

# Delivering clarity in your sustainability claim

A Mintel Purchase Intelligence exploration





### Sustainability isn't speaking - it's screaming



**UN Sustainable Development report**Ranked Australia as having done the least out of 193 countries to combat climate change.



Australia National Plastic Plan
Targets include the phasing out of EPS
consumer packaging and an undertaking to
make all plastic packaging reusable,
recyclable or compostable by 2025.



Halving 7.3 million tonnes of annual food waste
OzHarvest and Monash Sustainable
Development Institute released a report with recommendations for national action on food waste.



### Consumers expect brands to provide hope for the future

**CLIMATE CHANGE** 

37%

of Australian consumers believe Australia is already suffering from climate change. ACT NOW

**42%** 

of Australian consumers agree that if we act now we still have time to save the planet.

**ENVIRONMENT PROTECTION** 

**67%** 

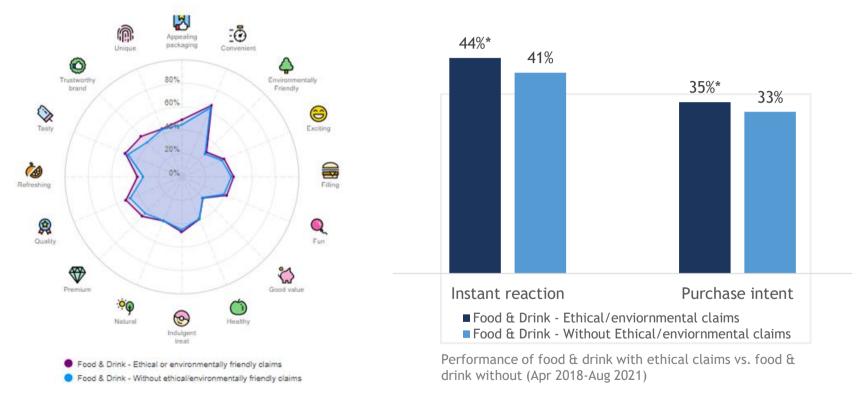
of Australian consumers strongly or somewhat agree that companies/brands can be leaders in protecting the environment.

Base: Australia: 500 internet users aged 18+, 1,000 internet users aged 18+

Source: Dynata/Mintel



#### Ethical food & drink needs an eco makeover

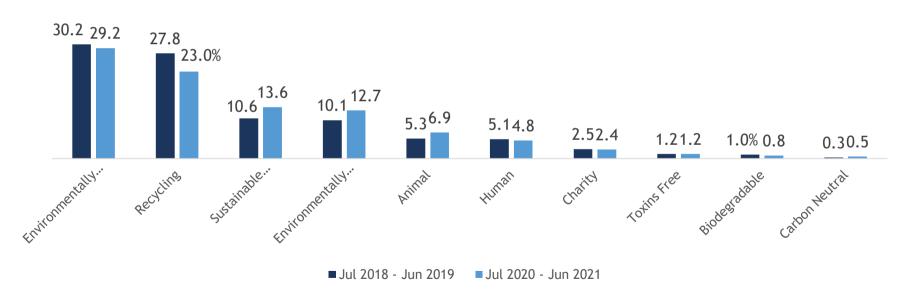


Base: 1,097,400 AU internet respondents aged 16+ reviewing food and drink with ethical claims; 1,544,500; reviewing food and drink without ethical claims (Apr 2018-Aug 2021)



#### Sustainable habitat and animal welfare claims are on the rise

AU & NZ: % of new food and drink launches with an ethical/environmental claim, 2018 - 2021





Source: Mintel GNPD



### Which product scores highest on "environmentally friendly"?



Beerenberg Australian Orange Blossom Honey Environmentally friendly score: 65%



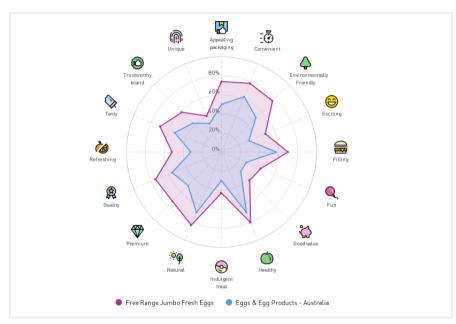
Happy Hens Free Range Jumbo Fresh Eggs Environmentally friendly score: 76%



Just Water Berry Infused Spring Water Environmentally friendly score: 62%



#### Happy Hens crack the code to eco friendliness



Perception Happy Hens Free Range Jumbo Eggs vs. Eggs & Egg Products (April 2018 - Aug 2021)

"I usually only buy free range eggs and am happy to pay the extra premium to support the free range lifestyle of the birds."

