

Marketing to the Green Consumer - US - March 2014

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“Enthusiasm for green products has increased since 2012, perhaps this is due to consumers’ perception of green as money saving. However, consumers refuse to be inconvenienced by green. Companies should not presume that loyalty will come easily as consumers seek transparency from companies that produce green products.”

– Tope Mitchell, Lifestyles & Leisure Analyst

This report looks at the following areas:

Nearly four in 10 American say they are dedicated to buying green products and services (ie either “almost always” or “regularly” buy green products) – which is a 6 percentage point increase over 2012 results. Green purchasing continues to be driven by young adults (aged 18-34) and Hispanics; about half of respondents in these groups report that they at least regularly seek out green products.

However, those same young adults, or Millennials, may take less personal responsibility for the current state of the planet and instead shift the onus of responsibility to companies that have profited from years of unsustainable business practices. They are more likely than those aged 35+ to be interested in companies’ green practices and they are also more likely to avoid a company with a poor environmental record.

This report closely examines the state of the green market, including demographic factors such as income, race, and age that impact consumers’ perception of the green products and services. Topics such as attitudes about the green movement, changes in green purchasing, reasons for green purchasing, and the impact of environmental practices on service choices are also covered.

This report builds on the analysis presented in Mintel’s *Marketing to the Green Consumer – US, March 2013* as well as the *April 2012* report of the same title. Readers of this report may be interested in the analysis presented in Mintel’s *Green Marketing – US, April 2011* as well as the *April 2010* and *May 2008* reports of the same title, and *Green Living – US, February 2011* as well as the *February 2010*, *January 2009*, and *February 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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