

The Green BPC Consumer – China – 2022

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This report looks at the following areas:

- Market overview from both overseas markets and local market perspective
- Market activities in the China market and future product trends from a global perspective
- Purchase experience and intention of green BPC in the China market
- Barriers to buying green BPC products and reasons for buying green BPC products
- Ideal brand tonality/style
- Associations with eco-friendly brands

Green BPC claims, such as free-from and environmentally-friendly, have attracted nearly 70% of consumers to buy a BPC product in the last six months. And even the niche claim cruelty-free has attracted nearly 40% to make a purchase, with more than 30% of non-buyers interested in buying in the future. This shows green BPC concepts are accepted among some Chinese consumers, although some choose to avoid repeat purchases or remain non-buyers.



"With more brands participating in the green movement, green BPC brands in China need to think beyond free-from and eco-friendly packaging, with such claims set to lose their advantage in the marketplace. Looking ahead, brands can be more inclusive and provide perceptible values to cause-oriented consumers to convince them to pay."

- Yali Jiang, Senior Analyst

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