

# Conscious Consumption's Impact on Food and Nutrition

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# INTRODUCTION

Scope Summary

## CONSCIOUS CONSUMPTION SCOPE

Conscious consumption, a growing concern for millennials Consumers are expecting involvement from companies in multiple fields Social concerns are rising with COVID-19 Environmental concerns force adaptation Animal welfare spurs alternatives success

## IMPACT ON ETHICAL CLAIMS

Sustainable sourcing opens up opportunities Scrutiny around environmentally-friendly claims rises Sustainable packaging challenged by COVID-19 Free range, a key claim for poultry-based products

#### CONSCIOUS CONSUMPTION AND COMPANIES' STRATEGIES

Research and development grows in traditional meat alternatives Sustainable cocoa sourcing, a real challenge for confectionery players Ingredients for conscious food consumption Despite COVID-19, plastic reduction remains a priority Packaging reduction in evidence across markets

#### CONCLUSION

Willingness to pay more for ethical food differs depending on region... ...as does the impact of conscious consumption on food Product Claims and Positioning methodology

#### FOR FURTHER INSIGHT PLEASE CONTACT

Giuseppe Parlato Research Analyst, Food and Nutrition giuseppe.parlato@euromonitor.com www.linkedin.com/in/grparlato

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