NEW CONSUMER SEGMENT #1

ACTIVE AMBASSADORS

SEGMENT SIZE 8%

High engagement in all aspects of health and environment. Very willing to take action, challenge boundaries and influence others. Top score on belief that environment issues impact on health.

CHANGE INDEX

47% plan to change at least two things to live in a more environmentally sound way

68% plan to change their exercise or food habits or both to live more healthily

GENDER

Male	Female
46%	54%

AGE

16-24	15%
25-34	27%
35-44	27%
45-54	15%
55-65	10%
66+	5%

EDUCATION

Low	1%
Medium low	20%
Medium high	52%
High	26%

Children under 18 in home	52%

More urban

OVER-INDEXING COUNTRIES

Indonesia	India	China	Brazil
11%	11%	14%	12%

OVER-INDEXING FIGURES ARE HIGHLIGHTED IN RED THROUGHOUT

LIFESTYLE

- 93% believe environmental issues have a high impact on health
- 80% actively try to influence their friends with their views
- 20% already have a fully healthy lifestyle
- 21% already have an environmentally sound lifestyle

BARRIERS

ENVIRONMENT

Lack of waste management where I live

HEALTH

Healthy food is not widely available where I live

Have fewer barriers since they already live a healthy/environmentally sound lifestyle

BEHAVIOUR

ENVIRONMENT

- I engage with communities that really stand for improving the environment
- I express my thoughts and beliefs around the environment on social media, blogs etc
- I actively seek new experiences with less impact on the environment

HEALTH

- I use the latest trends and findings to improve my health
- I always love to test my boundaries and experience new and exciting activities that improve my health

PACKAGES

- Will pay more for environmentally sound packaging
- Believe recyclable and reusable packages are good for health
- Will buy more sustainable packaging

PRODUCT ATTITUDES

- Would sacrifice convenience for environmentally sound products
- Strongly believe that meat-based is bad for health and the environment
- Will buy more environmentally sound products, eat more organic and buy more second-hand

PRODUCT FEATURES

Natural ingredients
Organic
Locally sourced

GOOD FOR HEALTH & ENVIRONMENT

100% juice

SOURCES FOR ADVICE/INSPIRATION

ENVIRONMENT

NGOs, scientists, brands

HEALTH

NGOs, scientists, school

NEW CONSUMER SEGMENT #2

PLANET FRIENDS

SEGMENT SIZE 14%

Engaged and willing to take action about the environment. Also high engagement on most aspects of health, particularly for peace of mind. Less inclined to challenge boundaries, try new things and act as influencers.

CHANGE INDEX

42% plan to change at least two things to live in a more environmentally sound way

68% plan to change their exercise or food habits or both to live more healthily

GENDER

Male	Female
45%	55%

AGE

16-24	15%
25-34	22%
35-44	24%
45-54	16%
55-65	12%
66+	10%

Children under 18 in home	37%

More small urban areas

EDUCATION

Low	2%
Medium low	24%
Medium high	56%
High	19%

OVER-INDEXING COUNTRIES

Spain	Brazil	UK
28%	20%	18%

LIFESTYLE

- 72% believe environmental issues have a high impact on health
- 57% actively try to influence their friends with their views
- 18% already have a fully healthy lifestyle
- 22% already have an environmentally sound lifestyle

BARRIERS

ENVIRONMENT

Costs too much

HEALTH

Costs too much

Have fewer barriers since they already live a healthy/environmentally sound lifestyle. Feel guilty about the environment

BEHAVIOUR

ENVIRONMENT

- I am adopting ways of reducing my negative impact on the environment
- I actively seek new experiences with less impact on the environment
- I need to understand the impact of environmental issues before acting

HEALTH

- Good health positively impacts my well-being: I feel less stressed

PACKAGES

- Will pay more for environmentally sound packaging
- Will use less plastic and buy more sustainable packaging
- Will recycle more

PRODUCT ATTITUDES

- Would sacrifice convenience for environmentally sound products
- Strongly believe that meat-based is bad for health and the environment
- Believe unprocessed/raw is good for health
- Will reduce overall consumption and reduce food waste

PRODUCT FEATURES

Recyclable packages
Plant-based
Unprocessed/raw

GOOD FOR HEALTH & ENVIRONMENT

Oat drinks
Coconut drinks

SOURCES FOR ADVICE/INSPIRATION

ENVIRONMENT

NGOs, scientists

HEALTH

Scientists, doctors

NEW CONSUMER SEGMENT #3

HEALTH CONSCIOUS

SEGMENT SIZE 10%

Aware and engaged about environment, but even more so about health. Prepared to try new things, and to pay more and sacrifice convenience for healthy products. Particularly influenced by social media and forums. Follow trends, but not trend-setters.

