A Recipe for Sustainability: Insight into Consumer Expectations & Brand Actions

Carl West
Client Development Director
quantilope

Summary

2022 Consumer Trends in Sustainability

Attitudes towards food sustainability
in 2022

—

How sustainability impacts
consumers’ choices

—

The aspects of sustainability considered
to be most important

—

The three types of sustainability consumer.

2022 Consumer Trends in Sustainability

BACKGROUND & METHODOLOGY

What did we want to find out?
What approach did we take?

KEY LEARNINGS & FINDINGS

How do consumers feel about sustainability in 2022?
How do needs vary across consumers?
What differences are there in the UK vs Germany?

Background & Methodology

What did we want to find out?

1

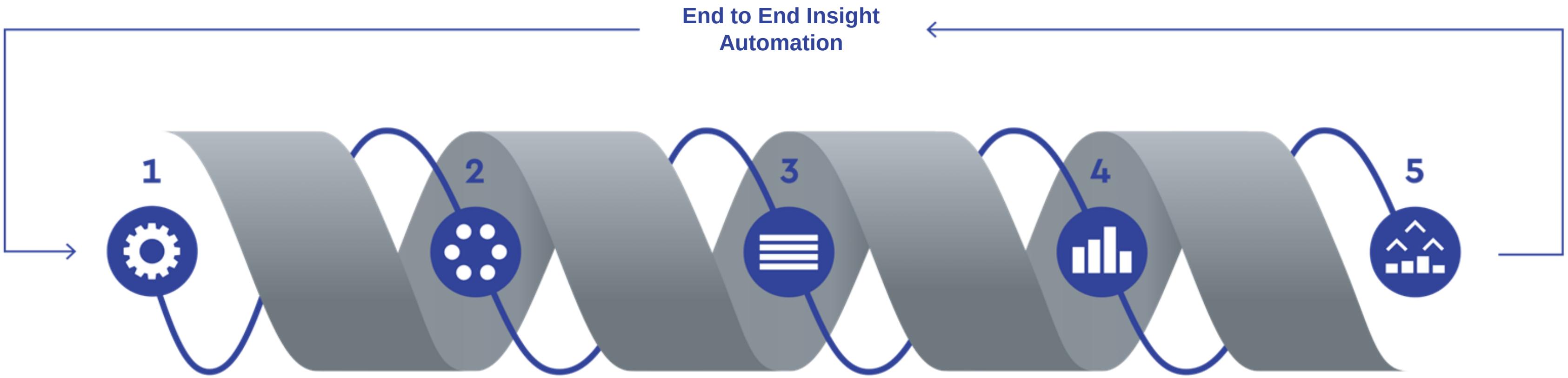
To explore and understand how consumers in the UK & Germany **perceive and act** around the topic of **sustainability**

2

To **identify distinct segments** of consumers based on their different sustainability **needs and preferences**

Background & Methodology

What approach did we take?



Question

How consumers perceive and act around the topic of sustainability

Survey

Text Questions,
Rating Matrix,
Advanced Research Methods

Field

UK N = 600
DE N = 600
Age and Region Nat Rep

Analysis

Real-time analytics and visualisations

Reporting

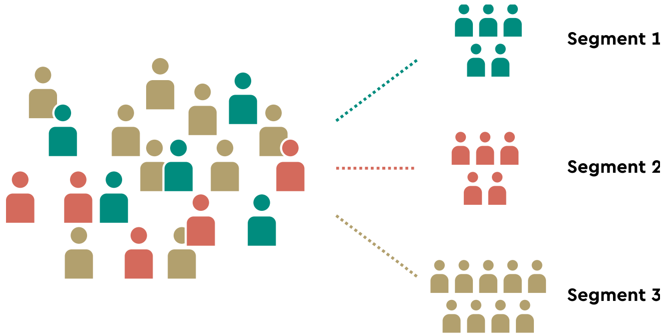
Results displayed through Insight Dashboards

Background & Methodology

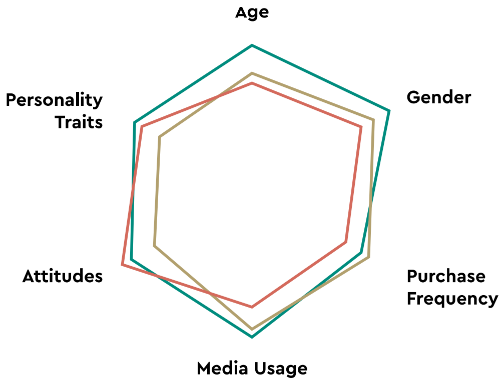
What approach did we take?

Utilising our fully automated needs based segmentation, in two simple steps, we created a consumer segmentation, based upon deep underlying needs towards sustainability

STEP 1
Measure needs (using MaxDiff) and find segments with similar needs and preferences (using Cluster Analysis)



STEP 2
Further profile segments using descriptive demographics, psychographics, and U&A questions to make them tangible and actionable



Key Learnings and Findings

How do consumers feel about sustainability in 2022?

