



Euromonitor  
International

# Voice of the Consumer: Sustainability Survey 2024 Key Insights

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## EXECUTIVE SUMMARY

Why read this report?

Key findings

## INTRODUCTION

Methodology in a nutshell

Definitions: Meet the Sustainable Consumers

Sustainable consumer types in 2024

## MEAT AVOIDERS

Who are Meat Avoiders?

Meat Avoiders: Attitudes and behaviours

Diet claims appeal extends beyond meatless preferences

How to communicate to Meat Avoiders

## ZERO WASTERS

Who are Zero Wasters?

Zero Wasters: Attitudes and behaviours

Embrace circular models, promoting cost-effective solutions

How to communicate to Zero Wasters

## CLIMATE ACTIVISTS

Who are Climate Activists?

Climate Activists: Attitudes and behaviours

Transparency is key to engage Climate Activists

How to communicate to Climate Activists

## GREEN SPENDERS

Who are Green Spenders?

Green Spenders: Attitudes and behaviours

Balancing sustainability, transparency and value is key to capture Green Spenders

How to communicate to Green Spenders

## WATER SAVERS

Who are Water Savers?

Water Savers: Attitudes and behaviours

Consumers need corporates' involvement to make every drop count

How to communicate to Water Savers

## KEY FINDINGS

Key findings

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/voice-of-the-consumer-sustainability-survey-2024-key-insights/report](https://www.euromonitor.com/voice-of-the-consumer-sustainability-survey-2024-key-insights/report).