
Win in the green space

How to find your
sustainable opportunity
space in times of
uncertainty

GfK Consumer Life



Why sustainability now?

A global trend that shows no signs of slowing



Sustainability a fast-growing purchase driver

- Climate change is a top 3 concern in W-Europe in 2022 - stable versus last year and only topped by inflationary / financial concerns.
- There is a notable growth in sustainable attitudes and behaviors
- 39% of Western Europeans take environmental protection into consideration when making purchase decisions
- 63% buy only what they need to reduce wasteful consumption



Bringing business imperative to the global demand for action

- 69% of Western European consumers agree that it is important that companies take environmentally responsible actions
- By 2030, 50% of global population will be eco-active
- Eco-actives bound to be worth well over €1 bn globally in FMCG by 2030 and more than 700 bn in technical consumer goods



Impact of cost-of-living crisis – 2022 a pivotal year

- 61% of Europeans are financially affected or concerned because of the crisis
- Affordability is the no.1 barrier to buying green
- Shoppers that are struggling financially can't afford to care (right now). Climate change drops as a concern on their list.

GfK offers several angles from which to tackle sustainability

You can choose the angle(s) that are most relevant to you at the moment



Choose as many out of the three angles as you like



Discover how to leverage sustainability in your category



Learn the competitive position of your brand(s)



Find the right sustainability target group for your brand(s)

Discover how to leverage sustainability in your category

GfK Green Sector Briefs

Sector briefs help you leverage sustainability in your category

What's in it for you?



Most relevant category insights

Where does the environment rank as a purchase driver?



Which relevance sustainability should have in your business strategy

Which eco aspects are most relevant?



Which sustainable product features need to be developed first

Willingness to pay sector sustainability premium?



Whether you can expect a financial gain from playing sustainability right

Sources of information regarding eco impact?



Where to communicate

In detail: Report content and investment

GfK Green Sector briefs



Content in detail:

Sector User Profile

- Who they are (important demographics)
- Position on sustainability (knowledge, concerns)

Corporate Expectations

- Top responsibilities and expectations of companies
- Industry ratings on sustainability

Sustainability purchase impact within sector

- Context: Where environment ranks as a purchase driver
- Important eco aspects in sector purchase decision
- Sources of info for learning about sector eco impact
- Willingness to pay sector sustainability premium



Investment per sector

- € 5.500
- Includes PPT Insights report with summary and recommendations
- As well as an online presentation of the results



Exemplary output of the sector brief

Example: Fashion



Demographic profile

Demographic characteristics of Germans who bought clothing in the past 6 months

72% of German have bought clothing in the past 6 months

Compared with 73% total population

Marital Status

- Single (never married) 25%
- Married 45%
- Civil union/living together 13%
- Separated/divorced/widowed 15%

7/26/2022 GfK Green Gauge GfK Consumer Life Germany Green Gauge® Report

Treat your target group as ecologically versed consumers

They feel they know quite a bit. While a third concede that they know only a little or nothing about environmental problems, they don't seem to see this as an issue. The vast majority of Gen X fashion buyers cannot be persuaded to do more for the environment by being

20% of Fashion buyers would do more for the environment but I don't know how

7/26/2022 GfK Green Gauge Plus study 2022 SS14; GG_3 Top; GfK Consumer Life Germany Green Gauge® Report

Stepping up for the environment appeals to your target group

They appreciate companies being forced to publish impact statements, responsible sourcing. Half of them claim companies should educate them – but only 20% say they would do more for the planet if they knew how

Require annual environmental impact statement

It is important that companies responsible for the environment

Large companies have a greater responsibility

Companies should educate consumers

Interested in buying products from companies that

New technologies

Will not buy from companies that

Will invest in companies that

Interested in a job/career at a company that

Prefer to buy from those who

7/12/2022 GfK Green Gauge Plus study 2022 SS14; GG_3 Top; GfK Consumer Life Germany Green Gauge® Report

Ideally start with (further) optimizing manufacturing

Fashion buyers consider it the most important stage from an ecological standpoint. In manufacturing, delivery and disposal, try to keep transporting distances as short as possible – and communicate this to your target group

Stages at which it is most important for the environment to be environmentally friendly

Manufacturing stage	45%
Use stage	22%
Disposal	15%

7/26/2022 GfK Green Gauge Plus study 2022 SS14; GG_3 Top; GfK Consumer Life Germany Green Gauge® Report

