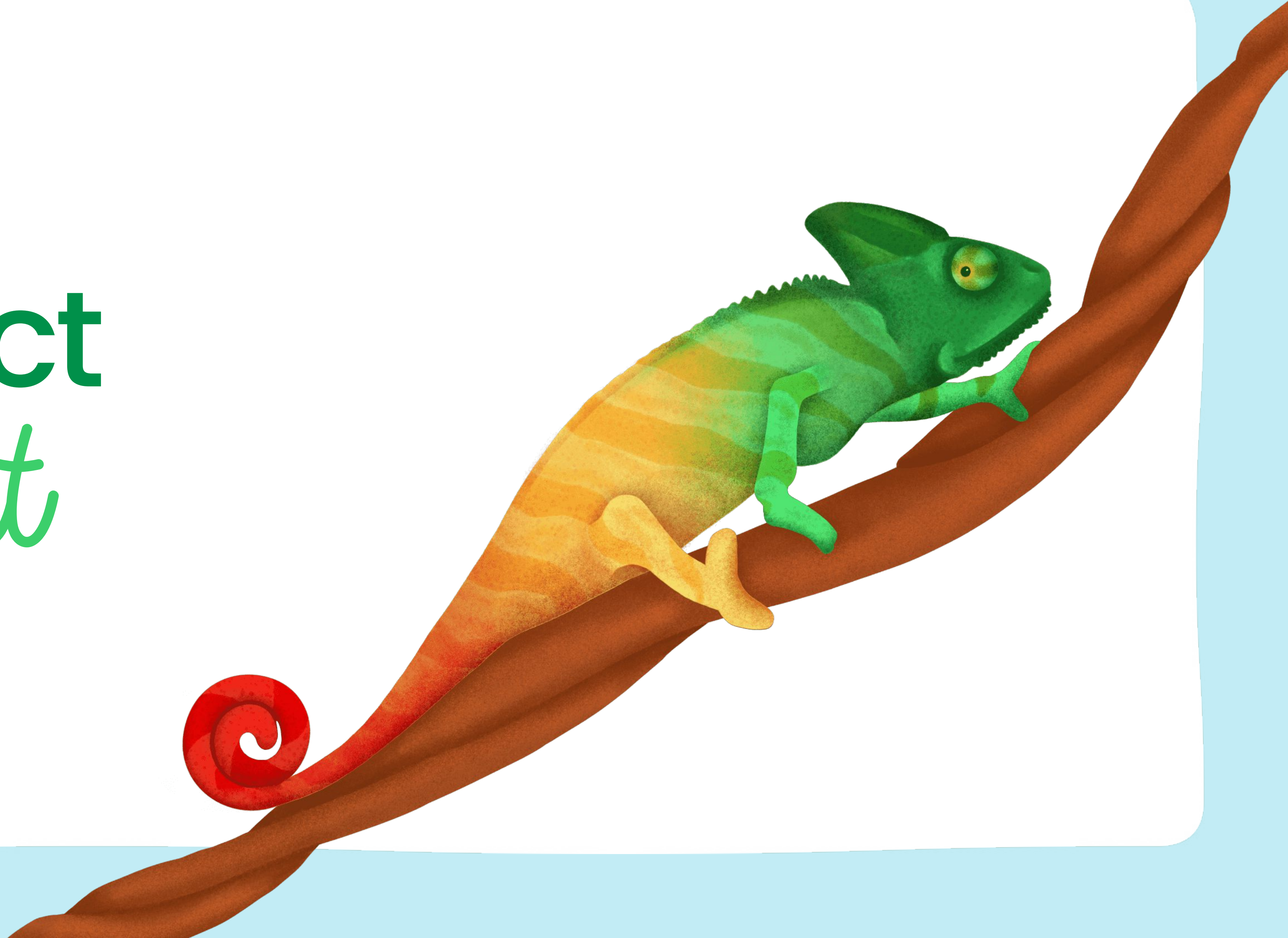




Impact Report

2024



Introduction

When we launched Yuka in January 2017 in France, we had a crazy idea: **to help consumers make better choices for their health** and to work together to compel manufacturers to improve the composition of their products.

The app quickly became very popular throughout Europe. This success showed us that we were responding to a real demand for access to greater transparency on product composition.

In January 2022, we launched the app in the USA and Canada, where it also met with rapid success. Today, the Yuka app is available in 12 countries and has over 55 million users. **The United States is now Yuka's fastest-growing market, with almost 600,000 new users each month.** Every second, 25 products are scanned on Yuka in the United States.

We receive numerous testimonials from people who have changed their purchasing habits thanks to Yuka. So we wanted to measure the impact of these scans in practical terms, to understand the extent to which Yuka is helping promote change.

To do this, **we conducted an impact study among our American users.** Over 20,000 people took the time to answer our questionnaire. We are pleased and proud to share these results with you.

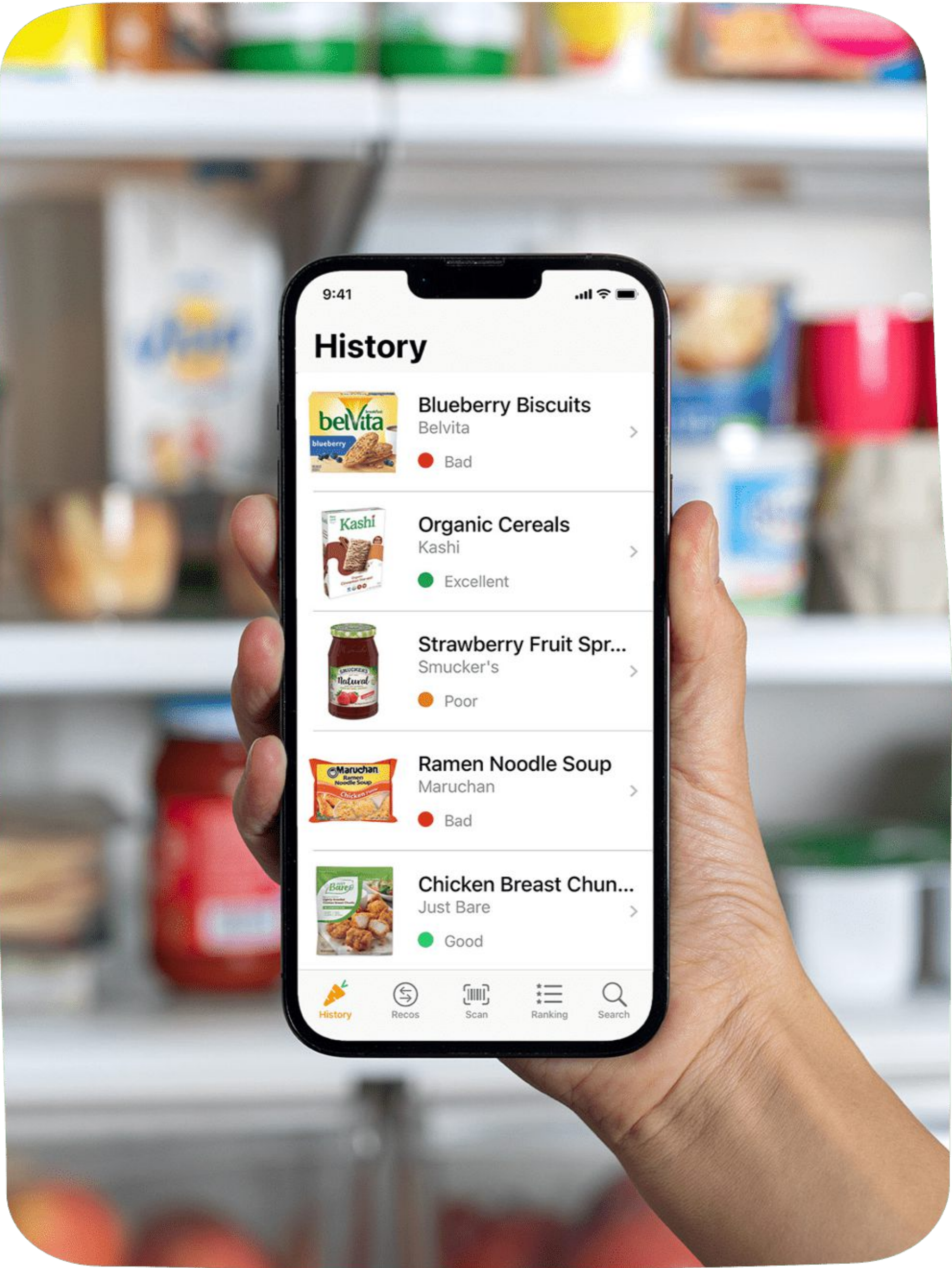
We sincerely hope that this is just the beginning of an even larger-scale impact on the American continent!

