

The Green Consumer - UK - March 2014

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“Green consumer habits have become increasingly driven by the financial advantages they bring to the consumer. However, consumers have also come to expect a high level of environmental and ethical integrity from the brands they patronize, despite the fact that they are often unprepared to pay more for the benefits.”
– Jack Duckett, Lifestyles Analyst

This report looks at the following areas:

- How can consumers be encouraged to recycle more?
- Is there impetus on manufacturers to be ethical?
- To what extent can financial benefits drive green habits?

A more budget-conscious green consumer has emerged out of the economic downturn. Whilst the majority agree that they try to be environmentally-friendly because it is the responsible thing to do, nearly half admit that being greener saves them money. Today's savvy shoppers place more responsibility for doing good for the environment on retailers and brands, and corporate green initiatives could become a point of differentiation from competition in the near future.

This report will explore green consumers shopping habits, examining key considerations and influences. In addition, the report looks at consumer attitudes to being green in the home, looking at their habits and the motivations behind them.

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