

Sustainability in Germany

<https://marketpublishers.com/r/S62F491449B4EN.html>

Date: December 2023

Pages: 45

Price: US\$ 2,100.00 (Single User License)

ID: S62F491449B4EN

Abstracts

Over half of German consumers reduce food waste and plastic use, while being wary of their impact on the planet; shaping sustainable shopping decisions. Due to the rise of consumers avoiding meat, with over 30% being Meat Avoiders, Vegan and Vegetarian claims are rising, with Vegan being the fastest-growing claim across several sectors. The offering of sustainable packaging appeals to the increasing number of Zero Waste consumers, while implementing the Rainforest Alliance claim aligns with over...

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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