Julie Chapon, François Martin and Benoît Martin
Co-founders

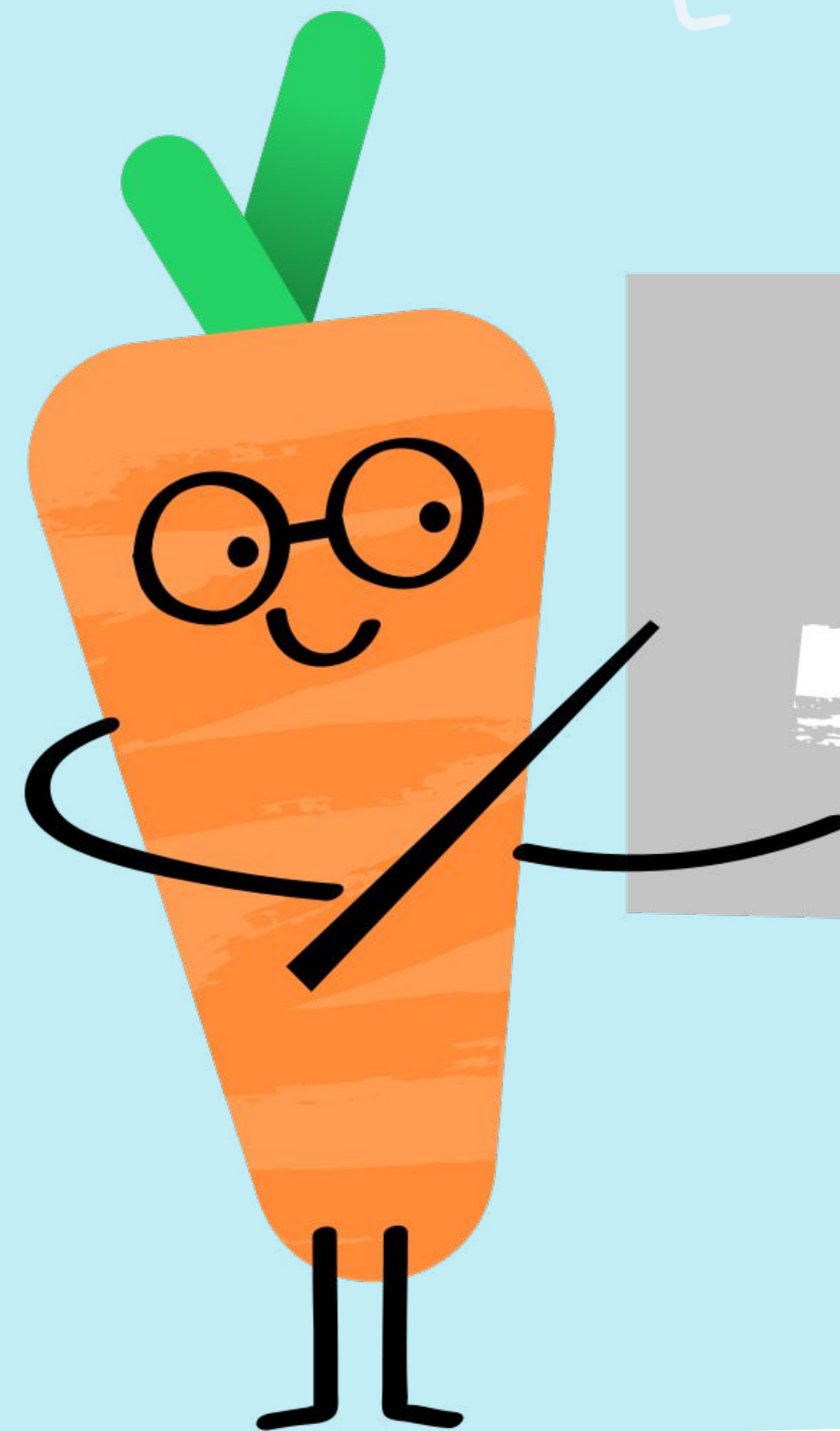


Table of Contents

| | | | |
|---|-----------|--|-----------|
| Yuka at a glance | 4 | Food Products and their Impact on Users Health | 18 |
| How the Application Works | 5 | Cosmetic Products and their Impact on Skin and Hair | 19 |
| A Twofold Mission..... | 6 | Testimonials from our Users | 20 |
| Yuka in Figures | 7 | | |
| The Pillars of our Independence | 8 | | |
| Study Objectives & Background .. | 9 | The Influence on Manufacturers and Public Authorities | 21 |
| Why Measure Impact? | 10 | The Influence Perceived by the Users .. | 22 |
| Methodology Details | 11 | Yuka’s Call for Clear Information | 23 |
| Respondent Profile | 12 | The Nitrites Case in France | 24 |
| Key Takeaways | 13 | Yuka’s Impact on the French Retailer Intermarché | 25 |
| The Impact on Users | 14 | Testimonials from Manufacturers | 26 |
| The Impact on Product Purchases | 15 | | |
| The Influence on Food Product Purchases | 16 | And Now, Whats’ Next? | 27 |
| A True Educational Partner ... | 17 | Contact | 29 |



Yuka at a *Glance*



How the Application Works

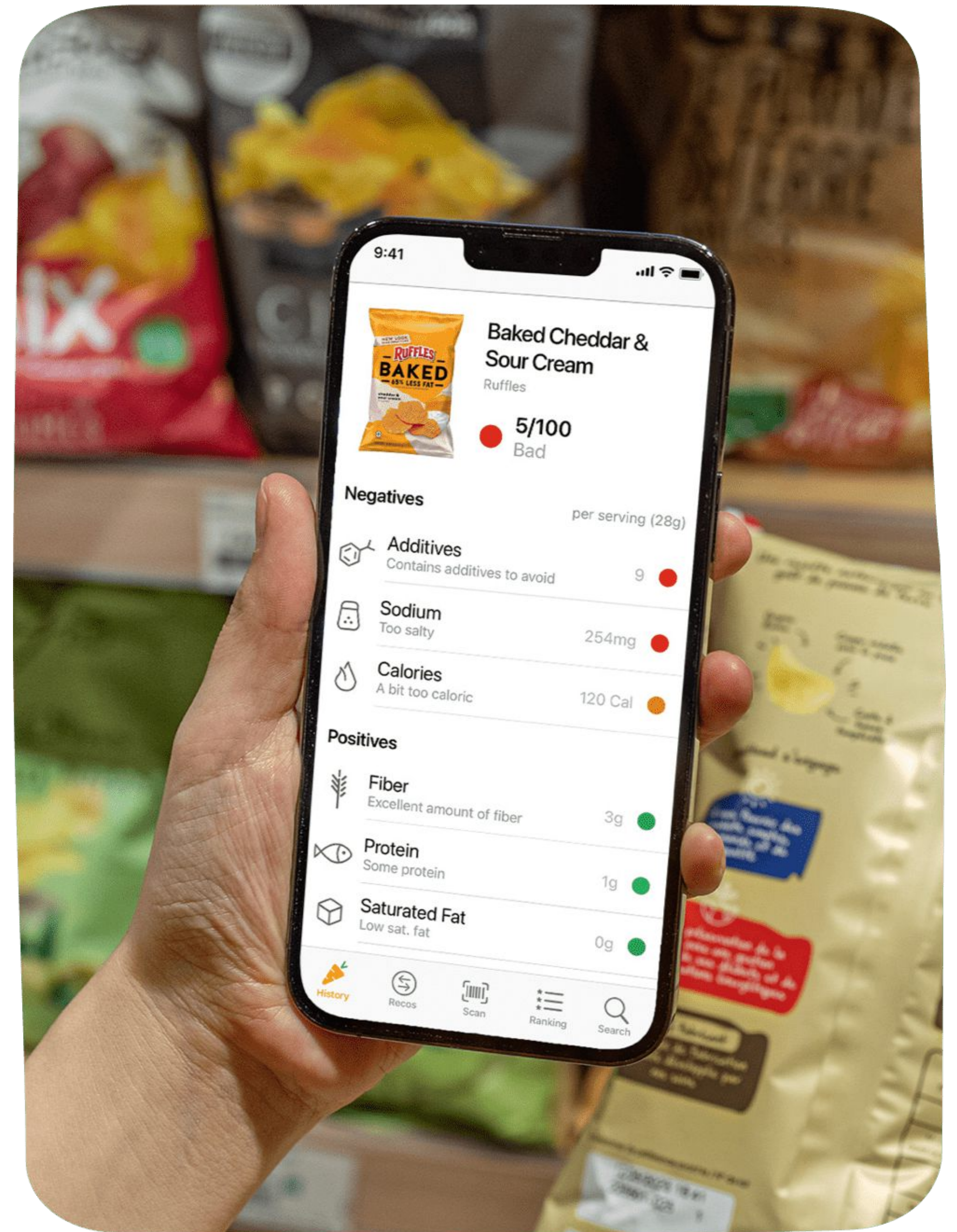
Yuka is a mobile application that allows you to scan the barcode of food and cosmetic products in order to **know their impact on health** and the environment.