Female, SA, 16-34

"Free range eggs are more eco-friendly than cage eggs, so it would be a good purchase. The packaging is also appealing."

Female, VIC, 16-34



Base: AU internet respondents aged 16+ reviewing Happy Hens Free Range Jumbo Eggs 100, reviewing eggs & egg products 16,500 (Apr 2018 - Aug 2021)

# Consumers recognise their role in sustainability, but would like a little help

**EDUCATION** 

44%

of New Zealand consumers agree its hard to know which factors have the most impact on the environment (eg food waste, energy use)

RECYCLING

54%

of Australian consumers agree that food and drink brands need to make it easier to recycle their products INDIVIDUAL BEHAVIOUR

44%

of Australian consumers agree that their behaviour can make a positive impact on the environment



Base: New Zealand: 1,000 internet users aged 18+, Australia: 1,000 internet users aged 18+, Australia: 500 internet users aged 16/18+

Source: Dynata/Mintel

#### Consumers are missing the opportunity to Terracycle



L'Or Espresso Origins Collection Espresso Coffee Capsules



Terracycle process guide available on Terracycle website

L'Or Espresso Origins Collection Espresso Coffee Capsules

Environmentally friendly score: 26%

Coffee pods category environmentally friendly score: 27%

"it concerns me that the pods are just thrown into landfill" Female, VIC, 55+

"I refuse to buy anything in those aluminium pods!"

Female, Tasmania, 35-54



Base: AU internet respondents aged 16+ reviewing L'OR Espresso Origins Collection 100, reviewing coffee pods 39,000 (Apr 2018 - Aug 2021)

#### Woolworths deliver compostability



Macro Wholefoods Market Certified Organic Strong Industrially Compostable Coffee Capsules

24% of Australian consumers agree that coffee packaging which can be recycled is important to them when choosing an at home coffee product.

"love that it is compostable, I worry alot about the eco impact of my coffee drinking habits" Female, VIC, 16-34

"Nespresso compatible - and recyclable/compostable - brilliant" Male, VIC, 55+

Compostable pods environmentally friendly score: 44%

Coffee pods category environmentally friendly score: 27%



Base: AU respondents aged 16+ Macro Wholefoods Industrially Compostable Coffee Capsules 100, reviewing coffee pods 39,000 (Apr 2018 - Aug 2021)

#### Flinders + Co promote complete carbon neutral transparency



Flinders + Co Carbon Neutral Lamb Loin Chops (\$13.32 AUD: 0.44kg)



"The World's First Carbon Neutral Meat Company"

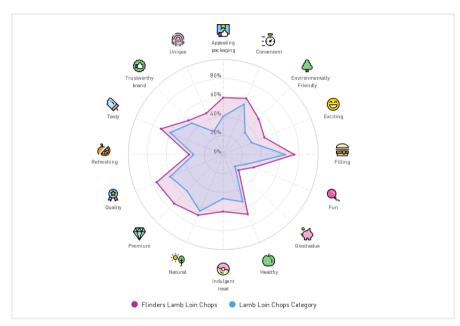
"Carbon consultants calculated the carbon footprint of different production systems, and applied the most appropriate ones to the systems our suppliers use."

"We don't cherry pick. We decided to do every kilo of product we sell. I look at it as a marketing expense and my goal is that for every dollar I spend on our carbon program I want to get an extra hundred dollars in revenue."

James Madden, CEO, Flinders + Co



#### The power of three: taste, quality and sustainability



Attribute perception: Flinders Lamb Loin Chops vs. Lamb Loin Chops Category (Apr 2018-Aug 2021)

"I love that it is carbon neutral and restaurant quality. It looks like a great quality piece of meat and the price is pretty competitive."

Female, Australian Capital Territory, 35-54

"like lamb for starters and particularly like the fact that this is a carbon neutral product. A bit expensive but sold well."

Male, Tasmania, 55+

Flinders Lamb Loin Chops Purchase Intent: 42%

Lamb Loin Chops Category Purchase Intent: 35%



Base: AU respondents aged 16+ Flinders + Co. Carbon Neutral Lamb Loin Chops 100, reviewing lamb loin chops 400 (Apr 2018 - Aug 2021)



## Mintel Recommends

Make your claim clear
Products with sustainability claims
are not adequately expressing their
eco credentials versus those without.
Prominent front of pack copy that
includes clear sustainability
terminology e.g. 'compostable' or
'carbon neutral' can help consumers
identify sustainability efforts. Back of
pack can be used to elaborate on
complex messages.

For the full report, please drop us an email to





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