SUSTAINABILITY:
SUSTAINABILITY SOLUTIONS

a 2024 Global Consumer Report
from HealthFocus International

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At the UN climate summit last December, more than 130 countries (collectively responsible for an impressive 70% of the global food supply) pledged to improve the sustainability of agricultural and food-production practices.

"Luckily, many huge companies have already invested financially and functionally to ensure their ingredient supply remains intact, to protect workers in the food system, and to address consumer concerns about the environmental impact of their food choices.

Meanwhile, new brands and niche companies continue to increase consumer options, often promoting their dedication to sustainability as a founding principle that appeals to the sustainability-minded consumer.

In either case, consumers' concerns about sustainability and the environment are increasingly being recognized in the products and brands they choose."

– Julie Johnson, President

This report provides a deeper look at consumer perceptions of sustainability and environmental issues, and how these relate to their food/ beverage choices and dietary habits – globally, regionally, and across 25 individual markets, as well as between key demos.

Our clients use these insights to better understand shopper concerns and attitudes, to reach their target markets more efficiently, more powerfully, and more profitably.

TOPICS COVERED

Some of the many topics addressed in the report:

- The extent to which consumers believe planet health is tied to personal health, and how a healthy environment ranks among other contributors to their overall health
- Current consumer attitudes and actions around sustainability and the environment, and how these impact their food and beverage choices
- Which environmental/sustainability issues concern them most (e.g., food waste, plastic waste, climate change, pollution, animal welfare, soil health, etc.)
- Level of interest in more-sustainable packaging options (e.g., compostable, bio-based, recycled plastic, plastic free, etc.)
- The future outlook: acceptance and interest in food-system innovations, including lab-grown meat, low waste, regenerative agriculture, etc., and which benefits they most hope these innovations will offer
- and much more!

REQUEST DETAILED OUTLINE

REPORT DETAILS

Powering your data-driven decision making with actionable insights from 12,000+ consumers, across 25 countries.

MARKET COVERAGE

NORTH AMERICA
USA
Canada

LATIN AMERICA
Mexico
Brazil

EUROPE
France
Germany
UK
Poland

MIDDLE EAST & AFRICA
Turkey
Saudi Arabia
Nigeria
Egypt

SOUTH ASIA
India
Pakistan

EAST ASIA PACIFIC
Australia
China
Hong Kong
Japan
Thailand
Vietnam
Indonesia
Philippines
Malaysia
Taiwan
South Korea

- **Comprehensive PowerPoint report includes a global analysis and demographic breakouts, along with regional and country details**
- **$7,500 USD** *(inquire for package discounts)*

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