5. **Environmental Product Impacts:** 61% of manufacturers agree the impact to the environment is more important than the impact to human health, but 61% of consumers agree the impact to human health is more important than the environmental impact.
6. **Environmental Manufacturing:** 90% of manufacturers agree that the environment is becoming more important, but 40% of consumers think manufacturers are not doing enough in terms of environmentally friendly manufacturing procedures or products.
7. **Supply Chain Transparency:** 84% of manufacturers state internal and external stakeholders are increasingly demanding supply chain transparency, but 42% of consumers believe manufacturers do not provide sufficient transparency.
8. **Traceability:** 69% of manufacturers agree that it is very important to clearly show consumers which ingredients/components are included in their products, but 43% of consumers feel that manufacturers do not make it easy.
9. **Ethical Treatment of Workers:** Although 78% of manufacturers acknowledge that consumers are concerned about the ethical/fair treatment of workers throughout the supply chain, 71% of consumers believe that manufacturers have not taken adequate steps to ensure this.
10. **Regulation:** While 86% of manufacturers believe that the regulations they deal with are already stringent, 74% of consumers feel that manufacturers should be more stringently regulated.

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