



Euromonitor
International

Megatrends: Understanding Sustainable Consumers 2023

December 2023

OVERVIEW

Key findings

Methodology in a nutshell

Definitions: meet the sustainable consumers

Sustainable consumer types in 2023

Top five global sustainable consumer types by region

Top five global sustainable consumer types by generation

MEAT AVOIDERS

Who are meat avoiders?

Meat avoiders: attitudes and behaviours

Sustainable snacks need to break away from premium pricing stigma to unlock potential

Lidl Germany unveils groundbreaking pricing approach for its plant-based private label

ZERO WASTERS

Who are zero wasters?

Zero wasters: attitudes and behaviours

Brazil and Mexico have high potential for sustainable packaging products

Second-hand rise as cost-effective solution, mainly driven by younger generations

Mexican retailer Liverpool partners with start-up to offer second-hand garments in store

CLIMATE ACTIVISTS

Who are climate activists?

Climate activists: attitudes and behaviours

Cost-cutting sustainable actions surge amidst inflation and stricter regulations

Transparency and accountability will reshape carbon neutral portfolio expansion

Aloha raises the bar with local, sustainably sourced plant-based snacks in the US

GREEN SPENDERS

Who are green spenders?

Green spenders: attitudes and behaviours

Balancing affordability and sustainability is key to capture and retain Green Spenders

Checky Panda relaunches biodegradable and antibacterial cleaning wipes

WATER SAVERS

Who are water savers?

Water savers: attitudes and behaviours

Consumers need corporates' involvement to make every drop count

Dust & Glow is boosting waterless beauty through concentrated powdered formulas

KEY TAKEAWAYS

Key takeaways

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/megatrends-understanding-sustainable-consumers-2023/report.