Consumers are making effort and taking action to be more sustainable. The barrier is money & is likely to stay that way

2/3

Consumers are making an effort to be more sustainable

UK = 66%   DE = 69%

Effort: How much of an effort do you make to include sustainable practices into your daily life? 1: “No effort at all” - 5: “A lot of effort” Above = Score of 4 & 5

7/10

Consumers are actively reducing waste

UK = 77%   DE = 71%

Action: Statements on behavior: How would you rate the following statements when it comes to your sustainable actions? “I actively reduce waste” 1: “Does not apply at all” - 5: “Applies Completely” Above = Score of 4 & 5

50%

Consumers say money keeps them from doing more

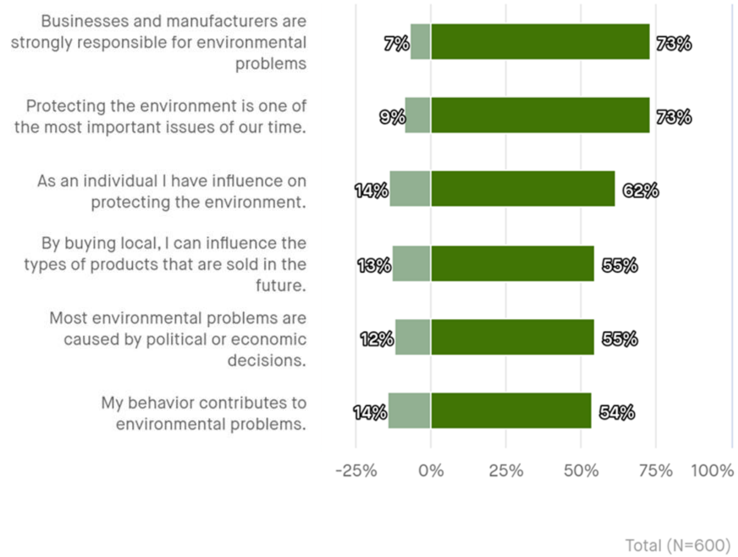
UK = 52%   DE = 50%

Barriers: What stops you from being more sustainable/buying sustainable products?

Key Learnings and Findings

Who do consumers believe should take responsibility for sustainable actions?

STATEMENT BELIEFS	TOP & BOTTOM 2



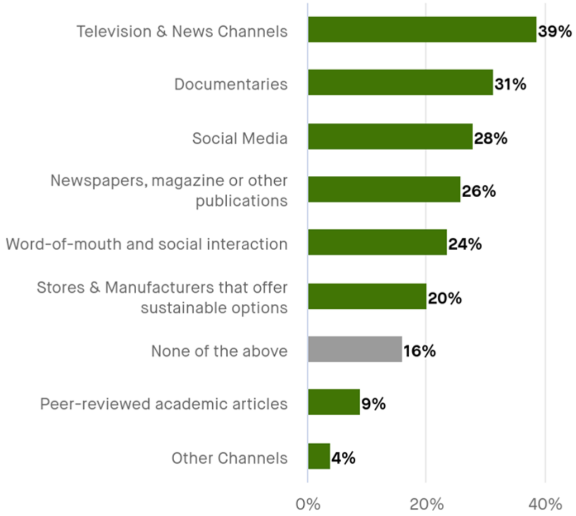
Strongest belief is that businesses are responsible

Far less recognition of Personal responsibility

Key Learnings and Findings

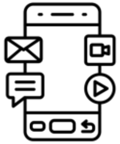
Where do consumers get information on sustainability from?

Traditional media the main source but important to note this does change, when we look through the lens of our consumer segments



Question: Where do you get your information regarding sustainability? Results from UK Study

Traditional media should still be top of mind for Media planning



Social media becomes more important for younger consumers

Key Learnings and Findings

How do needs vary across consumers?

We found three distinct groups of shoppers using our state-of-the art segmentation tool to analyze respondents' needs when it comes to sustainability

Waste Warriors

Focus on packaging and recyclability

TOP 3 PREFERENCES

Reduce Plastic in Ocean
Zero-Plastic
Recyclable Packaging

Ingredient Inspectors

Focus on the importance of ingredients which need to be natural

TOP 3 PREFERENCES

All Natural Ingredients
Cruelty Free
No Artificial Ingredients

Broad Brushers

Have a holistic concern for sustainability across a broad range of areas

TOP 3 PREFERENCES

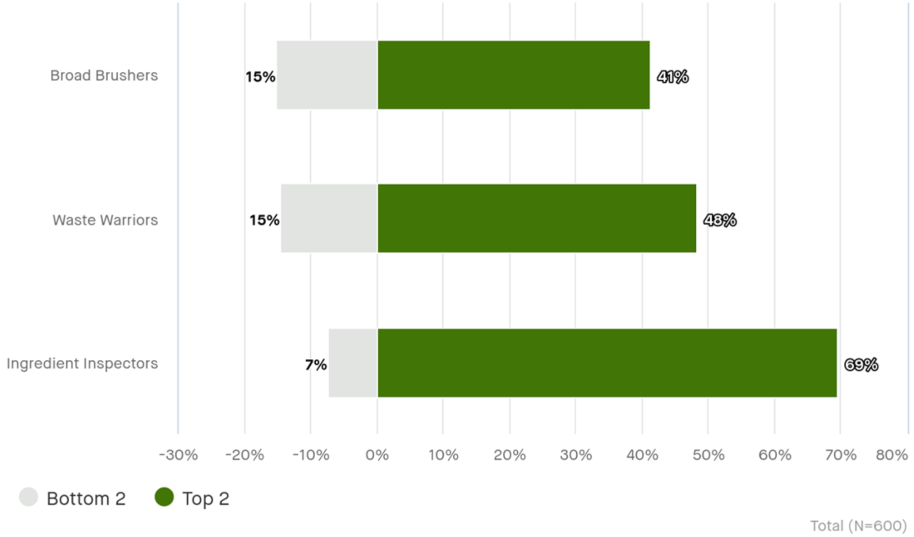
Reduce Plastic in Ocean
Cruelty Free
Recyclable Packaging