CHANGE INDEX

37% plan to change at least two things to live in a more environmentally sound way

70% plan to change their exercise or food habits or both to live more healthily

GENDER

Male	Female
49%	51%

AGE

16-24	20%
25-34	25%
35-44	25%
45-54	14%
55-65	9%
66+	7%

Children under 18 in home	46%

EDUCATION

Low	1%
Medium low	20%
Medium high	60%
High	19%

OVER-INDEXING COUNTRIES

China

24%

LIFESTYLE

70% believe environmental issues have a high impact on health

66% actively try to influence their friends with their views

15% already have a fully healthy lifestyle

16% already have an environmentally sound lifestyle

Strong personal views about health, eg "Looking good & being healthy are strongly

BARRIERS

ENVIRONMENT

No over-indexing attribute

HEALTH

Healthy food is not widely available where I live

Will use cars less

BEHAVIOUR

ENVIRONMENT

No over-indexing attributes

HEALTH

I am using the latest trends and findings to improve my health

PACKAGES

Believe packages from renewable sources are good for the environment

PRODUCT ATTITUDES

More willing to sacrifice convenience and pay more for healthier products

Will buy more environmentally sound products

PRODUCT FEATURES

Organic
Natural ingredients

GOOD FOR HEALTH & ENVIRONMENT

Soy drinks
White milk

SOURCES FOR ADVICE/INSPIRATION

ENVIRONMENT

Social media/forums, politicians

HEALTH

Social media/forums

NEW CONSUMER SEGMENT #4

FOLLOWERS

SEGMENT SIZE 31%

Engage enough with health and environmental issues to feel guilty about both, but not inclined to change behaviour or try new things. Need to know more and be persuaded and energised to act. Sizeable mainstream cohort with interesting potential.

CHANGE INDEX

29% plan to change at least two things to live in a more environmentally sound way

67% plan to change their exercise or food habits or both to live more healthily

GENDER

Male	Female
51%	49%

AGE

16-24	18%
25-34	24%
35-44	21%
45-54	18%
55-65	12%
66+	8%

EDUCATION

Low	2%
Medium low	27%
Medium high	54%
High	17%

Children under 18 in home	37%
More rural	

OVER-INDEXING COUNTRIES

South Korea	Indonesia
52%	36%

LIFESTYLE

- 59% believe environmental issues have a high impact on health
- 40% actively try to influence their friends with their views
- 12% already have a fully healthy lifestyle
- 16% already have an environmentally sound lifestyle

BARRIERS

ENVIRONMENT
- Costs too much

HEALTH
- Costs too much
- Healthy food is not tasty

Want to live with minimal impact on the environment, but not yet actively doing so. Feel guilty about both health and environment. Aware that a change is needed. Claim they will start by exercising more and taking up yoga/mindfulness

BEHAVIOUR

ENVIRONMENT
- I randomly make choices that are good for the environment – but only when it suits me
- I need to understand the impact of environmental issues before acting

HEALTH
- Good health positively impacts my well-being: I feel less stressed

PACKAGES

- Believe that reused packs might be bad for health and the environment

PRODUCT ATTITUDES

- Prioritise avoiding products that are bad for health over buying products that are good for health
- Strongly believe that meat-based is bad for both health and the environment
- Will eat more healthily, reduce food waste and decrease overall consumption

PRODUCT FEATURES

Seasonal food
Fairtrade

GOOD FOR HEALTH & ENVIRONMENT

Packaged water

SOURCES FOR ADVICE/INSPIRATION

ENVIRONMENT
- TV/radio or none

HEALTH
- TV/radio or none

NEW CONSUMER SEGMENT #5

SCEPTICS

SEGMENT SIZE 18%

Lower engagement on both health and environmental issues. Cautious about technology and social media. Not inclined to challenge boundaries or try new things. Will only change when it fits their lifestyle.