In one scan, **Yuka provides a quick and easy evaluation** via a color code, ranging from green to red. A detailed information sheet also allows you to understand the product rating and the criteria taken into account.



When the product is poorly rated, **Yuka independently recommends similar products** that are better for your health.

The recommendation algorithm takes into account the product's category (so as to recommend a product that closely matches the initial product), its availability (so as to recommend products that can be easily found), and its rating.



A Twofold Mission

1

Help consumers make better choices by providing transparent information regarding the products they purchase and consume daily.

2

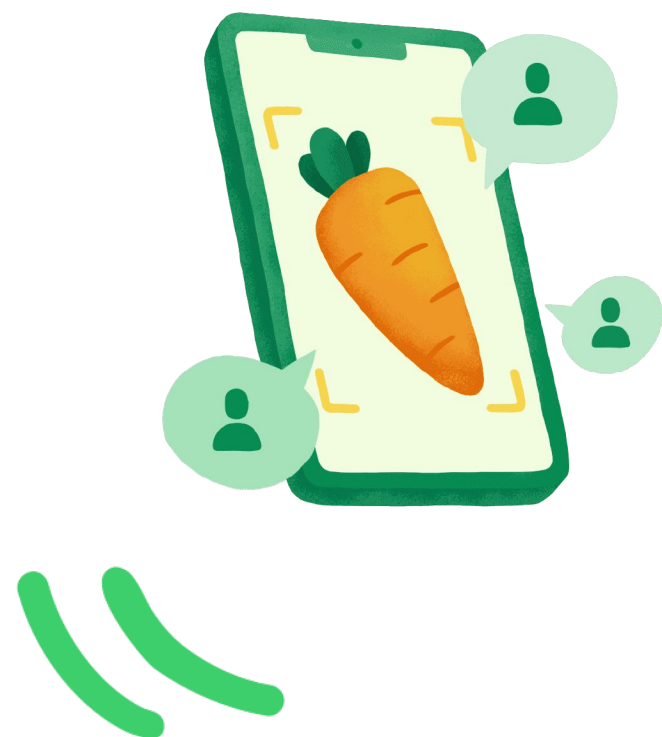
Embolden consumers with their buying power to act as catalysts for change **so manufacturers improve what's in their products.**



Yuka in a Few Key *Figures*

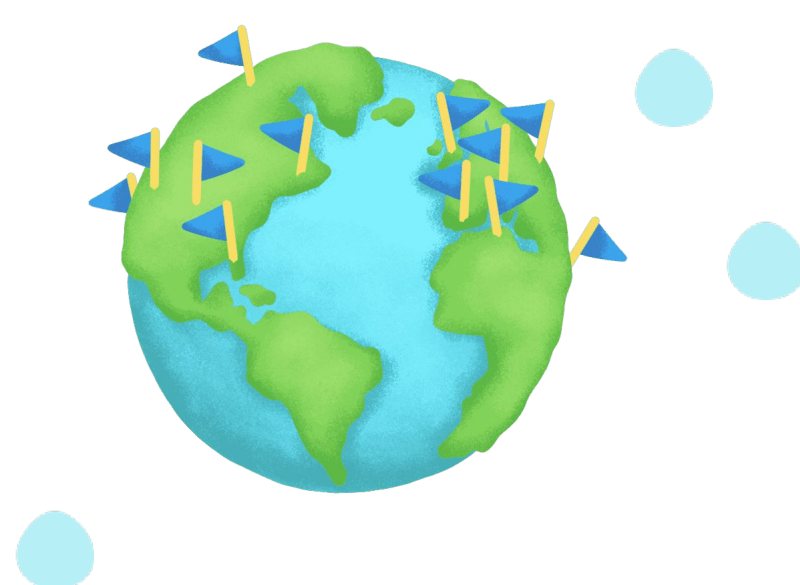
55

Million
users



12

Countries where
Yuka is available



5

Million products in
the database



68'

Products scanned
every second



The Pillars of Our *Independence*

Yuka is a 100% independent project with one main purpose: to advise consumers and allow them to make more informed decisions. Our independence is based on three principles:



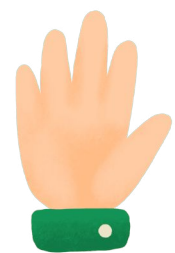
No external influence

Yuka receives absolutely no financing from any brand or manufacturer: no one can influence our analyses or recommendations.



Ad - free

Yuka does not display any ads: no brand, manufacturer, or celebrity can promote their products on the application.



Protected data

Yuka does not sell or exploit user data: personal data remains strictly confidential at all times.



Study Objectives & Background



Why Measure *Impact ?*

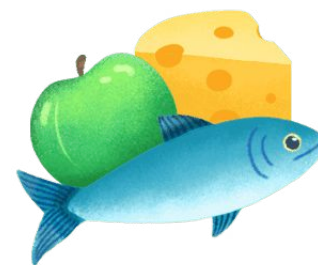
Since February 2024, **Yuka has been officially B-Corp certified, with an excellent score of 93 points.** B-Corp is a label that awards certain companies for following rigorous criteria for social and environmental consciousness, transparency and responsibility.

This label is an exceptional recognition of Yuka's commitment to sustainable, ethical and transparent practices, which have a positive impact on society and the environment.

However, we wanted to go beyond that and understand the actual impact that Yuka has had in different circumstances, such as the impact on our users':



**Product
Choices**



**Relationships
with Food**



**Health and
Wellness**

Through this impact measurement, we also sought to understand the influence that Yuka could have on manufacturers and regulations.

Certified



®

Corporation

Methodology

Details

✓ Survey conducted by Yuka via an online questionnaire from March 25 to April 5, 2024.

✓ Questionnaire sent to all Yuka users who have scanned at least one product since they downloaded the app.

Limits of the study:

- Self-selection bias: only volunteers responded
- Under-representation of people under 25 and over-representation of people over 55 in relation to the app's user profile

✓ 32 questions maximum (and 20 questions minimum, depending on the respondent profiles), based on declarative data.

✓ 20,250 respondents, with an average time to complete of 4 minutes.

