



Trendspotting

WITH CRAIG LEVITT

- Advertisement -

Shoppers want companies to invest more in sustainability

By

Craig Levitt, managing editor

November 24, 2021

For years consumers have been clamoring for transparency and sustainability from the companies they support — whether they be suppliers or retailers. More often than not these expectations are placed on those in the produce industry, perhaps more so than others within the supermarket.



True

to form, many in the produce industry have stepped up and responded — and shoppers have noticed. Case in point, according to a recent shopper survey conducted by Acosta, a global integrated sales and marketing services provider, fresh produce topped the list of “green” products purchased, at 60 percent. The survey added that 72 percent of shoppers are willing to pay more for sustainable produce items. The report also said that:

- Fifty-nine percent of shoppers make it a priority to live a more environmentally conscious lifestyle.
- Only about one in three shoppers are noticing sustainability efforts by retailers and manufacturers on a regular basis.
- Sixty-five percent would like to see companies putting more investment into sustainability.

Responsibility falls beyond just the suppliers. Consumers said that retailers have responsibilities to not only the environment, but also the communities they serve.

“Consumers are continuing to place an emphasis on sustainability when making purchasing decisions, showing that eco-friendly lifestyles are here to stay,” said Colin Stewart, executive vice president, business intelligence at Acosta. “Retailers have an opportunity and responsibility to think

through their environmental footprint and deliver value in ways that matter increasingly more to their customers.”

[Print](#)