Environmental impact can differentiate your brand

While the main purchase factors are quality, comfort and price, these are must-haves that every brand (including you) has to deliver on to be considered. Fabric/ texture, look and style, ease of cleaning and eco-friendliness are all v

Important factor in clothing purchase decision

- Comfort
- Fabric/ texture
- Look and style
- Ease of cleaning
- Eco-friendliness
- Price
- Quality
- Brand reputation
- Environmental impact / its effect on the environment
- Past experience with brand
- The brand's communication
- Well-known
- I want to be seen
- Recommendation
- Offers subscription

7/26/2022 GfK Green Gauge Plus study 2022 SS11 (Germany filter); GfK Consumer Life Germany Green Gauge® Report

Packaging is your main eco lever for clothing

Minimal and recyclable packaging are by far the most important green factors for your target. While they are concerned about microplastic, only a third pay attention to natural materials – which is below the total eco fashion buyers. In general, Gen X eco fashion buyers are less picky than average

Important environmental aspects in clothing purchase decisions (among those who consider the environment important)

Minimal packaging	85%
Recyclable packaging	80%
Natural materials	35%
Microplastic-free	30%
Other	10%

■ Total eco fashion buyers

7/26/2022 GfK Green Gauge Plus study 2022 SS43 (Germany filter); filtered on respondents who listed "environmental impact" as a purchase factor for clothing; GfK Consumer Life Germany Green Gauge® Report

