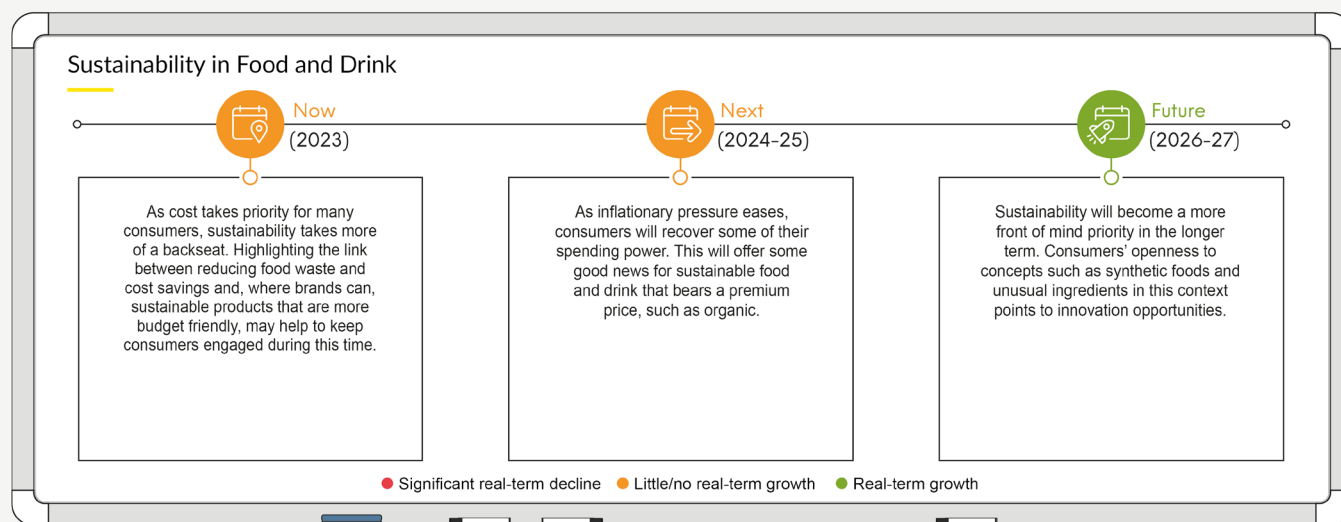


SUSTAINABILITY IN FOOD AND DRINK

UK, 2023

“As people are prioritising making their budgets go further amidst the income squeeze, sustainability has become less of a focus for many. However, helping consumers to reduce food waste, eco labelling and synthetically produced foods and drink are all areas that pique consumer interest, and represent avenues for brands to explore in the longer term.”

THE FIVE-YEAR OUTLOOK FOR SUSTAINABILITY IN FOOD AND DRINK



Source: Mintel, January 2023

COMBATTING FOOD WASTE APPEALS TO CONSUMERS

Consumer interest in sustainability related claims

While combatting food waste is on leading food brands and retailers' agenda, developing initiatives within this that benefit consumers and highlighting these will win favour in the short term. Exploring where 'use by' dates can be safely removed and highlighting how using 'wonky' produce and/or surplus ingredients in products keeps prices low hold untapped potential.



Base: 1,564 internet users aged 16+ who choose food/drink products with sustainability claims | Source: Kantar Profiles/Mintel, August 2022

SYNTHETIC YET SUSTAINABLE HOLDS POTENTIAL

Consumer interest in sustainable, synthetically produced products

While naturalness is typically highly valued by consumers in food and drink, a spotlight on their green credentials offers a powerful means to drive acceptance of synthetically made products. Agreement rises amongst younger consumers, suggesting that a growing share of the population should come to welcome the concept over time.

46%

Say they would prefer a sustainable, synthetically produced food or drink product over a less sustainable, naturally produced one

63%

Of 16-34s agree

Base: 1,564 internet users aged 16+ who choose food/drink products with sustainability claims | Source: Kantar Profiles/Mintel, August 2022

CONSUMERS SEEK CLARITY AND REASSURANCE FROM CERTIFICATIONS

Consumer interest in labelling and certifications

Simple and comparable labelling is in high demand, highlighting how difficult it can be for consumers to weigh up green credentials. External certifications have a significant role to play in driving consumer trust in sustainability claims. Driving awareness of the standards required to achieve these certifications is needed to engage consumers who are ambivalent about such schemes.

59%

Think a 'traffic light' style label that consolidates all sustainability information would be helpful

51%

Say external certifications make sustainability claims more trustworthy

Base: 2,000 internet users aged 16+ | Source: Kantar Profiles/Mintel, August 2022

THANKS, GET IN TOUCH



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