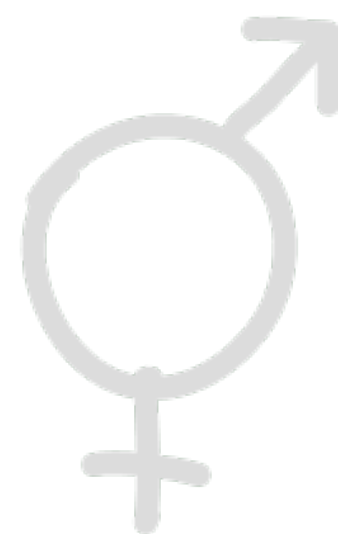
- Declaration bias: respondents answered what they wanted
- Interpretation bias: certain words can be interpreted differently



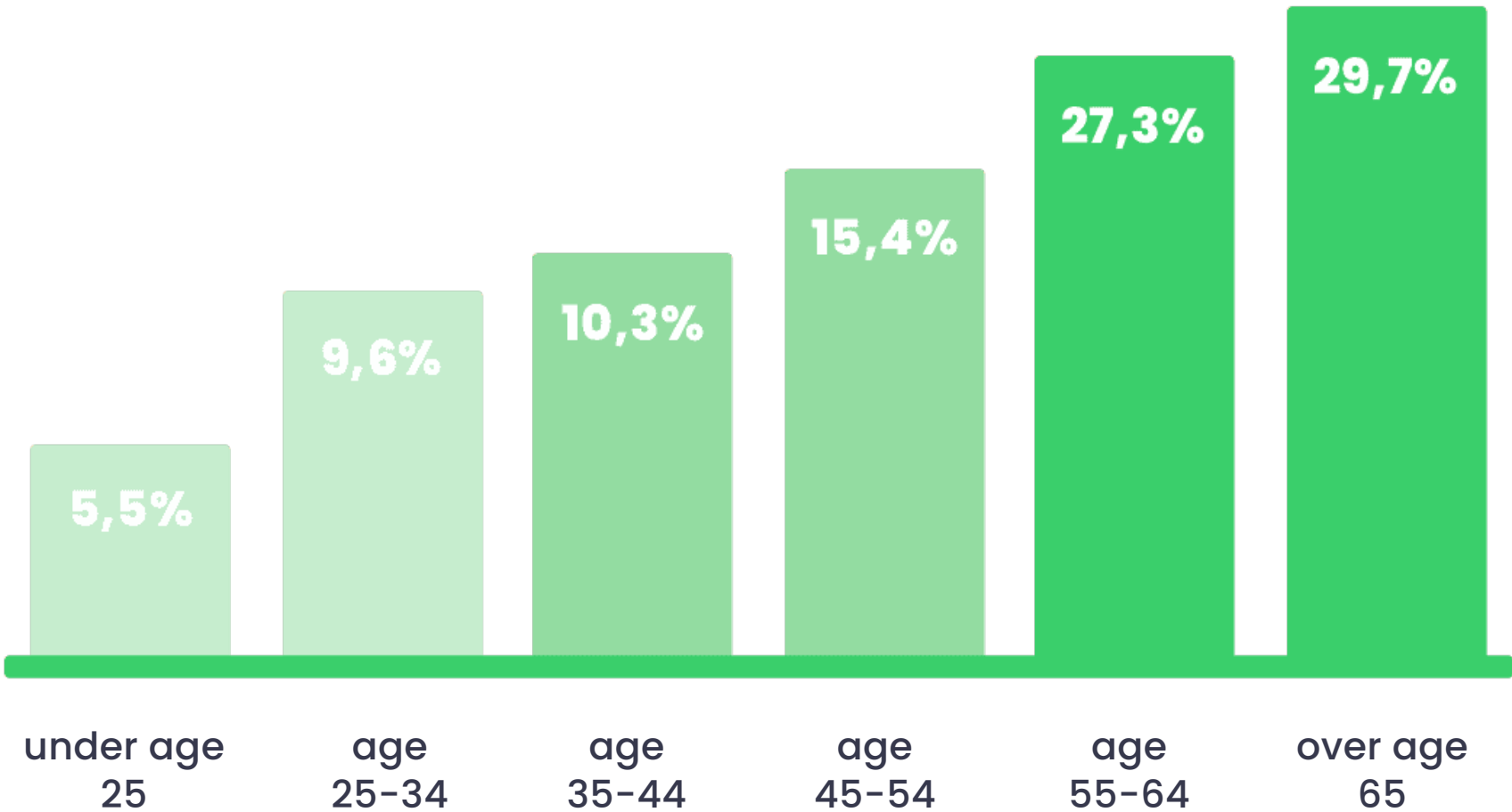
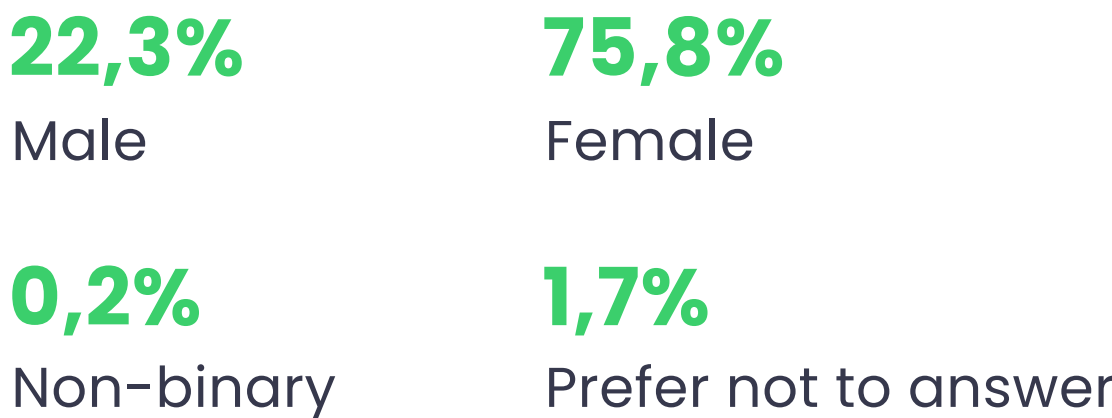
Yuka worked with **HAATCH, an independent consulting firm**, to carry out its impact measurement. The firm helped develop the methodology, and also validated the study.



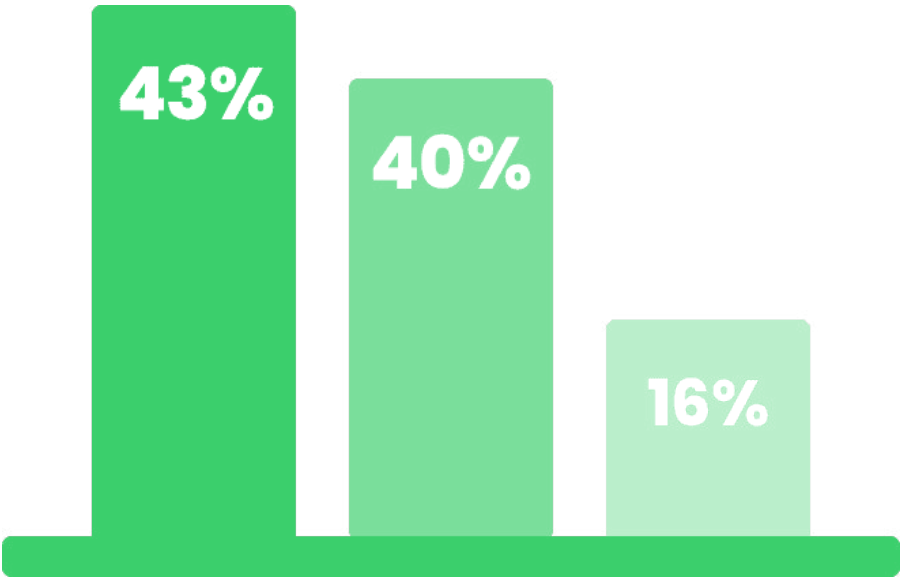
Respondent Profile



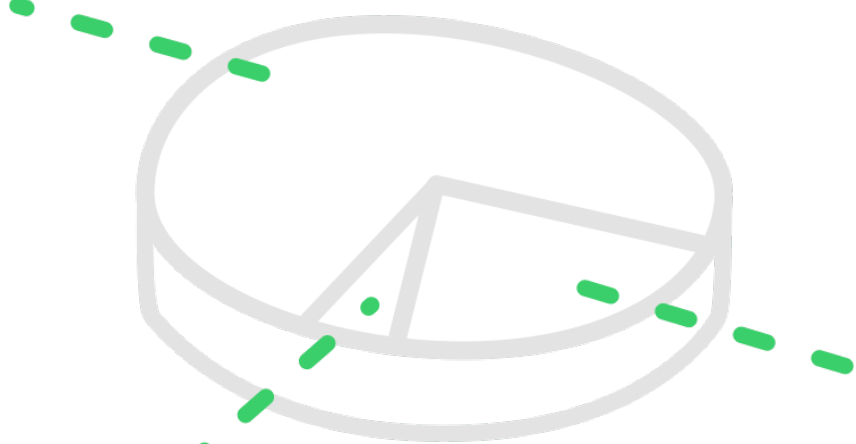
Gender identity



Respondents use Yuka when shopping:



