International Marketing Trends Conference

POSTER SESSION

Sectorial Marketing – Services

Title of research project

Variability in Pregnancy Warning Labels (PWLs)

Description of research project

France introduced mandatory pregnancy warning labels (PWLs) on alcoholic beverages in 2006. This study assessed whether wine bottles in 2025 comply with the regulation. Results revealed widespread non-compliance, including poor label visibility, small size, weak contrast, and inappropriate placement.

Methods: Between January and April 2025, wine bottles were observed in 12 shops and 15 supermarkets across France. Distinct forms of PWLs were documented until saturation was reached.

Results: Frequent issues included: very small pictograms, low colour contrast, designs obscuring meaning, poor placement, edges or transparent backgrounds, and clustering with logos. Some bottles lacked PWLs entirely.

Conclusions: Relying on broad principles like 'visibility' and 'legibility' is insufficient. Regulations should specify minimum size, colour scheme, and placement.

Implications for Policy & Practice: The study demonstrates that clearer, enforceable regulations and monitoring mechanisms are required to make PWLs effective in protecting public health.

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1] WHAT ?

This study evaluates the real-world implementation of France's legal requirement for pregnancy warning labels (PWLs) on wine bottles.

FORMAT A — pictogramme

FORMAT B — « La consommation de boissons alcoolisées pendant la grossesse, même en faible quantité, peut avoir des conséquences graves sur la santé de l'enfant. »

2] WHY ?

- **Health risks** of alcohol consumption during pregnancy
- **France introduced mandatory PWLs** on alcoholic beverages in 2006
- **PWL rules lack precision** — only state 'visible and legible'

3] HOW ?

Between January and April 2025, wine bottles were observed in 12 shops and 15 supermarkets across France. Distinct forms of PWLs were documented until saturation was reached.

5] IN BRIEF

- This observational study highlight **inconsistencies** in design
- More **precise and enforceable design specifications** are needed to ensure that PWLs effectively communicate the health risks of alcohol consumption during pregnancy
- **Regulations should specify** minimum size, colour, scheme, and placement.

6] REFERENCES

References available on request

4] MAIN FINDINGS

Frequent issues included: very small pictograms, low colour contrast, designs obscuring meaning, poor placement, edges or transparent backgrounds, and clustering with logos. Some bottles lacked PWLs entirely.

01 PWL size



02 PWL colour



03 PWL contrast



04 PWL placement





05 PWL displayed on a transparent background



06 Illogical placement of PWL



07 PWL visibility impaired by surrounding logos and information

