

Introducing
IngredientIQ
Your Own Food Expert !

Problem Statement



Developing IngredientIQ, a web and Android app that empowers consumers to make informed food choices by scanning barcodes and ingredients. It provides nutritional insights, allergen alerts, and personalized dietary recommendations, promoting healthier eating by identifying hidden additives.

Inspired by

Business News / Business / Healthcare / 'Label Padhega India': FoodPharmer Launches New Initiative To

'Label Padhega India': FoodPharmer launches new initiative to raise awareness about packaged foods

If the majority of the country starts reading labels, companies will not be able to falsely market themselves and they will have to give us clean foods, he added.

Written by [Sushmita Panda](#)
May 13, 2024 17:41 IST



FoodPharmer launches new initiative. (Image Credits: Instagram)

Problems Consumers Face with Packaged Food in India

Hidden harmful ingredients

Excess sugar, trans fats, and artificial additives.



Misleading marketing

"Healthy" claims hide unhealthy contents.



Lack of awareness

Consumers don't understand ingredient effects.



No easy way to check

Difficult to read and analyze labels.



Weaker regulations

Harmful additives allowed in India.



Why does this matter?

Consumers Are Unaware

Many people unknowingly consume harmful ingredients daily.



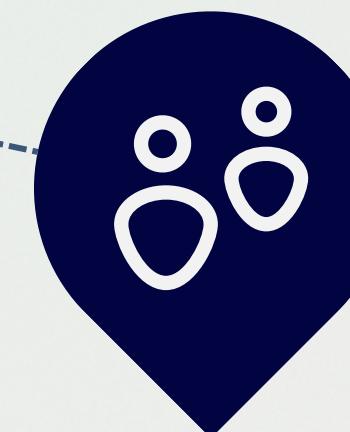
No Transparent Information

Food labels are confusing and hide real risks.



Rising Health Issues

Obesity, diabetes, and heart disease are increasing due to unhealthy packaged food.



Stronger Regulations Needed

Exposing harmful ingredients can push companies to improve quality.

Empowering Consumers

Our solution helps people make informed food choices easily.

How IngredientIQ helps

- Scans barcodes & ingredients to fetch detailed information
- Personalized dietary insights (based on user profile)
- Nutritional breakdown for informed food choices
- Allergen & restriction alerts

Key Features

- Barcode & Ingredient Scanner – Instantly fetches food data
- User Profile & Preferences – Saves dietary needs (e.g., diabetic, vegan)
- Allergen & Restriction Alerts – Warns about harmful ingredients
- Nutrition Breakdown – Shows calories, proteins, fats, etc.
- AI-Powered Insights – Suggests healthier alternatives

Tech Stack

- Frontend: ReactJS, TailwindCSS
- Backend: Node.js, NextJS
- Database: MongoDB, Redis
- APIs: OpenFoodFacts, OpenAI

Target Users & Market

- People with dietary restrictions (allergies, diabetes, vegan, keto, etc.)
- Health-conscious individuals tracking nutrition
- Parents concerned about children's food choices
- Fitness enthusiasts tracking macros

Future Scope

- Stricter laws to ban harmful additives.
- More people understanding food labels and ingredients
- Companies forced to improve ingredient quality.
- Clearer and more honest packaging information.