Fictitious data

Available for the following 10 sectors

Other categories available upon request



In-Depth Sector Coverage



Automotive



Major appliances



Small appliances



Home electronics



Personal electronics



Pre-packaged foods



Personal care/beauty product



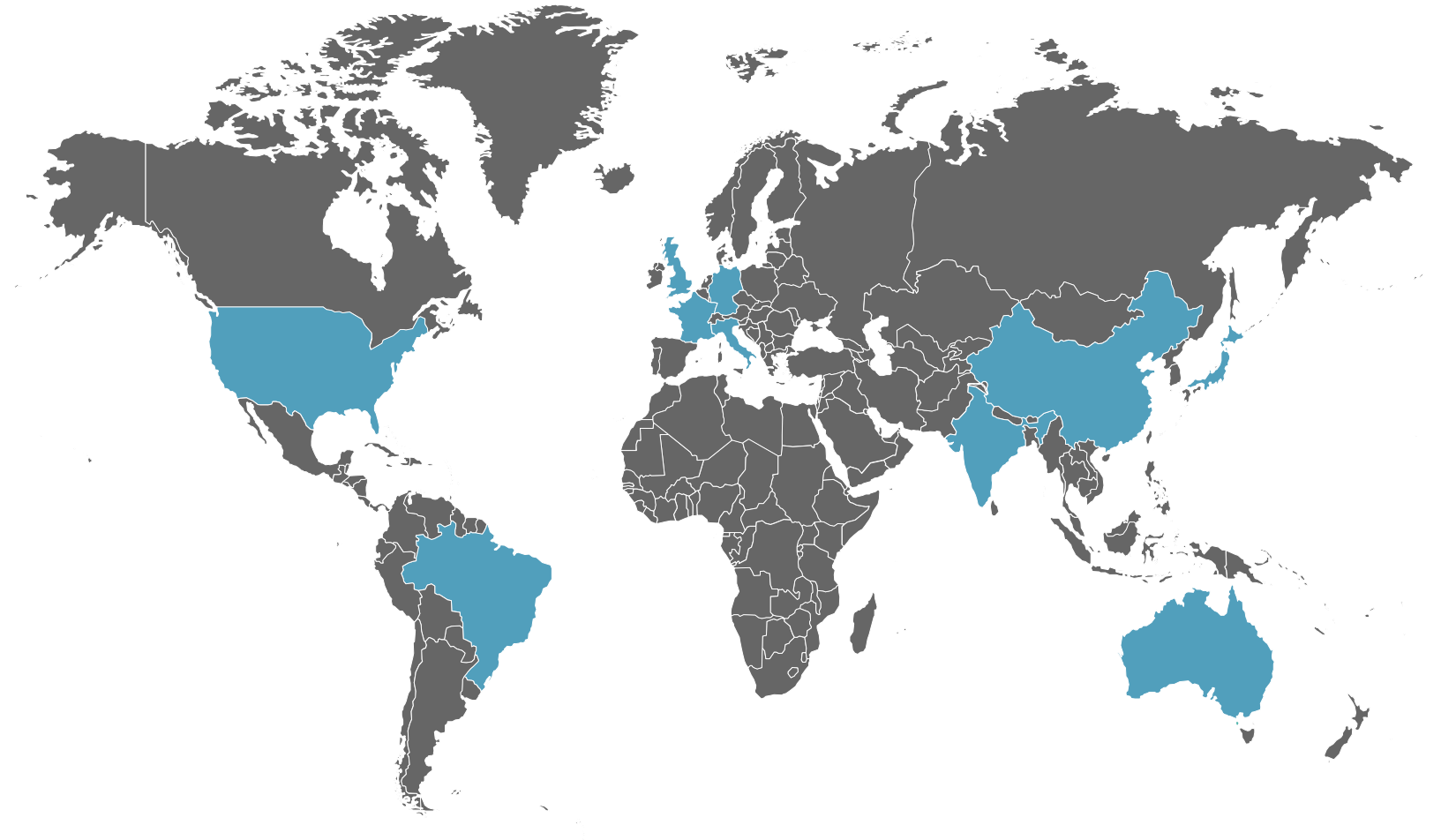
Apparel/clothing



Home cleaning and care



In addition to Germany, green sector briefs are available in 9 other countries



2022 Coverage

Sample = 1000 per market

- Australia
- Japan
- Brazil
- China
- India
- Germany
- UK
- France
- Italy
- US

Learn the competitive position of your brand(s)

Brand performance module

Brand performance module tells you how you measure up

What's in it for you?



Most relevant insights

How does your brand perform against green category expectations? How are your competitors measuring up?



Who your biggest competitor is in the green space

What green strengths you should communicate

What green weaknesses you should mitigate

Where there are white spaces in the market you can claim

In detail: Report content and investment

Brand performance module



Content in detail:

Your brand's performance on

- Rating of overall sustainability
- Cross-category sustainability expectations
- Sustainability expectations in your category
- All of these aspects in comparison to the performance of your key competitors

GfK Green Gauge lens, per segment

- Awareness and consideration of all brands
- Popularity of all brands (first choice)
- Overall rating of your brand on sustainability against the competition



Investment for Germany

- € 7.500
- Includes PPT Insights report with summary and recommendations
- As well as an online presentation of the results



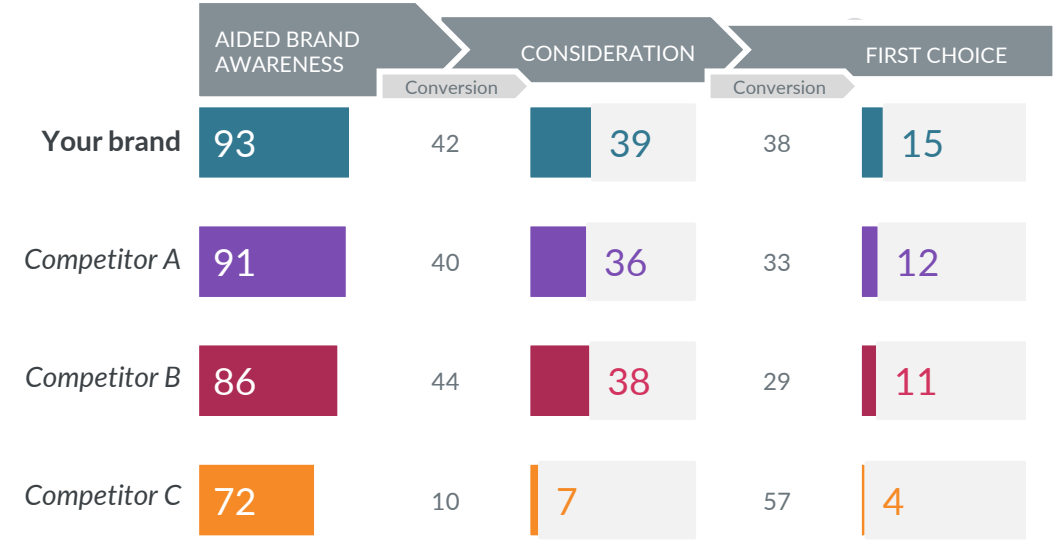
Exemplary output of the brand performance module