The Top 5 preferences by segment visualize the 5 most preferred items for the selected segment. The relative preference is derived from the Probability Scores which represent the relative preference for an item within the evaluated item set. The scores are based on how often an item is chosen as worst and best, and are calculated using a hierarchical Bayes estimation procedure. Data from UK Study

Key Learnings and Findings

How do needs vary across consumers? Health & Sustainability Link (Top and Bottom 2)

Ingredient Inspectors are far more likely to believe there is a link between health and sustainability

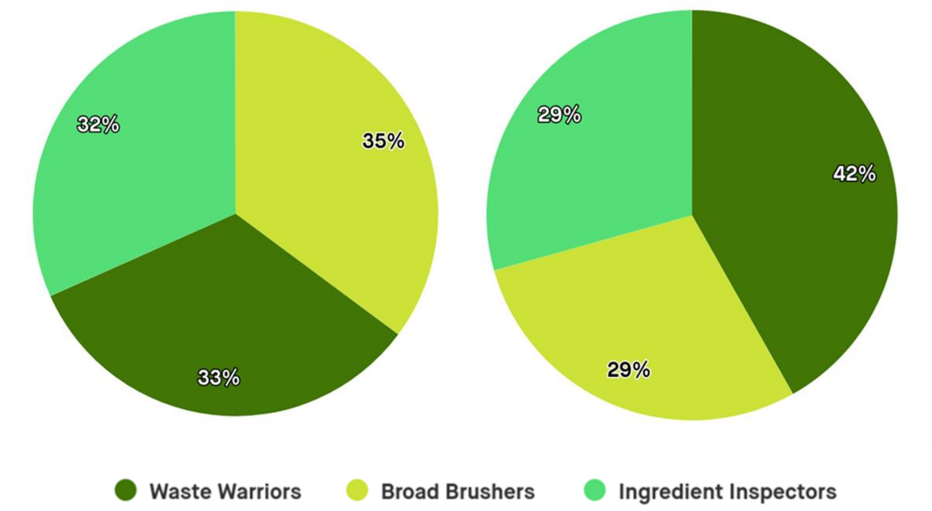


Q7 - Health & Sustainability Link: How connected do you think healthiness and sustainability are when it comes to food? | 1: “1 - Not linked at all” - 5: “5 - Extremely Linked”

Key Learnings and Findings

Did we observe differences in our findings across UK & DE?

We observed the same segment splits across the two countries, but in DE a much larger proportion of the population are Waste Warriors, compared to the UK where we have a more even split



The Segment Shares show the share of each segment. Within the sample each participant is assigned to exactly one segment. Each segment represents a cluster of participants with similar preferences based on the MaxDiff HB probability scores.

Key Learnings and Findings

Did we observe differences in our findings across UK & DE?

UK shoppers are willing to pay more for natural ingredients and sustainable packaging. In DE, there is no difference in the price they expect to pay. German consumers are more engaged in waste separation so would assume this drives an expectation to be a standard

Regular Ketchup

GB
Optimal Price: **1.50 £**

DE
Optimal Price: **1.99 €**

Ketchup with Natural Ingredients

GB
Optimal Price: **1.75 £**

DE
Optimal Price: **2.00 €**

Ketchup with Sustainable Packaging

GB
Optimal Price: **2.00 £**

DE
Optimal Price: **1.99 €**

The optimal price point refers to the price at which an equal number of participants perceive the price as either “too cheap” or “too expensive”. At this point the purchase resistance due to the price is at a minimum.

2022 Consumer Trends in Sustainability

KEY LEARNINGS

Consumers realise the importance of the sustainability challenge and are taking action; most commonly using reusable bags and reducing waste. But, they believe the **responsibility should lie with manufacturers** to take action

Price is the largest barrier to sustainability, so with rising inflation, the balance and goal is to provide sustainable values at a competitive market price.

We found **#3 distinct groups** of consumers, consistent across both the UK & Germany.

IMPLICATIONS

A one-size-fits-all approach to sustainability will not be sufficient, we've found three distinct groups with different needs

Consumers are looking for brands to take actions, as we move into an age where **brands need to contribute to positive societal change**

Come Say Hello

Carl West

Client Development Director
quantilope

George Moore

Senior Research Consultant
quantilope

Thank you and have a great day!