

Eco Worriers: Global Green Behaviour and Market Impact

<https://marketpublishers.com/r/E0884A4AF2BEN.html>

Date: June 2015

Pages: 138

Price: US\$ 1,325.00 (Single User License)

ID: E0884A4AF2BEN

Abstracts

64% of consumers across the world claim that they try to have a positive impact on the environment on an everyday basis. This global report examines how this fledgling mainstreaming of green awareness impacts governments, corporations and consumer buying behaviour in market sectors such as food and drink, apparel, beauty and personal care, home care, tissue and hygiene, transport and the home, and to what extent.

Strategy Briefings offer unique insight into emerging trends world-wide. Aimed squarely at strategists and planners, they draw on Euromonitor International's vast information resources to give top line insight across markets and within consumer segments. Written by some of our most experienced analysts, they are designed as provocations for senior management to use in their own forum, allowing them to stand back and reflect on the behaviour and motivation driving global markets today and tomorrow

Product coverage:

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report

Identify factors driving change now and in the future

Understand motivation

Forward-looking outlook

Briefings and presentation should provoke lively discussion at senior level

Take a step back from micro trends

Get up to date estimates and comment

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Contents

Executive Summary

the Greening of the World: the Eco Worrier Goes Mainstream

Chart 1 "I Try to Have a Positive Impact on the Environment Through my Everyday Actions" 2013

Who Is the Eco Worrier and What Are They Worried About?

Chart 2 Which Green Attributes Would You be Willing to Pay More for? 2013

Impact of Recession - Has Eco-friendly Taken the Hit?

Consumer Priorities - How Does the Environment Stack Up Against Other Buying Factors?

Chart 3 Which of these Factors are Important to You in Purchasing Decisions? 2011+

Food: From Organic To Local

Table 1 Forecast Global Sales of Organic Packaged Food 2014-2019

Home Care: Can Green Products Clean Effectively?

Chart 4 Performance of Leading Green Brands in Home Care in Western Europe 2009-2014

Beauty: Gentle on the Skin, Gentle on the Environment

Chart 5 Global Performance of Selected Natural Positioned Brands 2010-2014

Apparel: the High Street Goes Eco

the Future Is Green

Introduction

Climate Change

Table 2 CO2 Emissions by Country: Top 20, 2013

Table 3 Carbon Footprint of Consumption by Country: Top 20, 2012

Table 4 People at Risk by Country: Top 20 2013

Other Major Environmental Issues

How To Act: the Eco Worrier Response

Euromonitor International Surveys

Factors Affecting Demand

Economic Factors

Table 5 Annual Disposable Income by Country 2009/2014

Table 6 Annual Disposable Income by Country 2014/2019

Spheres of Influence

Government Initiatives and Legislation: Emissions

Government Initiatives and Legislation: Emissions - Carbon Trading

Government Initiatives and Legislation: Emissions - Cfcs and Hcfcs

Government Initiatives and Legislation: Alternative Fuels

Government Initiatives and Legislation: Deforestation

Government Initiatives and Legislation: Ocean Governance

Government Initiatives and Legislation: Energy Efficiency

Government Initiatives Move To City Level

Ngo Initiatives

Summary 1 Major Environmental NGOs 2015

Case Study - Greenpeace

Summary 2 Greenpeace: Primary Issues 2015

Case Study - World Wildlife Fund for Nature

Summary 3 World Wildlife Fund for Nature: Key Campaigns and Initiatives 2015

Grassroots Movements and Consumer Power

Chart 6 Nike: Turnover 1998-2014

Table 7 UK: Spending Credited to Boycotts 2000-2011

Company Initiatives and the Rise of Csr

the Green Consumer

Do Consumers Care About the Environment?

Chart 7 Respondents Agreeing That "I Try to Have a Positive Impact on the Environment Through my Everyday Actions" by Country 2013

Chart 8 Respondents Agreeing That They are Worried About Climate Change, by Country 2013

Chart 9 Respondents Agreeing That "I Try to Have a Positive Impact on the Environment Through My Everyday Actions" by Age Group 2013

Chart 10 Respondents Agreeing That They are Worried About Climate Change by Age Group 2013

Chart 11 Respondents Agreeing That "I Try to Have a Positive Impact on the Environment Through My Everyday Actions" by Income Level 2013

Chart 12 Respondents Agreeing That They are Worried About Climate Change by Income Level 2013

Chart 13 Top 3-5 Phrases of the Year

Does Climate Change Affect the Way We Shop?