Example: Major Domestic Appliances

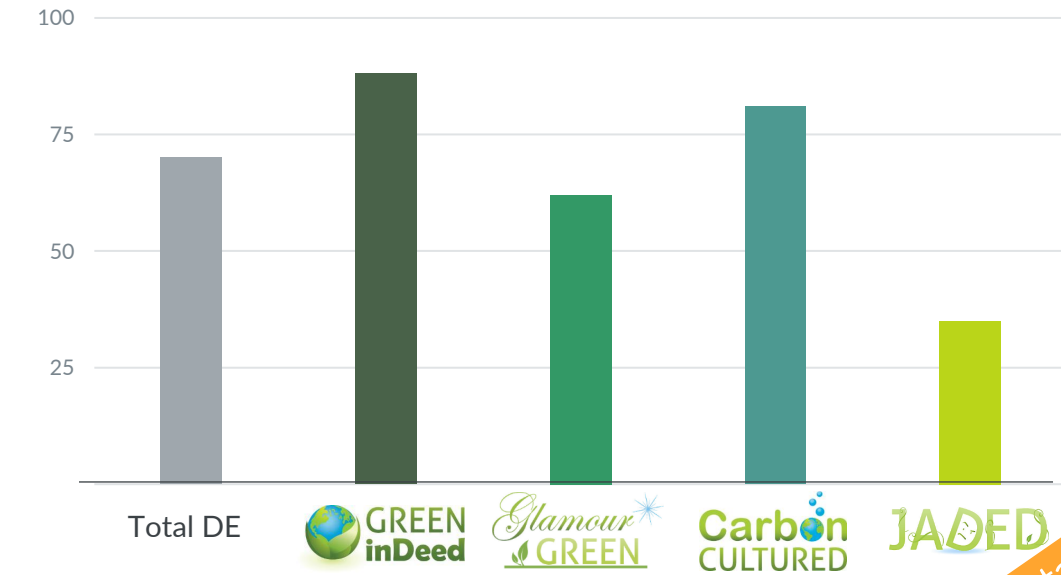


Purchase Funnel performance of your brand versus the competition based on each GfK Green Gauge segment (in %):

e.g.



If you were buying personal electronics, how important is low energy consumption* in your purchase decision? (in %, very/ extremely important)



*Other sector specific purchase drivers available

Fictitious data

Find the right sustainability target group for your brand(s)

GfK Green Gauge
Segment brief



GfK Green Gauge helps you find the right sustainability target

What's in it for you?



Most relevant insights per segment

What is the segment share among the total population?



Whether it this a mainstream or niche target

Which segment fits which type(s) or brand?



Which segment your future sustainability strategy should focus on

Who are they?



Whether your current target groups match your focus segment

How to reach this segment?



How to tailor your products and communication to them in order to maximize your success

In detail: Report content and investment

GfK Green Gauge segment brief



Segment descriptions in detail:

Who are they

- Socio-demographics
- Lifestyle, interests and activities
- Personal values

Sustainability motivations

- Sustainability concerns and attitudes
- Green behaviors in general
- Green behaviors in your category
- Relevance of sustainability for shopping decisions in your category

Shopping behavior

- Purchase relevant attitudes and behavior
- Sources of information and communication channels

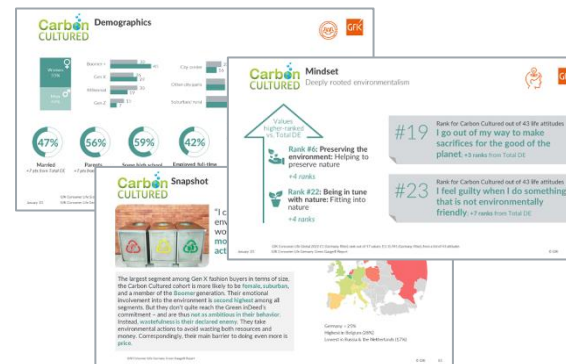
How to engage

- Recommendations on how to engage each segment enriched with examples



Investment

- € 6.450
- Includes PPT Insights report with summary and recommendations
- As well as an online presentation of the results



