



Organics & Sustainability in drinks...

...who cares?

Only 22% of consumers are interested – know who they are!

Most people don't care...

- 19.4m British adults (37%) either actively reject, or are unconcerned about environmental issues. They are significantly more likely to be **Regulars** and **Avoiders**.
- 65% of consumers say they want to buy purpose-driven brands that 'advocate sustainability', yet only about 26% do.

...so target the people who do.

- 11.5m British adults (22%) actively want to protect the environment & buy sustainably. They are significantly more likely to be **Revellers** and **Appreciators**.
- **Revellers** and **Appreciators** are significantly more likely to make an effort to buy Fairtrade, with **Revellers** also more likely to only buy products from companies that have 'ethics and values' they agree with (43% compared to 26% GB average).

Location, location, location.

- The right consumers are not distributed evenly. Focus on geographies with high concentrations of **Revellers** & **Appreciators** and identify specific retailers & outlets that attract these consumers.



Which consumers and sustainability message best fit with your brand? **Contact PROOF** to help with your sustainability targeting.

Being a good citizen “takes too much effort” – so help!

Make it simple for consumers to ‘do the right thing’.

- 44% of **Revellers** say they “want to recycle, but it takes too much effort” which is significantly higher than the 27% GB average.
- Make it obvious why your product is good news – so its easy for consumers to feel good!

Don’t broadcast, target.

- The words ‘Environmentally Friendly’ (26%), ‘Sustainable Production’ (22%) and ‘Fair Trade’ (21%) are more important than Organic (18%) for UK consumers.
- Organic is significantly more important to **Appreciators** and **Enthusiasts**, POURTRAITS that are more likely to have a higher average income.

Work together – retailers & suppliers.

- Sweden has seen sales of sustainable/organic wines exceed 22% of volume because they have made a conscious effort to buy **and sell** with these credentials in mind.



Do you measure conversion between consumer intent and consumer action?
Contact PROOF to see how you can improve.

Organic only matters if it makes it taste better!

Quality first, then sustainable credentials

- Only after consumers are convinced of the value and quality of a product will they consider whether it's 'Environmentally Friendly', 'Fairtrade' or 'Organic'.
- 71% of consumers don't mind 'paying extra for good quality products'; only 30% don't mind 'paying more for organic food'. 71% of [Appreciators](#) don't mind paying more for products that are good for the environment.

Share your good news stories!

- 62% of [Revellers](#) and 57% of [Appreciators](#) are significantly more likely to try to buy only from companies who are socially and environmentally responsible (vs 48% GB average).

Only charge more for the product if it's worth it

- 72% of British consumers think organic products are too expensive.
- NB. **Consumers aren't buying alcohol to be healthier** - so make sure your product's flavour and quality justifies its price-tag!



Need to start tracking consumer perception of your product quality? [Contact PROOF](#) to find out how.

Who are PROOF?

- PROOF is a drinks **data** and **insights** company owned by C&C
- We use **bespoke tools** to answer the commercial questions of distribution businesses and brand owners within the drinks industry
- Offering an unrivalled mix of consumer research, distribution analysis and competitor benchmarking, we provide **unique insights** into the drinks market
- Want to find out more? [Contact PROOF](#)



Consumer
research and
occasion
segmentation



Location
planning and
segmentation



Competitor
benchmarking
reviews

Our tools provide a 360-degree view of the drinks market and its consumers

POURTRAITS™

Consumer segmentation based on drinker attitudes and behaviours, helps you more accurately target the most relevant drinkers for your product or range

OUTLET™

On trade site and spend database covering all premises in GB, helps you identify where to target your proposition based on the consumer and market landscape

LOCAL

F&B ordering platform, for table/room service, delivery or click & collect. Helps you adapt to meet demand for at-home consumption and in-outlet health and safety



PRODUCT

On trade pricing tracker to help operators identify margin enhancement opportunities in their drinks pricing offer

MODE

Drinks trend tracker to help you understand what trends are coming, and stay ahead of the curve

OCCASIONS

Drinker repertoires continue to increase, with choices influenced by the setting. OCCASIONS helps you best understand where to target your brand amongst this increasing complexity