



SUSTAINABILITY: A BETTER WORLD FOR BETTER HEALTH

2021 Global Topic Report – Detailed Outline

We are seeing a paradigm shift among consumers toward a new holistic view on sustainability. The old consumer paradigm of, “I choose to eat what is good for me and also good for the planet” has shifted to “What is good for the planet is also good for me”. Historically, consumers around the world report they were interested in companies, products, and actions that support the environment, but few were willing to pay a premium. As sustainability has morphed from a parallel of healthy nutrition to a fully integrated component of a product’s healthfulness, delivery and price will become less a barrier. In fact, we see sustainability becoming more of a requirement for a healthful definition.

This 2021 report from HealthFocus International takes a deeper look at the topic of the environment and sustainability globally, regionally, and across 22 individual countries to help companies better understand shopper concerns and attitudes—allowing them to connect more powerfully with their targets and bring market solutions faster and more profitably.

MARKETS:

- NORTH AMERICA: USA and Canada
- LATIN AMERICA: Brazil and Mexico
- EUROPE: France, Germany, UK, Spain, and Russia
- MIDDLE EAST & AFRICA: Saudi Arabia, Turkey, and Nigeria
- SOUTH ASIA: India and Pakistan
- EAST ASIA PACIFIC: Australia, China, Indonesia, Japan, Philippines, S. Korea, Thailand, and Vietnam

TOPICS COVERED:

- **Attitudes + Actions**
 - How concerned are consumers about the impact of how food is grown, processed, and delivered on the environment? Which markets stand out in level of concern?
 - Are environmental issues impacting selection of food products?

- Brand influence and paying a premium
 - Concern about food waste
 - Transparency
 - Desire to know where their foods and beverages were grown or produced
 - Demands for social responsibility and buying from companies that support social, community, or environmental interests
 - Concern around the treatment of animals in the food supply
- **Packaging + Plastic**
 - Consumer attitudes and actions around eco-friendly packaging
 - Changing use of non-reusable plastics
 - Concern around plastic waste
 - Influence of environmentally-friendly packaging – and how does it compare to other brand drivers?
 - Paying a premium for environmentally friendly packaging
 - Labeling, Brand Influence, and Paying a Premium:
 - Packaging is made of recycled plastic
 - Packaging can be recycled
 - Packaging does not include plastic
- **Planet + Personal Health Connection**
 - How many consumers believe that what is good for the planet is also good for them?
 - What impact does a healthy environment (e.g., better air quality, no pollution, etc.) have on their overall health?
- **Future Outlook**
 - What are consumers' top concerns for the future?
 - Environmental Goals: What types of things do they wish they could do more often for the environment?