GfK Green Gauge segments cover a spectrum of sustainability

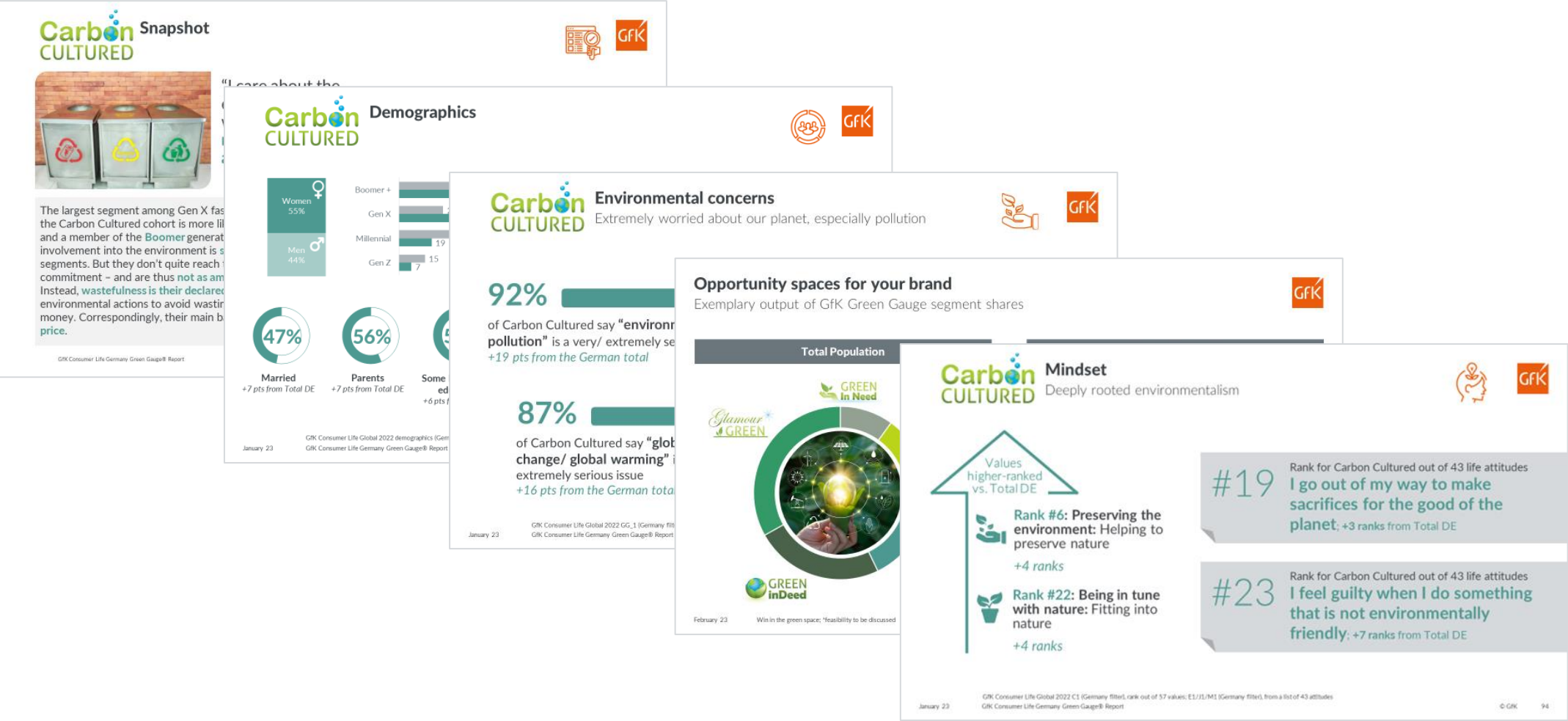


They provide marketing guidance across the spectrum of sustainability attitudes, behaviors, and opportunities

	Approach to environment	How to engage them
	The most active in thought and action	Highlight safety/wellness benefits; support social issues; invest in omnichannel retail
	Green is a badge of honor/status symbol	Showcase eco-status; align with busy lifestyle; leverage new technologies
	Pro-environmental attitudes, but focus on “easy” behaviors	Make going green easy; focus on need-to-know information; highlight affordability
	Willing, but not able – need the tools	Align with social values; offer value for money; educate about emerging retail
	Skeptical, cynical, but still participate sometimes	Focus on the basics; quell safety concerns; offer dynamic in-store marketing efforts

Exemplary output of the Green Gauge segment brief

Example: Fashion



Fictitious data

The segment brief is available in many other countries

Data base of the report: 2022 GfK Consumer Life Global study



21 Markets

All Regions: Asia-Pacific, Africa, North America, South America, Western Europe and Central/Eastern Europe



Online

Panel blend of 4-6 online and mobile providers for each market



Now celebrating its

25th anniversary,

GfK Consumer Life Global is the most comprehensive and longest-standing consumer trend study in the world