Chart 14 Which of These Factors are Important to You in Purchasing Decisions? 2011+

Chart 15 Respondents Considering Green Factors as Important or Very Important by Country 2011+

Chart 16 Respondents Considering Other Factors as Important or Very Important by Country 2011+

Chart 17 Respondents Willing to Pay More for Environmentally/Ethically Conscious Products 2013

Chart 18 Respondents Willing to Pay 50% + More for Environmentally/Ethically Conscious Products by Country 2013

Chart 19 Respondents Willing to Pay 50% + More for Environmentally/Ethically Conscious Products by Age 2013

Chart 20 Respondents Willing to Pay 50% + More for Environmentally/Ethically Conscious Products by Income 2013

Chart 21 Which Green Attributes Would You be Willing to Pay More For? 2013

Chart 22 Consumers Willing to Pay More for Organic Products by Type and Country 2013

Chart 23 Consumers Willing to Pay More for Organic Products by Type and Age 2013

Chart 24 Consumers Willing to Pay More for Organic Products by Type and Income 2013

Chart 25 Consumers Willing to Pay More for Sustainably Produced Products by Type and Country 2013

Chart 26 Consumers Willing to Pay More for Sustainably Produced Products by Type and Age 2013

Chart 27 Consumers Willing to Pay More for Sustainably Produced Products by Type and Income 2013

Chart 28 Consumers Willing to Pay More for Locally Sourced/Manufactured Products by Type and Country 2013

Chart 29 Consumers Willing to Pay More for Locally Sourced/Manufactured Products by Type and Age 2013

Chart 30 Consumers Willing to Pay More for Locally Sourced/Manufactured Products by Type and Income 2013

Table 8 Ethical Behaviour in the UK 2000/2012

Table 9 US: I am Motivated to Buy Environmental Products Because... 2012/2013

Chart 31 US: How Often do You Consider the Environmental Impact of Your Purchasing? 2008/2013

Who Is the Eco Worrier?

Market Impact

Food and Drink

Chart 32 How Important are Green Features When Choosing Fresh Food? 2013

Chart 33 How Important are Green Features When Choosing Packaged Food? 2013

Chart 34 Would You Pay More for Environmentally Friendly Fresh Food? by Country 2013

Chart 35 Would You Pay More for Environmentally Friendly Fresh Food? by Age Group 2013

Chart 36 Would You Pay More for Environmentally Friendly Fresh Food? by Income Level 2013

Chart 37 Which Green Attributes Would You be Willing to Pay More for When Buying Fresh Food? 2013

Chart 38 Which Green Attributes Would You be Willing to Pay More for When Buying Fresh Food? by Country 2013

Chart 39 Which Green Attributes Would You be Willing to Pay More for When Buying Fresh Food? by Age 2013

Chart 40 Which Green Attributes Would You be Willing to Pay More for When Buying Fresh Food? by Income 2013

Chart 41 Would You Pay More for Environmentally Friendly Processed Food? by Country 2013

Chart 42 Would You Pay More for Environmentally Friendly Processed Food? by Age Group 2013

Chart 43 Would You Pay More for Environmentally Friendly Processed Food? by Income Level 2013

Chart 44 Which Green Attributes Would You be Willing to Pay More for When Buying Processed Food? 2013

Chart 45 Which Green Attributes Would You be Willing to Pay More for When Buying Processed Food? by Country 2013

Chart 46 Which Green Attributes Would You be Willing to Pay More for When Buying Processed Food? by Age 2013

Chart 47 Which Green Attributes Would You be Willing to Pay More for When Buying Processed Food? by Income 2013

Organic Food and Drink

Table 10 Global Sales of Organic Packaged Food 2009-2014

Table 11 Forecast Global Sales of Organic Packaged Food 2014-2019

Chart 48 Forecast Growth in Organic Packaged Food by Region 2014-2019

Table 12 Total Sales of Organic Milk in China 2009-2014

Chart 49 Organic/Fair Trade Fresh Produce Share of Total Sales by Category and by Country 2013

Table 13 US: Organic Packaged Food Sales 2009-2014

Other Ethical and Green Choices in Food and Drink

Table 14 Sales of Ethical Food and Drink by Type 2000-2011

Beauty and Personal Care

Chart 50 Would You Pay More for Environmentally Friendly Beauty and Personal Care? by Country 2013

Chart 51 Would You Pay More for Environmentally Friendly Beauty and Personal Care? by Age Group 2013

