Sustainable Food And Drink Lovers Attracted By Perceived Superior Quality

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Consumer demand for sustainable food and drink continues to grow, and companies are increasing the supply, as Mintel Global New Products Database (GNPD) has tracked more than 13,000 new sustainable food and drink products since 2005.

While 84% of consumers say they regularly buy green or sustainable food and drink, some are unaware of what the claims actually mean.

â€œPackaging claims such as â€˜recyclableâ€™ or â€˜eco- or environmentally friendlyâ€™ are fairly well known to consumers, sustainable product claims such as â€˜solar/wind energy usageâ€™ or â€˜Fair Tradeâ€™ have yet to enter the mainstream cons consciousness,â€• David Browne, senior analyst at Mintel points out.
â€œThey may have heard of the terms, but theyâ€™d be hard-pressed to define them.â€•

Of those surveyed, 40% have never heard of the solar/wind energy usage claim. The 37% that have say theyâ€™ve never purchased food or drink bearing the claim.

Reduced carbon footprint/emissions is another lesser-known claim, as 32% have never heard of it. Thirty-four percent say theyâ€™ve never heard of the Fair Trade claim.

So, why do they buy?
According to Mintel research, 45% of sustainable food and drink users cite a perceived belief in superior quality as the reason behind their purchases.

Meanwhile, 43% say they buy sustainable food and drink because theyâ€™re concerned about environmental/human welfare and 42% say theyâ€™re concerned with food safety.

â€œThese reasons vary in importance across different demographics. Whatâ€™s most important to young adults may not be th primary deciding factor for affluent consumers,â€• notes David Browne. â€œMarketers should consider this in their claims closely; noting that health, welfare, and safety are important for nearly all consumers.â€•

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