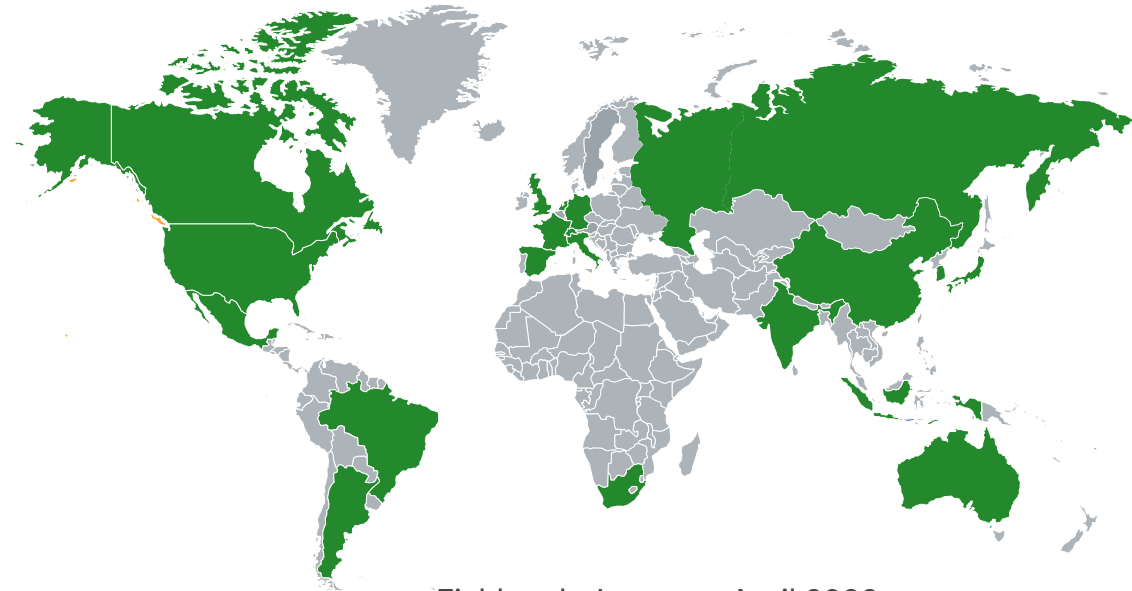
Sample size = Between 1000 and 2000 per market

Argentina
Australia
Belgium
Brazil
Canada

China
France
Germany
India
Indonesia

Italy
Japan
Mexico
Netherlands
Russia

South Africa
South Korea
Spain
Switzerland
UK
USA



Fieldwork: January - April 2022

Optional: deep dive into the segments' purchase behavior

„GfK Green Gauge“ @ GfK Consumer Panel Germany



Overview & Study Details

Integration of **GfK Green Gauge** segments into the GfK Consumer Panel to **additionally cover segment-specific purchase behavior**:

- **Strategic Insights with focus on your brand:**
 - ✓ How big is the relevant market in terms of spending
 - ✓ Which Green Gauge segments can be reached and ...
 - ✓ ... where are possible additional sales potentials
 - ✓ How is the exploitation of your brand
 - ✓ Who are the main competitors for your brand / where else do your brand's buyers shop fashion
 - ✓ What do your buyers shop from competitors



Benefits & Insights

- Identify which groups are the most/least receptive to sustainability products and messaging within your category
- Complement your target group profile with category-specific measured purchase behavior
- Tailor your strategies to their unique sensibilities by using segment deep-dives & learn how to best address them

➤ **Investment:**
starting from **6.800 €**



Win in the green space – get the whole package!

If you are interested in all 3 angles, we offer a package price



Discover how to leverage sustainability in your category

GfK Green Sector briefs teach you the relevance of sustainability in your category as well as consumer expectations towards the topic. This helps you efficiently prioritize your sustainability efforts

Single price: 5,500 €



Learn the competitive position of your brand(s)

The **brand performance** module tells you how well you – and your competitors - are measuring up against green expectations in your category. This helps you identify gaps you need to close and strengths you need to communicate

Single price: 7,500 €



Find the right sustainability target group for your brand(s)

Not all green is the same. The **GfK Green Gauge segmentation** introduces you to five distinct consumer types and their behavior and motivations surrounding the mega trend sustainability

Single price: 6,450 €

➤ Package price for all three reports including one presentation: 15,900 €

Do you have any more questions?

Feel free to contact our sustainability experts



GERMANY

Petra Süptitz

Director Consumer Insights

+49 911 395 3082

petra.sueptitz@gfk.com



GERMANY

Anna Trautmann

Senior Consultant Consumer Insights

+49 911 395 4533

anna.trautmann@gfk.com



GERMANY

Florian Prockl

Senior Consultant Consumer Insights

+49 911 395 2406

florian.prockl@gfk.com