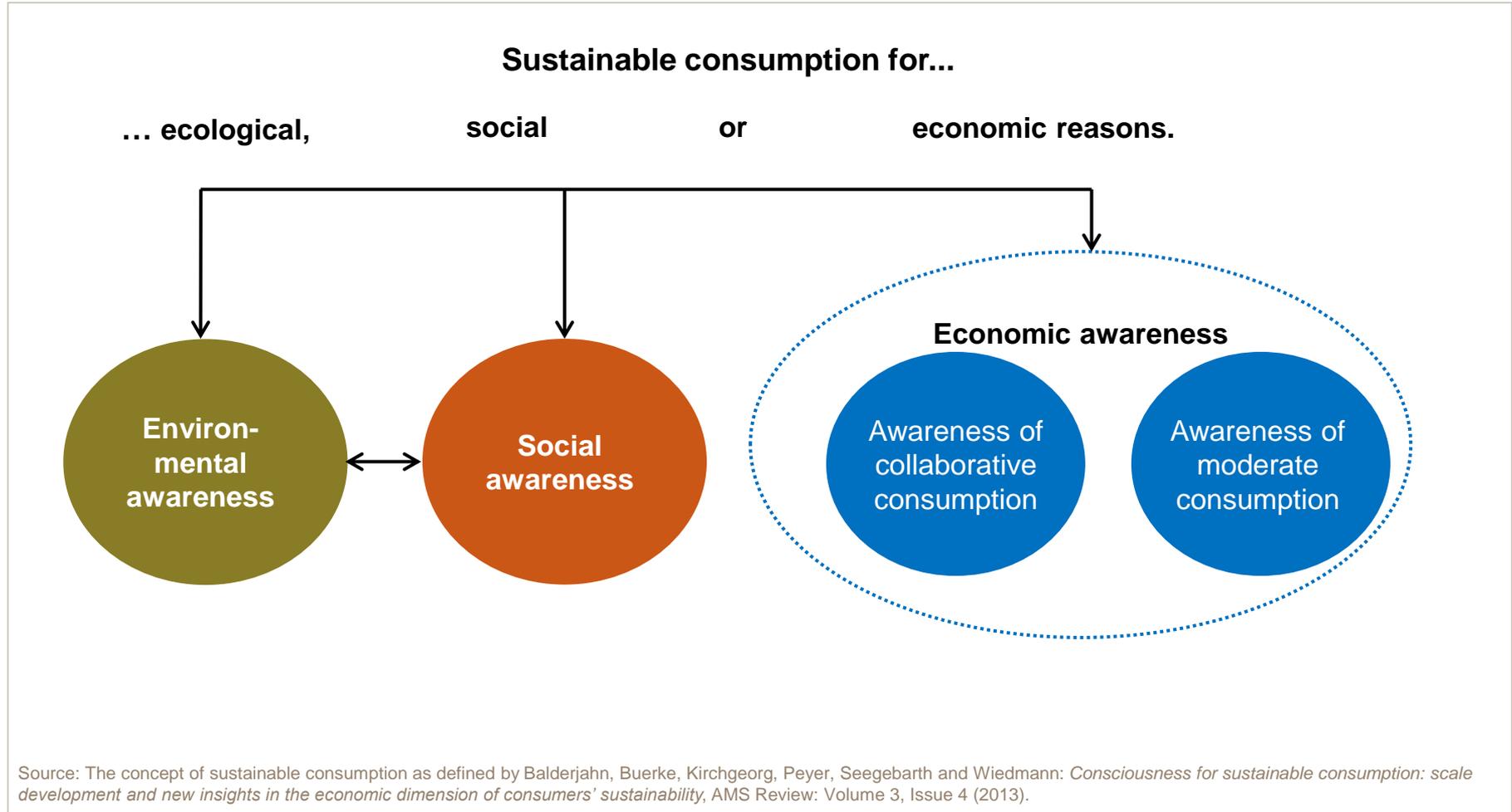


The three pillars of sustainability

Key aspects of conscious sustainable consumption



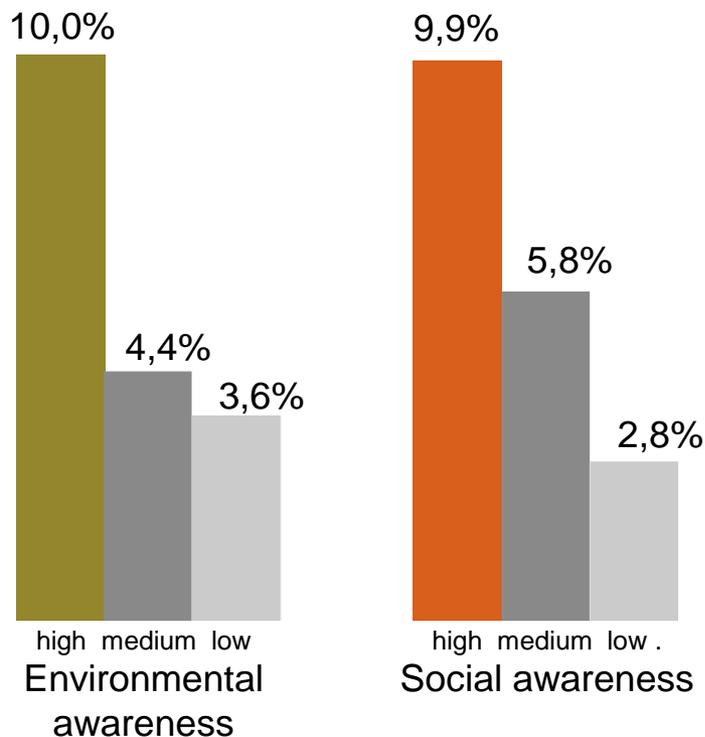
Source: The concept of sustainable consumption as defined by Balderjahn, Buerke, Kirchgeorg, Peyer, Seegebarth and Wiedmann: *Consciousness for sustainable consumption: scale development and new insights in the economic dimension of consumers' sustainability*, AMS Review: Volume 3, Issue 4 (2013).

More than just lip service: Environmentally and socially aware consumers spend more money on organic and Fairtrade products

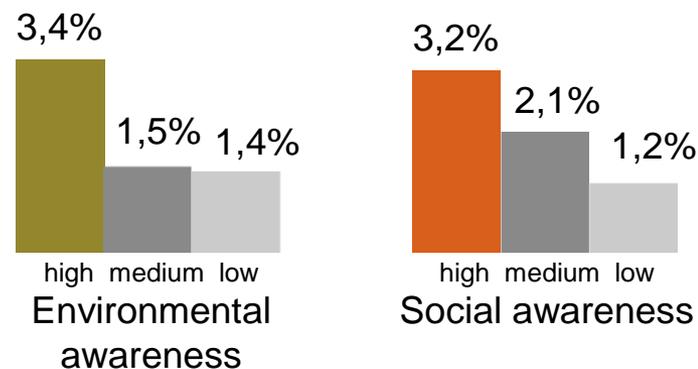
Share of expenditure on organic and Fairtrade products in 2014 by sub-group

Level of environmental/social awareness: Consumers categorized in tertiles (three groups of equal size)

Percentage of expenditure on organic products across 8 product groups* by sub-group



Percentage of expenditure on Fairtrade products across 6 product groups** by sub-group



