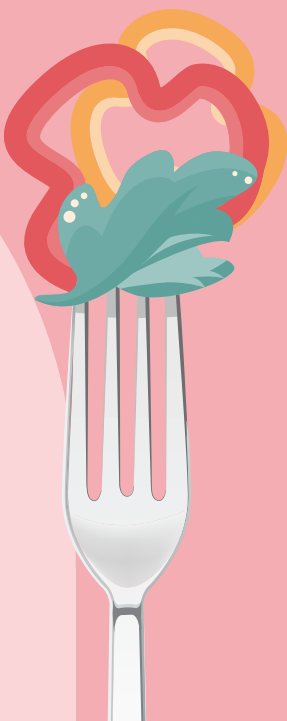


Sustainability segmentation

Grocery & food



As the cost-of-living crisis escalates, many consumers face extreme trade-offs. Some are skipping meals to keep the lights on, while others face a choice between food, fuel, rent, medical care and more.

We've identified seven consumer segments based on their awareness, knowledge, ability to care and behaviours in order to understand how do these segments intentions and actions towards sustainability vary across the grocery and food sector.

When it comes to their grocery shopping, consumers are looking for 3 main criteria

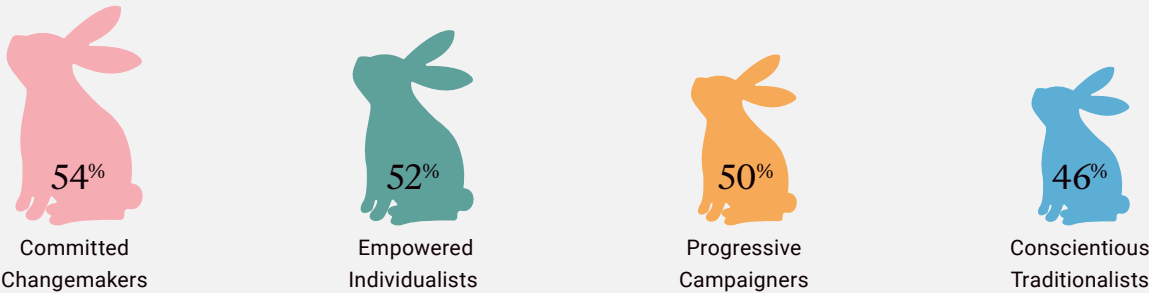


But how are our segments behaving?

Our dietary habits confirm that we are predominantly a meat-eating society



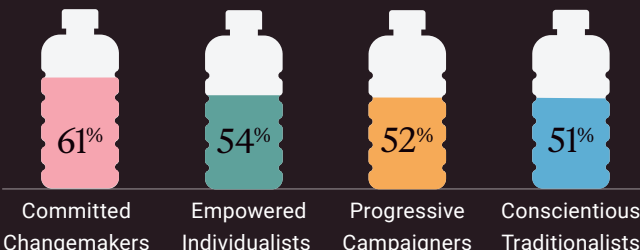
Cruelty-free certification matters most to the four most sustainably active segments



Plastic is not fantastic!

54%
Feel that to buy their favourite food they can't avoid buying it in plastic packaging

Consumers try to look for food with minimal plastic packaging where possible



Waste not

78%

Plan their meals in advance to make the most of the food they buy.
Conscientious Traditionalists lead the way for this behaviour, with 84% planning ahead to avoid wastage.

Want not

40%

Of **Empowered Individualists** and **Sidelined Strivers** regularly throw away leftovers or food past its sell-by date.

So what can brands do?

Grow awareness of cost-saving choices - flexitarian, vegetarian and vegan diets are cheaper

Promote sustainability by highlighting benefits for your health, wallet, and the planet

Sustainability certifications need stronger marketing efforts to achieve cut through

Rethink product design and lifecycle to support more sustainable food production

Partner with retailers to support meal planning and help reduce food waste

Continue to invest in diversifying away from plastic packaging

Savanta is helping brands understand consumer actions and attitudes to sustainability through a robust multi-market study to identify and understand seven consumer segments, placing a particular focus on how sustainably people say they behave day-to-day versus what they actually do.

This report is based on the findings of a survey of 12,016 adults aged 18+ in the United Kingdom (5,005), United States (5,006) and Canada (2,005). Data are weighted to be representative of age, gender, region and social grade (UK) or income/education (US and Canada).