72%
Scan food products
and cosmetics



5%
Scan cosmetic
products only

23%
Scan food
products only

Key Takeaways



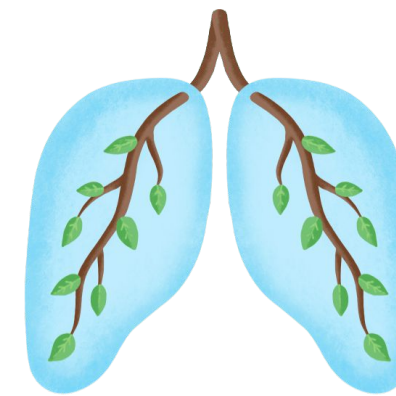
92%

of users have been buying fewer ultra-processed food since they've started using Yuka.



94%

of users put back the products when they have a red rating in the app



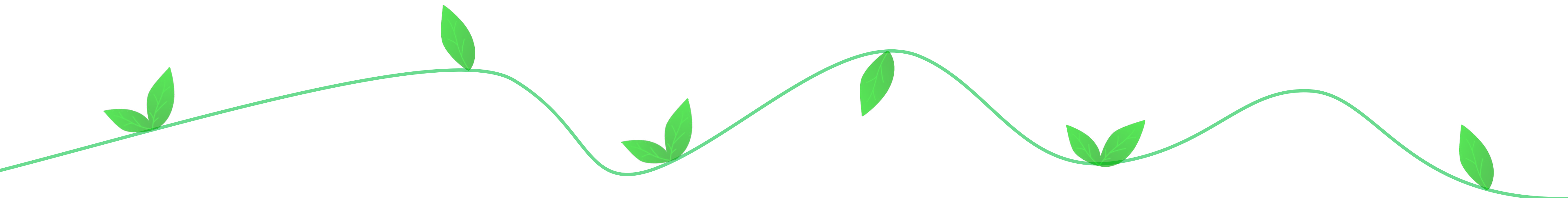
88%

of users feel like they are in better health since they started using Yuka.



98%

of users think that Yuka can be a driving force for brands and manufacturers to offer better products



The Impact on Users



The Impact on Product Purchases

94%

of users put back the products when they have a red rating in the app (among them, 56% always put them back and 38% often put them back).

66%

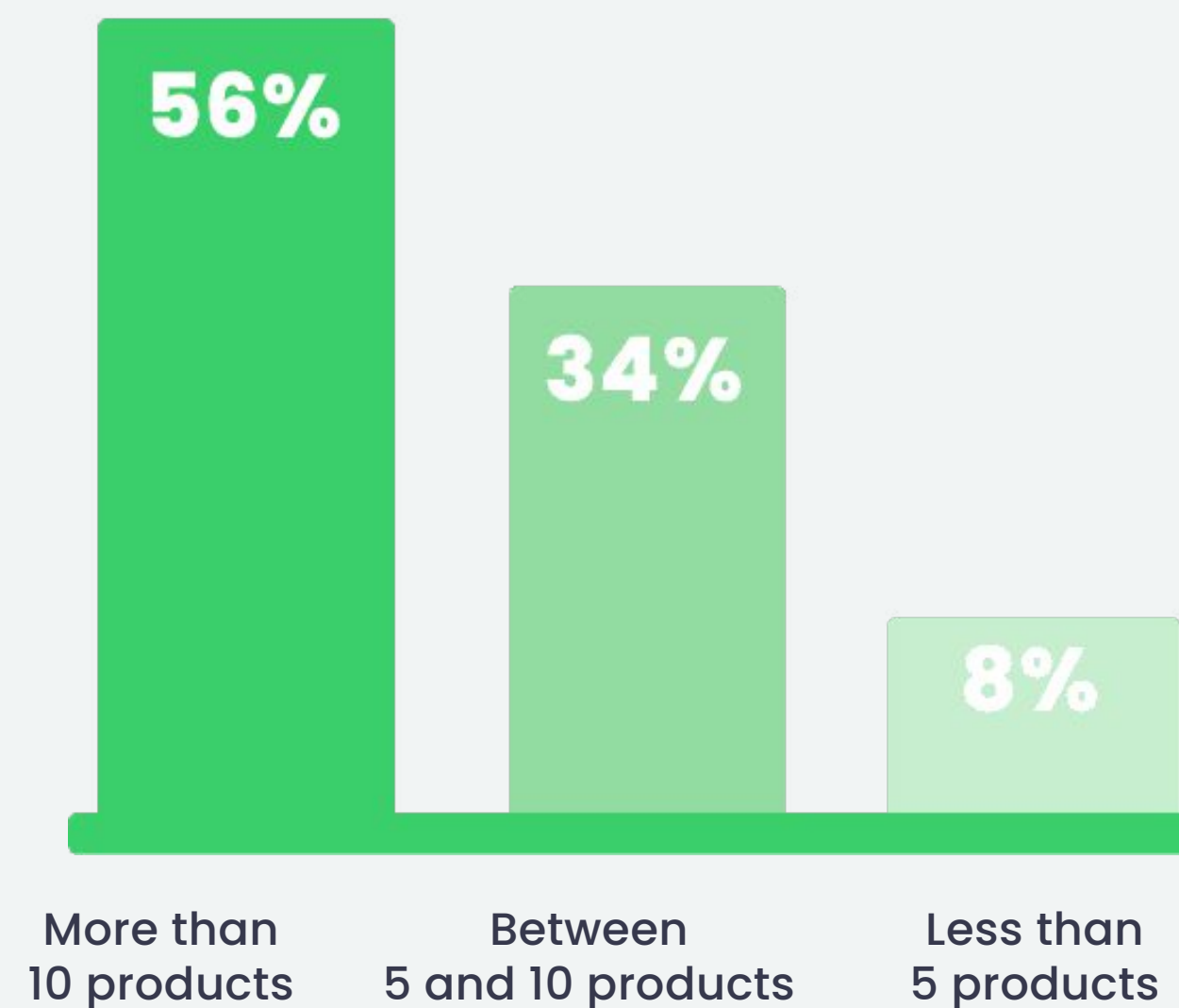
of users always or often choose an alternative product recommended by the application when they scan a product with a red rating.

89%

of users look for another product on the shelf when they scan a product with a red rating.

The figures presented include people who responded "always" or "often" to the questions asked.

Number of products users stopped buying since they started using the app



The Influence on Food Product Purchases

Yuka has a significant impact on the purchase of food products and **contributes to a healthier diet** through the choice of products that are less processed, organic, and of better nutritional quality.

92%

of users have been buying fewer ultra-processed foods since they've started using Yuka.



90%

of users have been buying fewer products that are too fatty, too sweet, too salty and/or too high in calories.



81%

of users have been buying more raw products since they've started using Yuka.

