

Global Green Marketing Market 2018 by Manufacturers, Countries, Type and Application, Forecast to 2023

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Abstracts

Green marketing consists of marketing products and services based on environmental factors or awareness. Companies involved in green marketing make decisions relating to the entire process of the company's products, such as methods of processing, packaging and distribution. These practices may fall under the broader umbrella of environmental, social and governance (ESG) criteria, which is a set of socially responsible steps that firms can undertake. Green marketing, here, means that producers use environmentally friendly processes in production, such as recycling water, using renewable energy or reducing carbon dioxide emissions.

SCOPE OF THE REPORT:

This report studies the Green Marketing market status and outlook of Global and major regions, from angles of players, countries, product types and end industries; this report analyzes the top players in global market, and splits the Green Marketing market by product type and applications/end industries.

Green marketing is a form of remodeling the existing methodology and modifying the production process in order to seek an appropriate fit between currently practiced procedures and ecological marketing. It is a type of environmental marketing that eliminates all the causes that pollute the surroundings, thereby making it unfit for human living. Green marketing finds alternative ways, rather than refocusing and reforming the previous procedures. It is defined as marketing of products in an environmentally safer manner.

The global Green Marketing market is valued at xx million USD in 2017 and is expected to reach xx million USD by the end of 2023, growing at a CAGR of xx% between 2017 and 2023.

The Asia-Pacific will occupy for more market share in following years, especially in China, also fast growing India and Southeast Asia regions.

North America, especially The United States, will still play an important role which cannot be ignored. Any changes from United States might affect the development trend of Green Marketing.

Europe also play important roles in global market, with market size of xx million USD in 2017 and will be xx million USD in 2023, with a CAGR of xx%.

Market Segment by Companies, this report covers

Jamie Oliver

Toyota Prius

Timberland

Method Products

Starbucks

Ben&Jerry's

Whole Food

Johnson&Johnson

Market Segment by Regions, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, UK, Russia and Italy)

Asia-Pacific (China, Japan, Korea, India and Southeast Asia)

South America (Brazil, Argentina, Colombia)

Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria and South Africa)

Market Segment by Type, covers

Broker

Reseller

Manufacture

Market Segment by Applications, can be divided into

Health

Food & Agriculture

Natural Resources & Environment

Industrial Processing

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