Chart 52 Would You Pay More for Environmentally Friendly Beauty and Personal Care? by Income Level 2013

Chart 53 Which Green Attributes Would You be Willing to Pay More for When Buying Beauty and Personal Care? 2013

Chart 54 Which Green Attributes Would You be Willing to Pay More for When Buying Toiletries? by Country 2013

Chart 55 Which Green Attributes Would You be Willing to Pay More for When Buying Beauty Products?, by Country 2013

Chart 56 Sales Growth in Brazil for Green Brands vs Overall Beauty and Personal Care Market 2009-2014

Chart 57 Which Green Attributes Would You be Willing to Pay More for When Buying Toiletries? by Age 2013

Chart 58 Which Green Attributes Would You be Willing to Pay More for When Buying Beauty Products? by Age 2013

Chart 59 Which Green Attributes Would You be Willing to Pay More for When Buying Toiletries? by Income 2013

Chart 60 Which Green Attributes Would You be Willing to Pay More for When Buying Beauty Products? by Income 2013

Chart 61 Global Performance of Selected Natural Positioned Brands 2009-2014

Chart 62 Shares of Green/Natural Beauty and Personal Care Brands in Asia Pacific 2009/2014

Chart 63 Performance of Green/Natural Brands in South Korea 2009/2014

Table 15 UK Sales of Ethical Cosmetics 2000-2011
Tissue and Hygiene

Table 16 Brand Shares of Eco-friendly Nappies in Scandinavia 2009/2014
Home Care

Chart 64 Would You Pay More for Environmentally Friendly Home Care? by Country 2013

Chart 65 Would You Pay More for Environmentally Friendly Home Care? by Age Group 2013

Chart 66 Would You Pay More for Environmentally Friendly Home Care? by Income Level 2013

Chart 67 Which Green Attributes Would You be Willing to Pay More for When Buying Home Care? 2013

Chart 68 Which Green Attributes Would You be Willing to Pay More for When Buying Home Care? by Country 2013

Chart 69 Which Green Attributes Would You be Willing to Pay More for When Buying Home Care? by Age 2013

Chart 70 Which Green Attributes Would You be Willing to Pay More for When Buying Home Care? by Income 2013

Chart 71 Sales of Green Home Care Brands in Home Care in North America 2009-2014

Chart 72 Sales of Green Home Care Brands in Home Care in Western Europe

2009-2014

Table 17 Sales of Ethical Cleaning Products UK 2000-2011

Chart 73 UK Growth in Home Care Sales vs Growth in Ecover Sales 2009-2014

Fashion

Chart 74 How Important are Green Features When Choosing Clothing and Shoes?

2013

Chart 75 Would You Pay More for Environmentally Friendly Apparel/Footwear? by Country 2013

Chart 76 Would You Pay More for Environmentally Friendly Apparel/footwear? by Age Group 2013

Chart 77 Would You Pay More for Environmentally Friendly Apparel/Footwear? by Income Level 2013

Chart 78 Which Green Attributes Would You be Willing to Pay More for When Buying Clothing or Footwear? 2013

Chart 79 Which Green Attributes Would You be Willing to Pay More for When Buying Clothing or Footwear? by Country 2013

Chart 80 Which Green Attributes Would You be Willing to Pay More for When Buying clothing or footwear? by Age 2013

Chart 81 Which Green Attributes Would You be Willing to Pay More for When Buying Clothing or Footwear? by Income 2013

Table 18 Sales of Ethical Fashion 2000-2011

Chart 82 H&M Global Apparel and Footwear Sales and Share 2009/2014

Transport

Table 19 Likelihood of Buying a Hybrid Car in the Next 10 Years by Age 2012

Chart 83 Likelihood of Buying a Hybrid Car in the Next 10 Years 2012

Table 20 New Car Registrations by Country 2008/2013

Table 21 Electric Cars: Registrations by Region 2014/2015

Table 22 Electric Cars: Parc by Key Area 2014/2015

Chart 84 Norway: Why did you buy an electric car? 2013

the Home

Chart 85 Half Yearly Electricity Prices for Households in Selected EU Markets

2011-2013

Table 23 Sales of Ethical Home Goods 2000-2011

Outlook and Implications

I would like to order

Product name: Eco Worriers: Global Green Behaviour and Market Impact

Product link: <https://marketpublishers.com/r/E0884A4AF2BEN.html>

Price: US\$ 1,325.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/E0884A4AF2BEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970