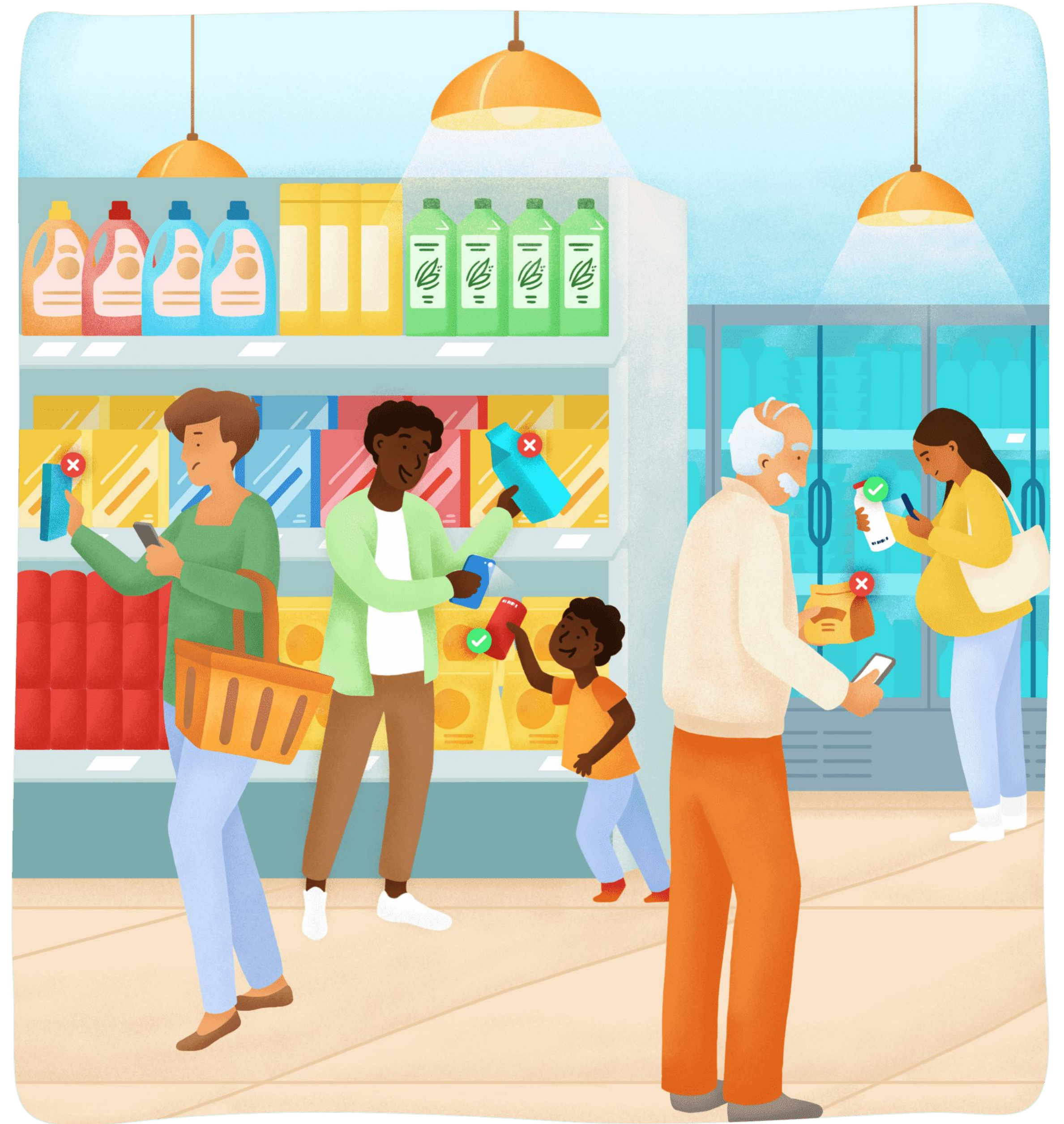


83%

of users have been buying more organic products since they've started using Yuka.



The figures presented from here onwards include people who responded "Completely agree" or "Somewhat agree" to the questions asked.



A True Educational Partner

Yuka's mission is to educate consumers on better nutrition and consumption in general. Beyond being just a scanning tool, Yuka acts as **an educational tool**.

97% of users agree that Yuka is one of the most useful applications on their phone

77% of users have learned to better decipher food labels on their own (without scanning).

89% of parents use the app with their children and it helps raise their awareness of a better diet.

In addition to the app, Yuka has a [blog](#) that attracts over **two million readers per month** and offers in-depth articles on food and cosmetics, always with the aim of educating.

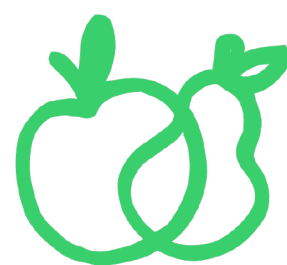


Food Products and Their Impact on Users' Health



88%

of users feel like they are in better health since they started using Yuka



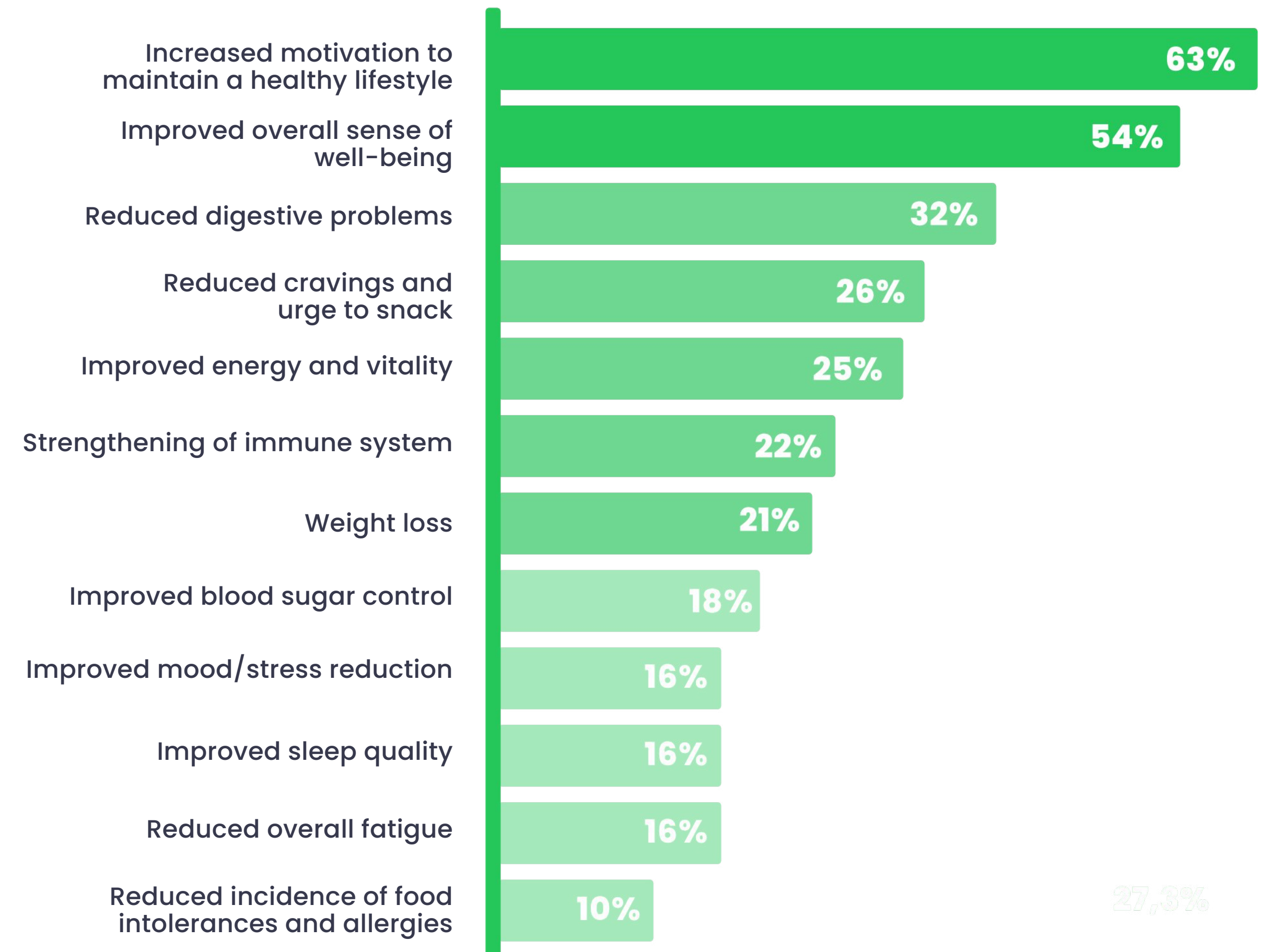
93%

of users consider that they have a healthier diet thanks to Yuka.



