



**Euromonitor  
International**

# Purpose-Driven Food Consumers Target Group Developments During COVID-19

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## INTRODUCTION

Scope

Key findings

## WHAT HAS BEEN THE EFFECT OF COVID-19 ON CONSUMER PREFERENCES?

Growth in number of respondents engaged with environmental action

Free and money-saving activism for the environment most common

Environmental activity engagement has plummeted

Booming engagement with some social actions during the pandemic

Globally declining room for charitable giving hurts sustainability premium

Donation popularity in developed markets goes against global decline

War in Ukraine contributes to a further priority shift in Europe from green to social

The long-term trend towards greater social attention

Fewer consumers willing to pay than the share influenced

Meat reduction trend remains strong in key markets

## IS FOOD LABELLING KEEPING UP WITH CONSUMER DEMAND?

Little correlation between supply and demand of environmental claims

Fairtrade carries additional cost and is mostly used for premium products

## OUTLOOK

Inflation unlikely to impact willingness to pay sustainability premium

Cost-efficient sustainability measures secure traction among mid-segment

Companies need to align CSR strategy with consumers' shifting priorities

## APPENDIX

Overview of Lifestyles survey

### About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/purpose-driven-food-consumers-target-group-developments-during-covid-19/report](https://www.euromonitor.com/purpose-driven-food-consumers-target-group-developments-during-covid-19/report).