



FAIRTRADE

# THE INCREASING VALUE OF SUSTAINABILITY AMONG CONSUMERS

As part of the EU-funded 'Trade Fair, Live Fair' project, a survey was conducted in 2018 among +5,000 consumers in Germany, France, Italy, Spain and UK.

Results showed that consumers were deeply concerned and wanted brands and governments to step up their efforts to protect the environment and tackle social challenges along global supply chains.

In August 2020, a follow-up survey was carried out with the same number of participants in the same countries to learn about their purchasing practices in the last twelve months.

The findings show that concerns about sustainability choices have grown among consumers in all five countries.

## IN THE LAST TWELVE MONTHS...

- ▶ **More than half of all consumers** asked, purchase food and drink products that are made in an environmentally sustainable way and are packaged in recyclable materials. Italian citizens of all ages showed a high response rate when making environmentally sustainable purchasing choices.
- ▶ Regardless of age, income and gender, **41% of those surveyed said that they tried to purchase products with a Fair Trade and/or Organic certification.** 45% of UK participants in the higher and medium income brackets said they had purchased Fair Trade products during the previous 12 months.
- ▶ Fair living wages and safe working conditions for workers, as well as ensuring no adverse effects on the environment or on animal welfare are among important criterias when buying food and drink products.
- ▶ Almost half the respondents **have tried to not to purchase food and drink items whenever they had concerns that these might have an impact on the environment or on society.** For this question, the youngest age bracket (16-24 years) showed a higher response rate in comparison with the medium age group (35-44 years), when it comes to the environment.
- ▶ Although many consumers in the surveyed countries said that sustainable products are important for them, on average, **four out of ten people admitted to purchasing their food and drink products at a reduced price or when they were on special offer.**
- ▶ While the age and gender groups do not show major differences, an important criteria for this decision are lower incomes (up to €18,000). German consumers scored the lowest for this question – 35 percent.



## CONSUMERS' PREFERENCE WHEN SHOPPING

## CONSUMERS ARE CALLING BRANDS TO ENSURE TRANSPARENCY AND RESPECT FOR HUMAN RIGHTS ALONG SUPPLY CHAINS

- ▶ 77 percent of consumers want food brands to tell them where the ingredients in their products come from. That's up from 73 percent in 2018. Besides greater transparency, consumers also want to know what companies do to reduce their waste (70 percent), whether or not they have environmental policies (66 percent) and how they maintain diversity and inclusion within their businesses (59 percent).
- ▶ 50 percent of participants demand that the food and drinks they buy are produced in ways that respect human rights, including providing living wages, not using child/forced labour and ensuring safe working conditions. Nearly five out of ten do not want chemicals that are harmful to the environment or to consumers in their food and drinks.

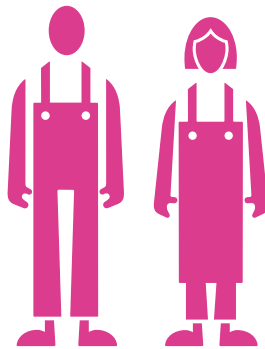
77%

OF CONSUMERS WANT FOOD BRANDS TO TELL THEM WHERE PRODUCT INGREDIENTS COME FROM



50%

OF CONSUMERS WANT TO KNOW IF HUMAN RIGHTS OF PEOPLE WHO PRODUCE THEIR FOOD WERE RESPECTED



## CONSUMER EXPECTATIONS OF GOVERNMENTS AND BRANDS CONTINUE TO RISE

- ▶ According to the results of the survey, 74 percent consumers want governments to make it easier to purchase food that has been produced in a sustainable way. That's three percentage points higher than the figure for 2018 – an indication that more shoppers are leaning towards sustainable options over time and calling governments to make sustainable choices more widely available.

74%

OF CONSUMERS WANT GOVERNMENTS TO MAKE IT EASIER TO PURCHASE SUSTAINABLE FOOD



### CALL TO CONSUMERS!

#### RESEARCH METHODS

This survey was conducted by Ipsos MORI and Fashion Revolution in August 2020 as part of an endline study for the EU-funded Trade Fair, Live Fair' project. This project brings together 31 partner organizations from the Fair Trade and Ethical Fashion movements across Europe. Online interviews were carried out among 5,446 adults aged from 16-75 years in Germany, France, Italy, Spain and UK in 2020, and compared with the responses of 5,509 surveyed in 2018.

The survey results on food and drinks were analysed by Guzali Matniyazova, EC DEAR Project Manager at **Fairtrade International**

The findings related to clothing will be analysed and published by Fashion Revolution

### CHANGE YOUR BUYING HABITS. TOGETHER WE CAN ACHIEVE MORE!

Consumer demand is a powerful instrument for change. When shoppers ask for more transparency, more climate-friendly and more Fair Trade products, retailers take action. There is still a lot of progress to be made on encouraging responsible purchasing behaviours, ensuring that the human rights of those at the end of supply chains are respected and that our environment is protected.

For this to happen, consumers, governments and companies all have an important role to play.

For more information on the 2018 survey, click [here](#).



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