63%

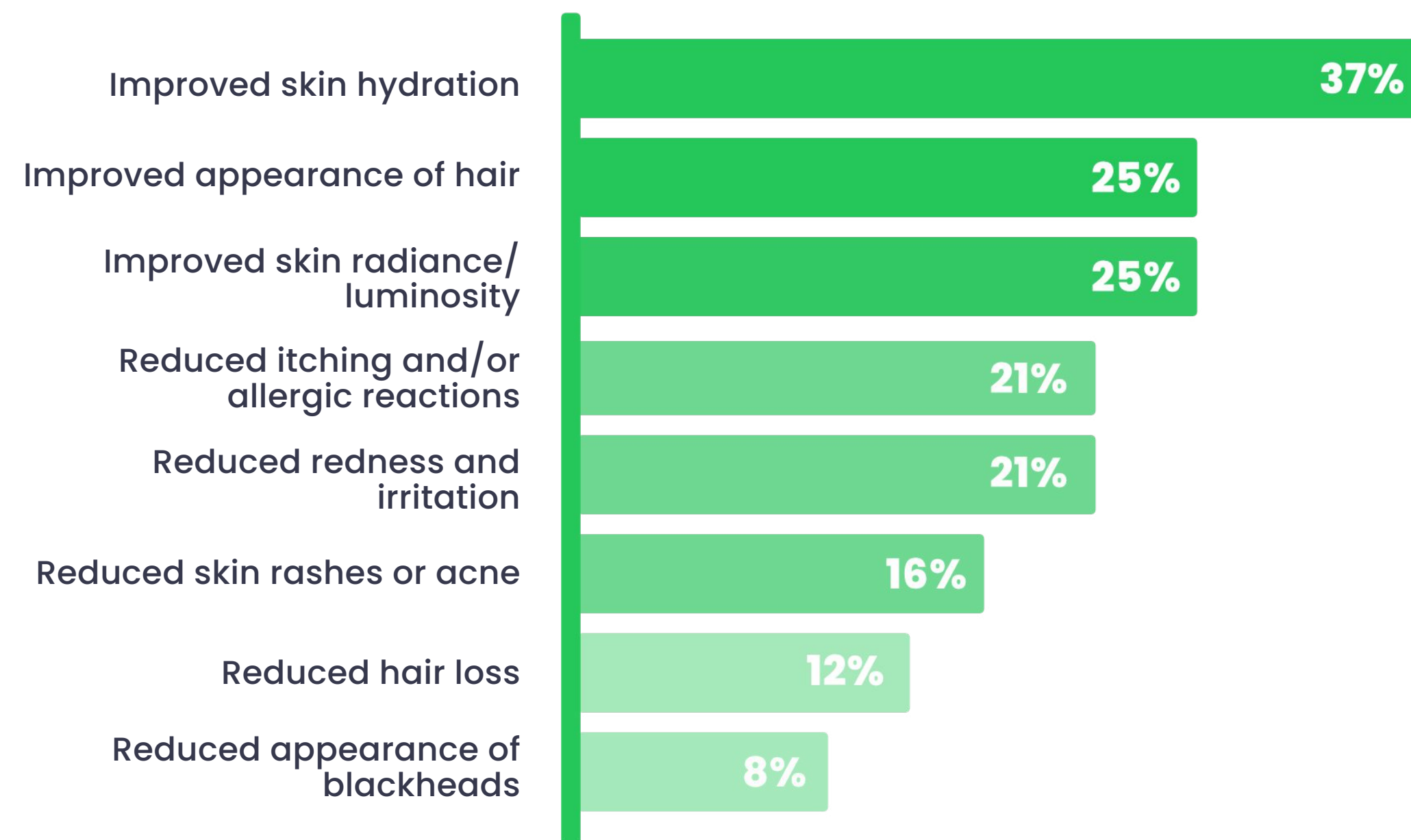
of users cook more thanks to Yuka.



Positive changes observed by users
who declared being in better health

Cosmetic Products and their *Impact on Skin and Hair*

80% of users declared that the health of their skin and/or hair has improved thanks to Yuka.



Positive effects reported by users



Some Testimonials from *our Users*



"I wanted to share how this app helped change my life! My husband and I tried for 8 years to have a baby. We even tried In Vitro 3 times with no success. Then I heard from a friend about Yuka. I started scanning all my products and realized most of them contained endocrine disruptors that I'm sure were interfering with my hormones. I began purging all my bad products and replacing them with safe ones and within a few months my husband and I got pregnant naturally! Francesca is now 2 months old! "

Lisa



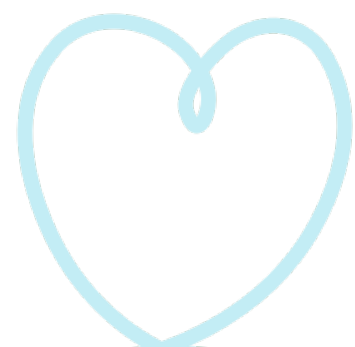
"Yuka is my newest weapon in my healthy living arsenal. Though my "healthy" gluten, soy, and preservative-free diet sustained me for 10 years, Yuka revealed the chemicals hindering my internal healing. My husband also embraced Yuka, resisting junk food for healthier options. This app has redefined my grocery list. In a surprising revelation, Yuka exposed my moisturizer as a thyroid disruptor, a critical factor in my fight against Graves' disease. Thank you, Yuka, for this awakening. "

Judy



"A few years ago, I discovered Yuka and it changed my life. I have celiac disease and am used to reading ingredient labels, but it often feels like a foreign language. Yuka takes the guesswork out with a quick scan on the app. I was appalled to learn that the teething biscuits I gave my twin toddlers contained harmful additives. I couldn't believe how misleading the labels were. Since using Yuka, I feel less foggy and have more energy from eating additive-free foods. "

Joanna



The Influence on Manufacturers and Public Authorities



The Influence Perceived *by the Users*

Users consider Yuka as a tool that allows them to make better choices individually, but also as a tool that can significantly influence the practices of manufacturers by representing a powerful lever of collective action.

98%

of users agree that, by helping consumers to make informed choices, Yuka can be **a driving force for brands and manufacturers to offer better products** (among them, 80% completely agree).

95%

of users think that Yuka can have a **greater impact than public authorities** in getting manufacturers to improve the composition of their products.

97%

of users agree that Yuka can **help advance regulations** on which substances are allowed in products (of which 72% completely agree).

Users feel that Yuka provides them with the tools they need to become empowered consumers.



Yuka's Call for Clear Information *in the United States*

Our mission includes publicly **delivering messages that can encourage regulatory changes**. In an op-ed for Fortune Magazine dated March 2024, the co-founder of the app, Julie Chapon, calls on the USA to adopt a nutritional labeling system similar to Europe's Nutri-Score.

