

The Ethical Food Consumer - UK - April 2019

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“Widespread consumer doubts over whether their buying choices truly make a difference make it crucial for companies to explain to consumers the benefits to wider society of buying certified products. This would serve both to reassure the doubtful and tap into the strong feel-good factor around ethical food and drink.”

– **Alice Baker, Research Analyst**

This report looks at the following areas:

- Various options for companies to overcome the price barrier
- Educate consumers about ethical food and drink to boost uptake
- Need to reassure consumers that their actions make a difference

Buying of ethically certified food and drink is widespread. Retail value sales of products with selected ethical certifications also saw strong growth over 2018-23. However, price considerations remain a barrier to buying of ethical food and drink, and the sector stands exposed should disposable household incomes come under pressure in the coming years.

Animal welfare, and environmental and health concerns are among key reasons for buying ethical food and drink. Reflecting this, environmentally friendly packaging and limiting food waste stand neck-and-neck as being cited widely as influencing food and drink buying.

There is widespread uncertainty among consumers over what the different ethical certifications stand for and whether their buying choices make a difference. This makes it imperative for companies to explain clearly to consumers the principles underpinning ethically certified products and the benefits to wider society of buying these products.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Free-range is the most widely bought food with ethical certification

Various factors underpin buying ethical food and drink

Price is the principal barrier to buying ethical food and drink

Animal welfare, packaging and food waste are key influences on food and drink buying

Ethical aspects encourage loyalty and spark the feel-good factor

Future direction of the economy is crucial for ethical food and drink

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