

# Purpose-Driven Food Consumers Target Group Developments During COVID-19

April 2022

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## INTRODUCTION

Scope

Key findings

## WHAT HAS BEEN THE EFFECT OF COVID-19 ON CONSUMER PREFERENCES?

Growth in number of respondents engaged with environmental action

Free and money-saving activism for the environment most common

Environmental activity engagement has plummeted

Booming engagement with some social actions during the pandemic

Globally declining room for charitable giving hurts sustainability premium

Donation popularity in developed markets goes against global decline

War in Ukraine contributes to a further priority shift in Europe from green to social

The long-term trend towards greater social attention

Fewer consumers willing to pay than the share influenced

Meat reduction trend remains strong in key markets

## IS FOOD LABELLING KEEPING UP WITH CONSUMER DEMAND?

Little correlation between supply and demand of environmental claims

Fairtrade carries additional cost and is mostly used for premium products

## OUTLOOK

Inflation unlikely to impact willingness to pay sustainability premium

Cost-efficient sustainability measures secure traction among mid-segment

Companies need to align CSR strategy with consumers' shifting priorities

## APPENDIX

Overview of Lifestyles survey

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