CHANGE INDEX

19% plan to change at least two things to live in a more environmentally sound way

55% plan to change their exercise or food habits or both to live more healthily

GENDER

Male	Female
55%	45%

AGE

16-24	18%
25-34	23%
35-44	20%
45-54	17%
55-65	11%
66+	11%

EDUCATION

Low	2%
Medium low	30%
Medium high	49%
High	18%

Children under 18 in home	41%

More small urban areas and rural

OVER-INDEXING COUNTRIES

US	UK	Saudi Arabia
30%	25%	20%

LIFESTYLE

- 51% are tired of the fuss about the environment
- 34% actively try to influence their friends with their views
- 16% already have a fully healthy lifestyle
- 13% already have an environmentally sound lifestyle

BARRIERS

ENVIRONMENT

- "They put my sorted waste together anyway so why bother?"

HEALTH

- A healthy lifestyle would be too boring
- Healthy food is not tasty

More than average say they don't care about the environment or don't believe their lifestyle affects it. But many say that a healthy lifestyle is important. Score low on changes for the future

BEHAVIOUR

ENVIRONMENT

- I go with the flow and do what my friends do
- I randomly make choices that are good for the environment – but only when it suits me
- I am aiming at going back to basics and detaching from technology and social media

HEALTH

- No over-indexing attributes

PACKAGES

- Believe that reused packs might be bad for health

PRODUCT ATTITUDES

- Prioritise avoiding products that are bad for health over buying products that are good for health
- Believe new technology is a risk for health and plan to reduce time online
- Believe meat-based food is good for health

PRODUCT FEATURES

Locally sourced
Seasonal food
Vitamins-added

GOOD FOR HEALTH & ENVIRONMENT

Cheese

SOURCES FOR ADVICE/INSPIRATION

ENVIRONMENT

Retailers, family/friends, politicians, doctors – or none

HEALTH

Retailers, politicians, family/friends

NEW CONSUMER SEGMENT #5

LAGGARDS

SEGMENT SIZE 18%

Low knowledge of/interest in all aspects of health and environment. Sceptical of new technology. Claim willingness to take action and challenge boundaries, but score low on planned changes for the future and high on "live for today". Actively try to influence others.

CHANGE INDEX

16% plan to change at least two things to live in a more environmentally sound way

42% plan to change their exercise or food habits or both to live more healthily

GENDER

Male	Female
52%	48%

AGE

16-24	20%
25-34	31%
35-44	25%
45-54	15%
55-65	5%
66+	3%

EDUCATION

Low	4%
Medium low	23%
Medium high	50%
High	22%

Children under 18 in home	49%
More urban	

OVER-INDEXING COUNTRIES

Saudi Arabia	India	Brazil
46%	22%	20%

LIFESTYLE

42% believe environmental issues have a high impact on health

57% actively try to influence their friends with their views

12% already have a fully healthy lifestyle

8% already have an environmentally sound lifestyle

PACKAGES

No over-indexing attributes

BARRIERS

ENVIRONMENT

They put my sorted waste together anyway

I'm too busy to focus on the environment

I don't know how to be more environmentally sound

HEALTH

A healthy lifestyle would be too boring

I want to live a healthy life but don't know how

I have more focus on my children's health than mine

Above average say they don't care about the environment and that healthy lifestyle unimportant

PRODUCT ATTITUDES

New technology is a risk for personal health

Strongly believe that meat-based food is good for health and the environment

BEHAVIOUR

ENVIRONMENT

I go with the flow and do what my friends do

I randomly make choices that are good for the environment – but only when it suits me

I am aiming at going back to basics and detaching from technology and social media

HEALTH

No over-indexing attributes

PRODUCT FEATURES

Vitamins-added
Meat-based

GOOD FOR HEALTH & ENVIRONMENT

Flavoured milk

SOURCES FOR ADVICE/INSPIRATION

ENVIRONMENT

Retailers, brands, family/friends, politicians, doctors, school – or none

HEALTH

Retailers, politicians, brands, school – or none