

Green Buying Behaviour: Global Online Survey

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Abstracts

The growing emphasis on food safety and environmental issues means that terms such as “green”, “organic”, “locally sourced”, “free range” and “fair trade” have begun to feature increasingly on the labels and ingredient lists of an array of consumer goods. This new report analyses results from Euromonitor International’s 2011 Annual Study of global consumers across eight countries to find out how these factors are guiding shoppers’ purchasing decisions and what this means for marketers.

...

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