

## Marketing to the Green Consumer - US - March 2013

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"Relatively flat green product introductions and prioritizing other matters over the environment, are indicators that could be viewed as a positive for companies offering green products. Instead of 'green' being an attribute for consumers to take special note, consumers may instead feel that an element of green should be a standard component of products."

— Fiona O'Donnell, Senior Lifestyles & Leisure Analyst

### In this report we answer the key questions:

- Has "green" faded from public concern to be replaced by larger or more pressing issues?
- Should companies bother with green claims, or focus their CSR efforts elsewhere?
- What are the most effective green claims when marketing to the green consumer?
- What motivates consumers to buy green and lead a green lifestyle?
- Is having a green reputation more important than having green practices?

"Green" advertising and products exploded into the U.S. consumer space during 2007-09 but since then, green as a marketing proposition appears to have waned in relevance as consumers have supplanted environmental concerns with more pressing issues such as the economic challenges the country has struggled with in the wake of the recession. Over the past five years, the Super/True Green population (those who say that they "almost always" or "regularly" buy green products) has declined from its 2007 peak, even as green product introductions surged into the market.

The Millennial generation offers an unexpected dichotomy. Millennials are the most likely to appear as though they've moved on from green. Their attitudes indicate they're giving environmental issues less attention than they have in the past, however they continue to lead in green purchasing.

This report closely examines the state of the green consumer market, including the social factors impacting consumers' perception of the green market and green products. Consumer attitudes toward green and their use of green products, as well as innovative green packaging, and marketing positioning are also discussed. Topics such as the motivations for buying green products, green lifestyle habits, and the credibility of a variety of green claims are also covered.

This report builds on the analysis presented in Mintel's *Marketing to the Green Consumer—U.S., April 2012*, and complements *Green Marketing—U.S., April 2011*, as well as the 2010 and 2008 reports of the same title. Readers of this report may also be interested in the analysis presented in Mintel's *Green Living—U.S., February 2011*, as well as the 2010, 2009 and 2008 reports of the same title.

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### DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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