

Special Issue

Food Labeling and Consumer Behaviors

Message from the Guest Editors

This Special Issue is aimed at providing selected contributions that examine the mechanisms, effectiveness, and implications of food labeling on consumer behaviors, with a particular emphasis on consumers' willingness to pay, policy interventions, and methodological innovations. Potential topics include, but are not limited to, the following:

- Consumers' preferences or willingness to pay for various food labels;
- Effectiveness of different types of food labels on food choices;
- Effect of food labels on dietary intake, purchasing behavior, and long-term health outcomes;
- Socio-demographic differences in label use and perception;
- Integration of digital technologies to enhance the utility of food labels;
- Field experiments and natural experiments evaluating label-related interventions;
- Mechanisms underlying consumers' behaviors toward food labels;
- Cross-country comparisons of labeling policies and consumer responses.

Guest Editors

Prof. Dr. Yanjun Ren

College of Economics and Management, Northwest A&F University,
Xianyang 712100, China

Prof. Dr. Qiran Zhao

College of Economics and Management, China Agricultural University,
Beijing 100083, China

Deadline for manuscript submissions

25 February 2026



Nutrients

an Open Access Journal
by MDPI

Impact Factor 5.0
CiteScore 9.1
Indexed in PubMed



mdpi.com/si/244599

Nutrients
Editorial Office
MDPI, Grosspeteranlage 5
4052 Basel, Switzerland
Tel: +41 61 683 77 34
nutrients@mdpi.com

[mdpi.com/journal/
nutrients](https://mdpi.com/journal/nutrients)





Nutrients

an Open Access Journal
by MDPI

Impact Factor 5.0
CiteScore 9.1
Indexed in PubMed



[mdpi.com/journal/
nutrients](https://mdpi.com/journal/nutrients)



About the Journal

Message from the Editorial Board

Nutrients is an on-line open access journal that was first published in 2009. *Nutrients* adheres to rigorous peer-review and editorial processes and publishes only high quality manuscripts that address important issues related to the impacts of nutrients on human health. The Impact Factor of *Nutrients* has risen rapidly since its establishment and it is now ranked in the first quartile of journals publishing in the field of nutrition and dietetics research.

Editors-in-Chief

Prof. Dr. Lluís Serra-Majem

1. Centro de Investigación Biomédica en Red Fisiopatología de la Obesidad y la Nutrición (CIBEROBN), Institute of Health Carlos III, 28029 Madrid, Spain
2. Research Institute of Biomedical and Health Sciences (UIBS), University of Las Palmas de Gran Canaria, 35001 Las Palmas, Spain
3. Preventive Medicine Service, Centro Hospitalario Universitario Insular Materno Infantil (CHUIMI), Canarian Health Service, 35016 Las Palmas, Spain

Prof. Dr. Maria Luz Fernandez

Department of Nutritional Sciences, University of Connecticut, Storrs, CT 06269, USA

Author Benefits

Open Access:

free for readers, with article processing charges (APC) paid by authors or their institutions.

High Visibility:

indexed within Scopus, SCIE (Web of Science), PubMed, MEDLINE, PMC, Embase, PubAg, AGRIS, and other databases.

Journal Rank:

JCR - Q1 (Nutrition and Dietetics) / CiteScore - Q1 (Nutrition and Dietetics)