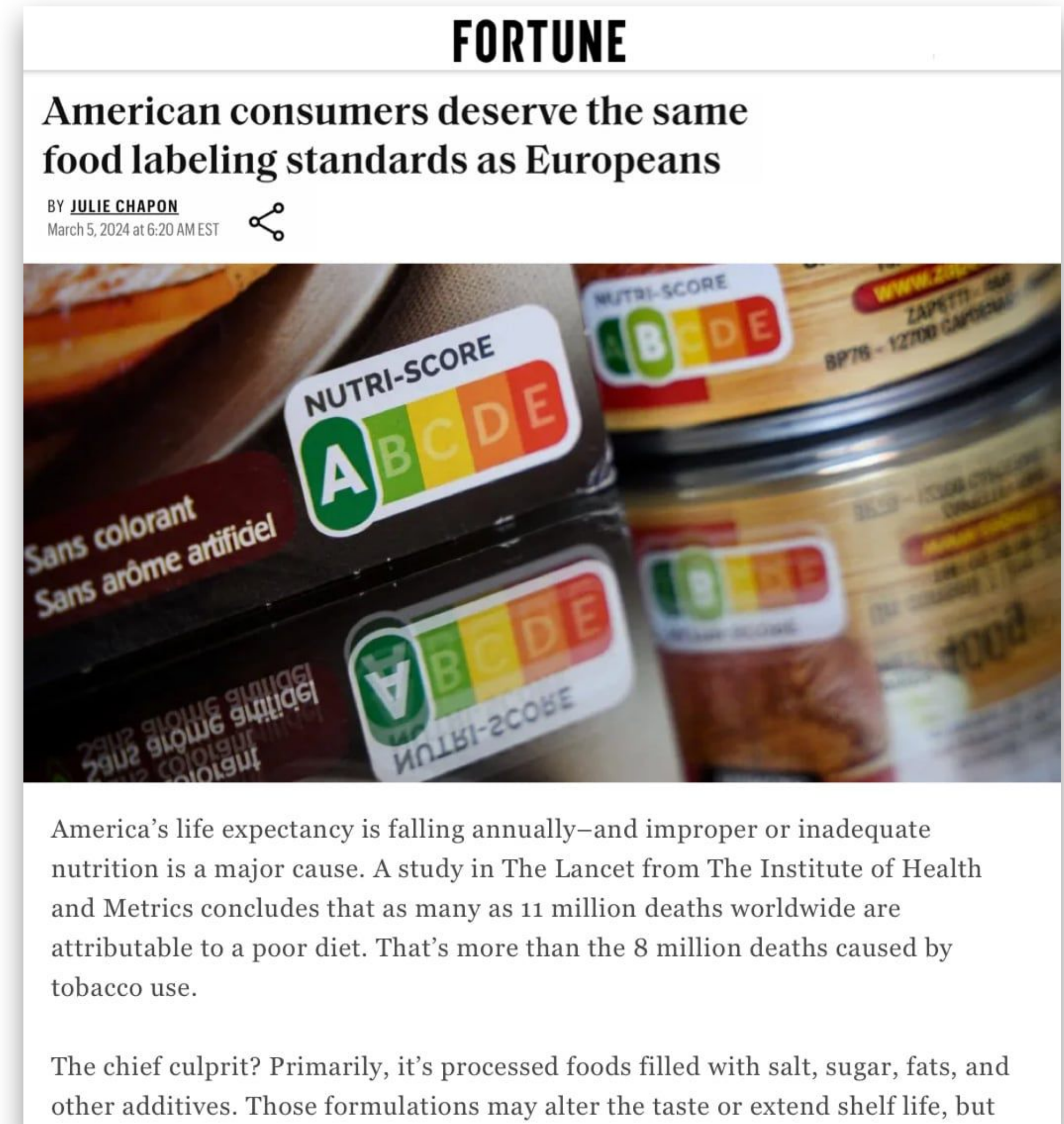
Nutri-Score is a science-based nutrition label adopted by 7 European countries that measures the nutritional balance of food products, taking into account calories, sugar, sodium, saturated fat, protein, fiber, fruits and vegetables. It accounts for 60% of Yuka's rating.

The World Health Organization (WHO) supports this method, highlighting its effectiveness in guiding consumers towards healthier food choices as well as its scientific relevance.

According to a study, Nutritional labeling in Europe has positive effects, with Nutriscore potentially preventing up to 8,732 annual deaths from chronic diseases.



It is urgent that the United States adopt a similar system, which is why **Yuka wants to contribute to and support this project by publicly advocating for it.**



Full article available [here](#).

Nitrites in France: How Yuka Pressured *Lobbies and the Government*

At the end of 2019, **Yuka launched a major petition in France** alongside the League Against Cancer and the foodwatch association to demand the ban of added nitrites in food. The reason? The danger of nitrate additives used in deli products has been the subject of numerous scientific publications. The World Health Organization even classified ingested nitrites and nitrates as **probable carcinogens** in 2010. The petition was a great success and has to date more than 500,000 signatures.

Following this action, the charcuterie lobby—which uses a lot of nitrites in its products—decided to target Yuka. Between January and June 2021, **Yuka received three legal summons** from the FICT (French Federation of Deli Meat Industrialists) and two companies owned by the vice president of the FICT.

These three cases are denounced as gag procedures aimed at draining Yuka both morally and financially. The amount of damages claimed was €1.4 million, while at that time Yuka had a net profit of €18,000.

Initially, Yuka was ordered by the commercial court to pay €95,000, but decided to appeal. The appeal courts in Paris, Aix-en-Provence, and Brive then sided with Yuka: **the three courts recognized the risks associated with nitrites and Yuka's right to alert** the public on this major health issue. The three companies were ordered to pay us €100,000.

Subsequently, **the French government published a plan to reduce nitrate additives** in food products, thus lowering the maximum quantity of nitrites allowed in food products.



The Founders of Yuka and Lawyers at the Paris Court for the Appeal Judgment Against the FICT.

Yuka's Impact on the *French Retailer Intermarché*

In 2019, the CEO of Intermarché, a French supermarket chain of over 1,800 stores that manufactures its own private label products, **has announced that it will be changing 900 recipes by removing 142 controversial additives** so that these products score higher on the application.

According to his observations, **two-thirds of French people who use Yuka have decided to abandon a brand or a product.**



"The enthusiasm for the app is a fundamental trend. As a retailer, it is essential to be proactive in having the highest rated products possible," he stated.

This is far from an isolated case. To meet consumers' deep need for transparency and their desire to eat better, many manufacturers are reformulating their products to improve their composition.

In this context, **Yuka has even made available a free platform that allows them to simulate the rating of their products** and to understand exactly the elements that make them gain or lose points.

euronews.

French supermarket chain to remove additives using phone app that rates products



By [Lauren Chadwick](#)

Published on 20/09/2019 - 17:25 • Updated 17:35

French supermarket chain says it will remove 140 additives, changing 900 food recipes by 2020.

French supermarket chain Intermarché had said it will remove 140 food additives by the end of 2020, changing 900 food recipes in the process.

They will use a popular phone application used by 11 million people in France to scan products and find out what additives are present in them.

"Today's consumer is ready to change their consumption habits and review their standards for products better for their health," the Intermarché marketing team told Euronews.

Full article available [here](#).

Testimonials from *Manufacturers*



Cécile MERLIN

Director of Communication and Public Affairs in Europe

"We are attentive to our customers, who are increasingly using Yuka and thus contributing to accelerating our progress, which aims to reconcile snacking and eating well."



Mathilde THOMAS, Caudalie

Founder

"In 5 years, we have gone from 65% to 99% of highly rated products on Yuka. We refuse to use 73 ingredients in our formulas, either because they are potential endocrine disruptors, irritants, or not environmentally friendly."



Sylvie WILLEMIN, Nestlé

Nutrition Director France

"Yuka is pushing us to speed up improvements to our products, simplify our ingredient lists and build out our organic and plant lines."



Sophie JAYET-CREUSOT

Head of Communications & Corporate Affairs France

"We have developed new products to meet the needs and expectations of consumers that are highly aligned with Yuka's evaluation criteria."



And Now,
What's Next?



Our Projects for the Coming *Months and Years*

To further influence manufacturers, we plan to gradually develop and deploy **a feature that allows users to directly call out brands using risky additives and cosmetic ingredients**. Within the application, users will have the opportunity to directly send an email to the brand.

In the coming years, we also intend to **continue our international expansion** by launching the app in numerous other countries across Latin America, Asia, and Africa.

And in 10 years? At Yuka, our deepest hope is that one day, no one will need us anymore. There is still much work to be done, but consumers wield significant power over manufacturers and can help bring about rapid change.

We hope that in ten years, the app will no longer be necessary because all products sold in supermarkets will be safe for our health and the environment.

Consumers will then look back nostalgically on this era when they had to scan products to find out what was inside them :)



Contact *Details*

Julie Chapon

Co-founder

julie.chapon@yuka.io

347-362-7695

