

Sustainability in Australia

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Abstracts

The majority of consumers want to have a positive impact on the planet, driving sustainable shopping habits. Over half of Zero Wasters will pay more for sustainable goods, especially food and beverages, with claims such as Natural and Vegetarian appealing. Over two-thirds of consumers actively recycle, creating opportunity for Staple Foods to focus on recyclable messaging, its least widely available claim. Higher prices for products from Sustainable Sources (Packaging) among Dairy Products and A...

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.

Why buy this report?

Get a detailed picture of the Sustainability market;

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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