

Parsely Competitor Analysis					
	<b>Spokin</b> Discover Allergy Safe Foods spokin.com	<b>Fig</b> Label Scanner & Food Discovery foodisgood.com	<b>Spoonful</b> Label Scanner & Food Discovery spoonfulapp.com	<b>Allergy Cam</b> Label Scanner & Food Discovery	<b>Yuka</b> (indirect competitor) Food & Cosmetic Scanner yuka.io/en
Screenshots					
Company					
Mission statement	Make managing food allergies by connecting the community to safe foods, restaurants, bakeries, travel, recipes, and each other	We created Fig because we’ve been there. Sick of restrictions, we sought out possibilities.	What we eat has an incredible impact on how we feel. Our mission is to make you feel great.	Your Ultimate Ally in the Battle Against Food Allergies and Sensitivities.	Yuka is an independent app that scans food and cosmetic products in order to know their impact on your health.
Pricing	Free	Free for 7 days \$3.99 for 1 month, then \$59.99 yr	Free for 7 days \$59.99 yr thereafter	Free (limited scans) Unlimited \$6.99 mo or \$59.99 yr	Free In-App purchases
Strengths	<ul style="list-style-type: none"><li>Map of safe restaurants and bakeries within zipcode</li><li>Generalized recipe suggestions</li><li>User community (follow users or share personal product reviews)</li><li>Reading resources, expert advice and latest news</li><li>Provides treatments and therapies info</li><li>Travel guides</li></ul>	<ul style="list-style-type: none"><li>Scan food labels and identify potential allergens</li><li>Saves time reading ingredient labels</li><li>Expansive allergy safe product database</li><li>Find food to eat at popular restaurants (beta only)</li><li>Filter based on various dietary needs</li><li>Ingredient and FDA change alerts</li></ul>	<ul style="list-style-type: none"><li>Clean and easy to navigate interface</li><li>Driven by nutrition and technology experts</li><li>Barcode scanner</li><li>700K+ food catalog</li><li>Shopping list builder</li><li>Lists substitute finder for non-compliant foods, but is "coming soon"</li><li>Dietitian written notes</li><li>Fast response on products not found in database</li></ul>	<ul style="list-style-type: none"><li>Customize profile with specific allergies</li><li>Snap photo of meal or ingredient with instant allergen detection</li><li>Leverages AI technology for dvanced image recognition</li><li>User-friendly interface</li><li>Provides latest allergen information</li></ul>	<ul style="list-style-type: none"><li>Scan food and personal care product barcodes to see health impact</li><li>Provides rating and detailed information</li><li>No in-app advertising (brand cannot influence ratings)</li><li>3 mil food products and 2 mil cosmetic product database</li><li>3 objective criteria: nutritional quality, presence of additives and organic</li></ul>
Weaknesses	<ul style="list-style-type: none"><li>Featured content (ads) when scrolling</li><li>Doesn’t intuitively suggest recipes based on allergens listed in user profile. Filter needed to see safe results</li><li>Recipe search results (i.e. "dinner") links to outside websites, blogs, articles.</li><li>Overwhelming with too much information</li><li>Only available on iOS</li></ul>	<ul style="list-style-type: none"><li>Potential inaccuracies in allergen information on certain product labels</li><li>Not all products may be available in the app's database</li><li>Pricey for unlimited access</li><li>Needs granular recipes based on user's allergens</li><li>No feature to suggest allergen-safe ingredient substitutes</li></ul>	<ul style="list-style-type: none"><li>Lists feature for finding substitutes for non-compliant foods, but "coming soon"</li><li>Some users report instances where the app misidentified ingredients</li><li>No feature with suggested recipes based on user's allergens</li></ul>	<ul style="list-style-type: none"><li>3.67 out of 5 stars, based on 3 ratings</li><li>Pricey for unlimited access</li><li>Onboarding allergy list generic and requires manual entry specific allergies</li><li>No other features outside of the photo scan capability</li><li>No reading resources or tips listed</li></ul>	<ul style="list-style-type: none"><li>Share app with friends to unlock information</li><li>Doesn’t offer rating based on food allergies</li><li>Overly strict scoring system (penalizes products heavily for trace amounts)</li><li>Lack of context for ingredient level risks</li><li>Scientific evidence behind assessment level is limited</li></ul>
Features					
Onboarding	✓	✓	✓	✓	✗
Label Scanner	✗	✓	✓	✓	✓
Intuitively swaps recipe ingredients w/ allergy-safe	✗	✗	✗	✗	✗
Allergy-safe brand product database	✓	✓	✓	✗	✗
General recipe search	✓	✗	✓	✗	✗
Shopping list builder	✗	✓	✓	✗	✗
Allergy-friendly restaurant search	✓	✓	✗	✗	✗
User community	✓	✓	✓	✗	✓
Other Competitor Notes					
Soosee Label scanning capability Streamlines grocery shopping No recipes or ingredient substitutions	AllergyEats Allergy-friendly restaurant search, map not working and app only links to external website	Allergy Assist Undeveloped, looks like a student project	Allergy Force Mentions allergy-friendly recipes from search, but app unresponsive and received server error	ContentChecked Supposed digital shopping assistant. Searched and no app found	