

## The Ethical Brand - UK - August 2017

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“The ethical perception of brands is generally improving, even within sectors that have previously struggled with negative connotations, such as financial services. These rising standards mean that there is little room for complacency among brands. Anyone content to merely maintain the status quo is at risk of falling behind competing brands that are raising their own standards.”  
 – **Richard Hopping, Brand and Household Analyst**

### This report looks at the following areas:

Mintel’s brand research shows that consumers’ perception of how ethical brands are has improved over the last few years. Increasing regulation, social media coverage and changing consumer habits are all likely to be having an impact on the way consumers see brands. While this is a positive development, it also increases the risk that any complacency among brands could lead to them falling behind their peers. It’s vital for brands to strive for continual improvement to keep up with competitors.

16-34s tend to be more convinced of brands’ ethics compared to older groups. While this suggests that younger people are more influenced by brand activity or more engaged with ethics in general, it also suggests that older groups are likely to hold brands to higher standards.

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