



Saving the Environment without Sacrificing Convenience: Global Consumers Want the Best of Both Worlds

What the Data Says

When asked what actions they are likely to take in the next six months to protect the environment, consumers from around the world were most likely to say they would re-use jars and containers; buy products with recyclable packaging; use dishcloths and sponges instead of paper towels; and reduce their usage of paper plates, plastic cups and single-serve plastic bottles. Global consumers were least likely to curtail their usage of dishwashers, washing machines and dryers or cut back on their usage of individual-size packaging and plastic bags. Furthermore, global consumers were lukewarm to the ideas of buying less bulky packaging if it was less convenient to use, looking for alternatives to cleaning products that use toxic chemicals, and using economy-size packaging.

Implications for Marketers



Amaury de Condé
Senior Vice President
Ipsos Marketing,
Global Consumer Goods
amaury.deconde@ipsos.com

According to Amaury de Condé, Senior Vice President, Ipsos Marketing, Global Consumer Goods, "This data is very interesting because it suggests that most consumers want to do their part in protecting the environment, but on their own terms. Understandably, consumers are more open to taking part in "green" activities that save them money – such as re-using containers, dishcloths and sponges, and reducing their expenditures on paper goods. They are also

open to actions that are simple and easy – such as buying recyclable packaging. However, consumers are less likely to be proactive about protecting the environment if convenience is negatively impacted. For example, consumers are less likely to give up modern-day appliances, the alternatives for which would, of course, cause significant inconvenience. But, they are almost as resistant to giving up individual-size packages of food or plastic bags that can be deemed wasteful, which would cause relatively minor inconveniences. ▶

Actions Likely to Take (or Continue to Take) in Next 6 months to Protect the Environment



Complimentary Access to Market-Level Data

Consumer responses to these questions are available for 18 countries, with a sample size of 1,000 respondents per country. Contact your Ipsos representative for complimentary access to this data.



“The implications of these consumer attitudes for consumer packaged goods Marketers are numerous. Clearly, offering food, beverage, and household goods containers that are re-usable can provide environmental as well as cost-savings benefits to the consumer. On the other hand, validating the consumer’s use of paper goods, such as paper towels, paper plates, and paper and plastic cups, will become increasingly challenging. Packaging is also a tricky area. Consumers want packaging to be recyclable, yet they are wary of using economy sizes and other packaging alternatives that might interfere with the convenience of the product. Marketers must really explore their specific categories to ensure that the steps they are taking to develop innovative, environmentally friendly products and packaging will meet consumers’ thresholds for convenience and value.”

Methodology

This report contains data from the Ipsos Global @dvisor, an online survey of citizens around the world. The questions in this Ipsos Marketing, Consumer Goods report were asked in 18 countries: Australia, Belgium, Brazil, Canada, China, France, Germany, Great Britain, India, Italy, Japan, Mexico, Poland, Russia, South Korea, Spain, Turkey and the U.S.

Interviews were carried out between October and November 2008. Approximately 1,000 interviews were carried out in each country.

Where possible, Ipsos online panels were utilized – in cases where this was not possible the survey was administered through carefully vetted partnership alliance panels.

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