

Sustainability in South Korea

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Abstracts

While reducing food waste and recycling are well-established green habits, many consumers are apathetic, believing their actions make no difference. This creates opportunities to focus on actionable sustainable claims and campaigns, highlighting their environmental impact. Over a third of consumers are Zero Wasters, resonating with recycling and sustainably sourced claims, with many willing to pay more for products with sustainable features. No GMO claims are widely available, driving sales acro...

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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