

Yuka comes to UK !

The French mobile app that counts more than 10 million users will be available in the UK on June 24th.



THE APP THAT DECIFERS PRODUCT LABELS

Yuka is a free mobile app that allows you to scan the barcodes of food and personal care products and instantly see their impact on your health. A rating and detailed information help you understand the analysis of each product.



When a product has a negative impact on your health, Yuka also recommends similar but healthier alternative products.

100% INDEPENDENT PROJECT

Product reviews and recommendations of healthier alternatives are done in an objective way : no brand or manufacturer can influence them in one way or another. Furthermore, there is no in-app advertising.

Yuka generates revenue from the premium version that offers access to additional features, as well as from its nutrition program sold on Yuka's website.

REAL BIG SUCCESS IN FRANCE

Launched in France in January 2017, Yuka has enjoyed a very strong growth and was ranked 6th best mobile app in France in 2018.

It has now more than 10 millions users and is available in 4 other countries : Belgium, Switzerland, Luxembourg and Spain.

Yuka is managed by a small team of 9 people committed to develop a meaningful project, 3 million barcodes are being scanned on Yuka every day.

A LONG-AWAITED LAUNCH IN THE UK

For months now, Yuka has been receiving many requests from Brits asking for the app to be available in their country. It took some time because Yuka is managed by a small team and launching an app internationally is no easy task, but we made it!

Yuka recognizes 70% of the products available in the United Kingdom. For those that aren't in Yuka's database, users have the possibility to add them by putting their product information into the app and uploading pictures of their label. This will allow Yuka to have an even more comprehensive database of products sold in the UK.



Yuka now plans its next launches in Canada and United States for October 2019.