* Bananas, eggs, fruit juices, yogurt, coffee, milk, ice cream, chocolate bars

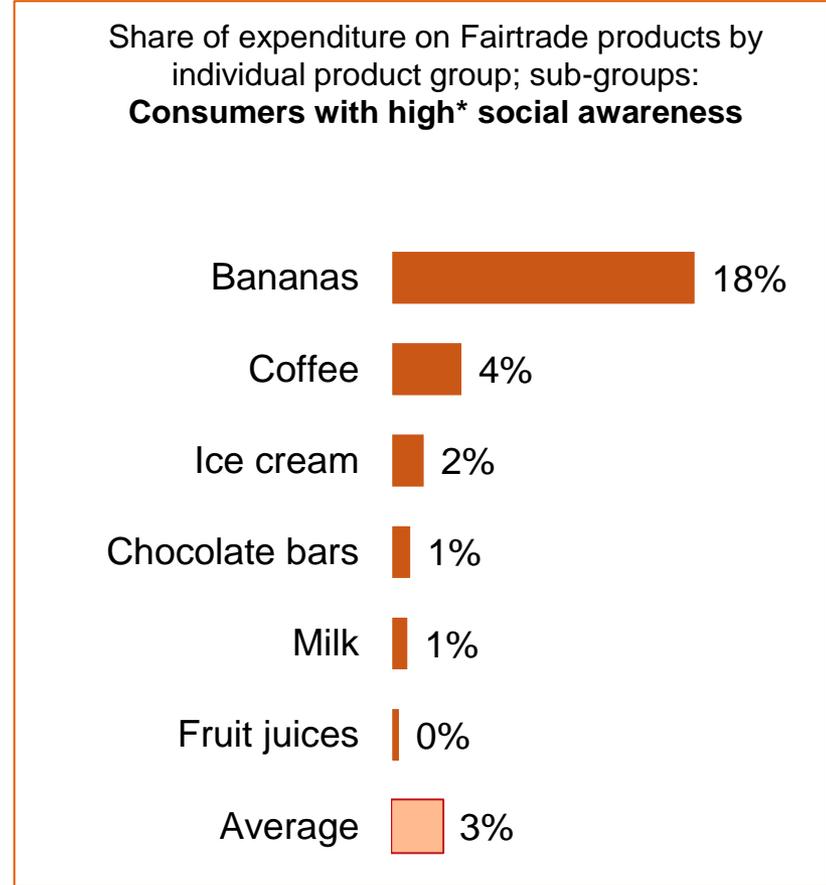
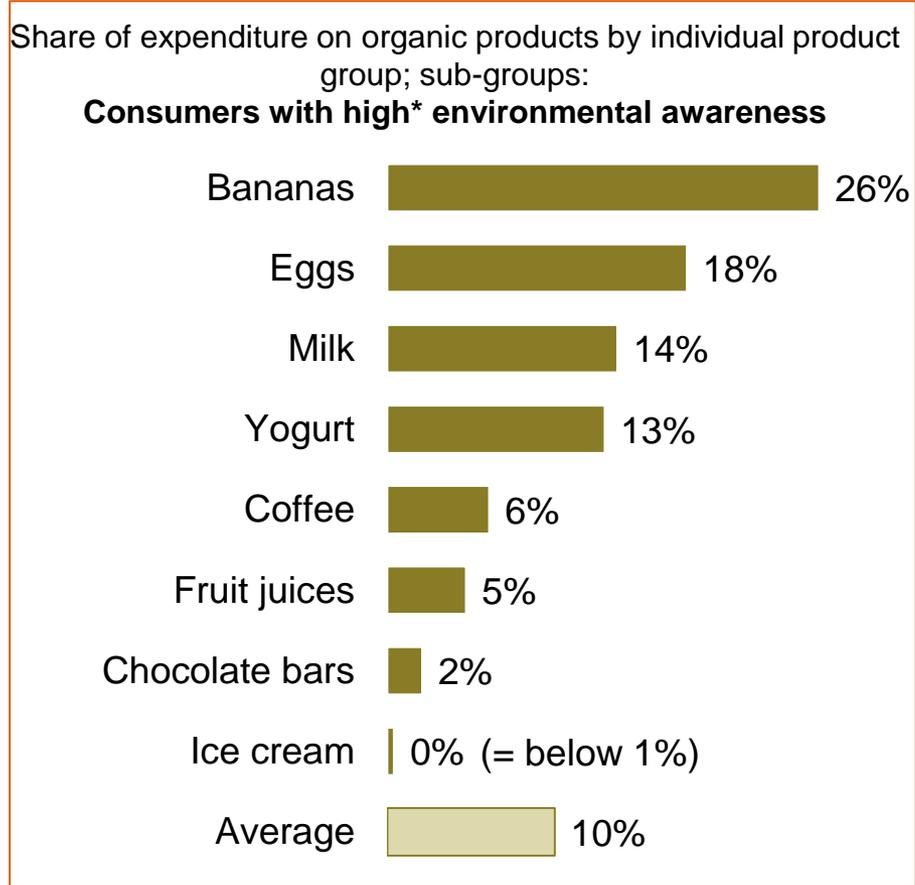
** Bananas, fruit juices, coffee, milk, ice cream, chocolate bars

Sources: Data from the GfK Household Panel, n=3,335 households (heads of household); the concept of sustainable consumption as defined by Balderjahn et al. (2013)

Organic bananas, eggs, milk and yogurt are purchased relatively often by conscious consumers; same applies to Fairtrade bananas

Proportion of expenditure on organic and Fairtrade products in groups with high levels of sustainability awareness

Level of awareness: Upper tertile of consumers (three groups of equal size); Figures in % (rounded)



* Upper tertile

Sources: Data from the GfK Household Panel, n=3,335 households (heads of household); the notion of sustainable consumption as defined by Balderjahn et al. (2013)

Study description

Method

Partial sample of 3,335 individuals from the GfK Household Panel

GfK Household Panel: 30,000 heads of household (representative of the German resident population) regularly and punctually record all of their purchases of various daily consumer goods. In addition to contextual information such as shopping location, date and other information (e.g. price, discount), EAN barcodes for every product bought are scanned and recorded.



