

# Megatrends: Understanding Sustainable Consumers 2023

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## Abstracts

Amid rising inflation, consumers are favoring affordable, sustainable solutions and adopting greener lifestyles. For businesses, it's crucial to segment consumers based on their eco-friendly traits and preferences. This report provides insights into the top five global Sustainable Consumer Types, leveraging data from Euromonitor International's Voice of the Consumer: Sustainability Survey.

Euromonitor International's Sustainability reports allows to hear the voice of the industry by exploring specific industry related trends, business campaigns, and attitudes and expectations for sustainability from industry leaders in 5 regions. Reports monitor the levels of sustainability adoption across countries and product categories. Reports also allows to discover where companies and brands lead in terms of a sustainable product portfolio and which ones are falling behind. Use it to learn more about consumers' evolving attitudes, expectations and adoption of sustainability across key global markets.

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

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Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

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