

Kerry's research reveals consumers' expectations increased around sustainability for food and beverage products

06 July 2021 | News | By Poonam Bhosale

Consumers seek more significant and meaningful sustainability benefits from their food and beverage products



Kerry, the world's leading taste and nutrition company, has today released new research* which reveals that consumers' expectations around sustainability are rapidly evolving with a growing number demanding increased sustainability benefits from their food and beverage products.

The survey of over 14,000 consumers across 18 countries uncovers key consumer associations with sustainability and is one of the largest surveys of this type ever to be undertaken. The research shows that 49% of consumers are now considering sustainability when buying food and drink and that their understanding of the issue is evolving from environmental and social responsibility to including sustainable wellbeing and sustainable nutrition.

This means that typical associations with sustainability such as sustainable packaging and environmental preservation are now considered to be standard for many consumers. Consumers, particularly those in more sustainability-mature markets such as United Kingdom, Benelux and France are now considering sustainability as something that directly impacts them, and upon which they can have an impact, such as food waste reduction, personal health and nutrition and clean label claims such as 'locally sourced,' 'no artificial ingredients' and 'organic.' Sustainability is top-of-mind for consumers around the globe, with the research revealing that 84% of consumers believe it is important for each person to contribute to sustainability. However, three in four relegate the primary responsibility to the industry. The largest barrier to adopting sustainability remains consumers' lack of understanding of their personal impact on the planet.

Commenting on the study results, Soumya Nair, Insights Director, from Kerry said:

“This research has unveiled some really surprising results that have positioned sustainability as a must-have rather than a differentiator among consumers. It’s interesting to see the rise of intrinsic associations of sustainability in not only mature sustainability markets like the United Kingdom, Benelux and France, but across all countries. These sustainability-minded consumers are actively seeking out food and beverage products that have a significantly positive impact on the planet as well as on their personal health and wellbeing, seeking products with clean label claims and locally sourced ingredients. In addition, the different expectations between consumer demographics shows how consumers expect companies to do more outside of issues such as sustainable packaging, carbon emissions and water conservation.”