WHO?



WHAT?



WHEN?



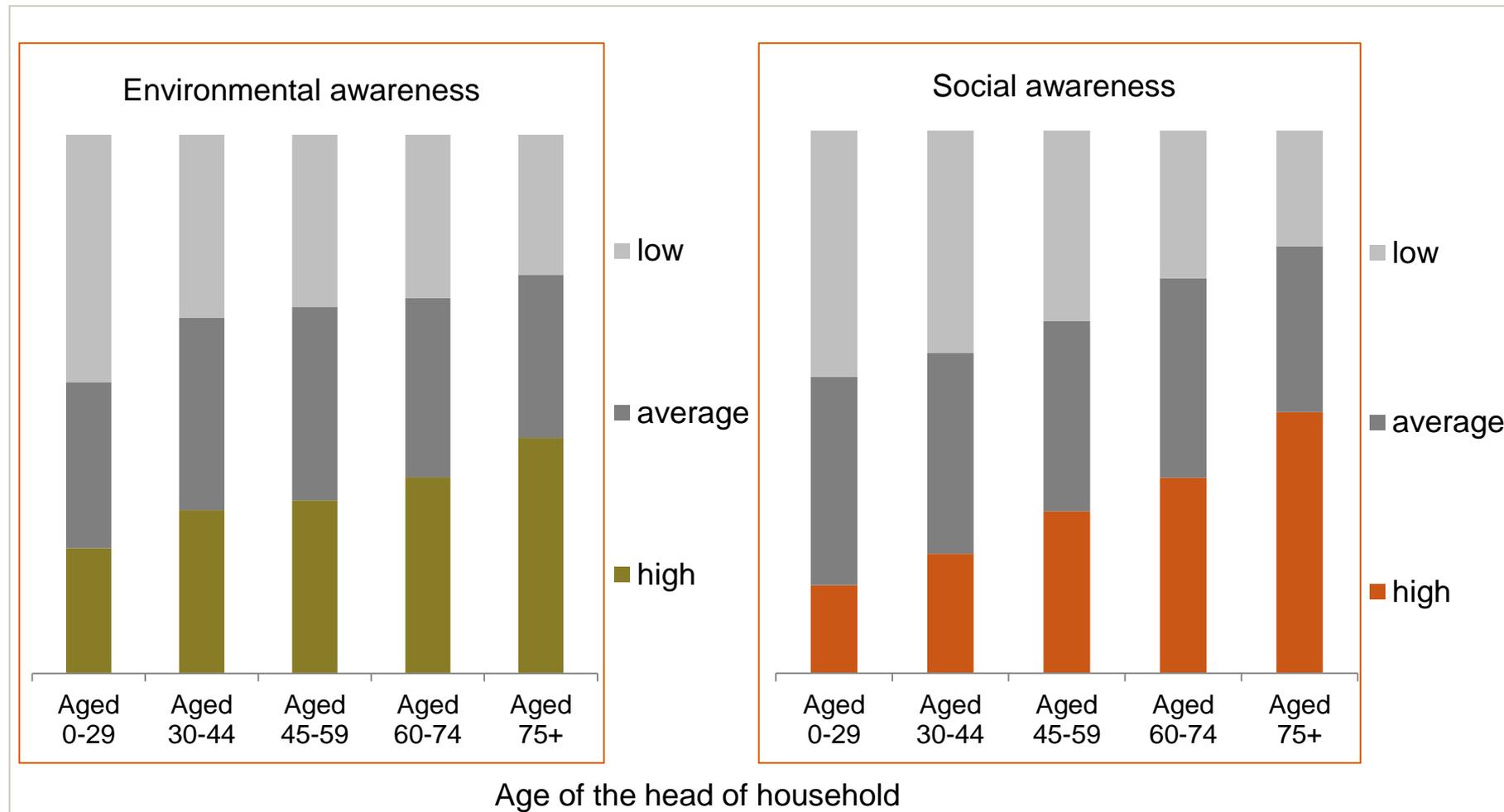
WHERE?



Background information: Number of environmentally/socially aware heads of household is higher among older consumers than younger

Environmental/social awareness by age

Percentage distribution of environmental/social awareness by age group



Sources: Data from the GfK Household Panel, n=3,335 households (heads of household); the concept of sustainable consumption as defined by Balderjahn et al. (2013)