18th Annual
LOHAS Sustainability
2019 Consumer Tracker Study

Since 2002, NMI’s annual consumer research study devoted to social and environmental issues and the impact of sustainability initiatives on product purchase.
Many consumers feel a strong connection between personal and planetary health, and they see this link everyday from the foods they eat to the cars they drive.

Consumers incorporate eco-focused behaviors in their lives in many different ways, at varying levels and for different reasons. While not all consumers hold ‘deep green’ inclinations, marketers can appeal to a consumer groups’ specific motivations.

Millennials are driving the growth of many green products and are more likely to buy from companies whose values are like their own. They have the potential to fundamentally change the shape of sustainability as we know it today.

Despite years of talking “green,” corporations still lag consumer expectations for taking environmental responsibility.
All Organizations Need Consumer Insight Into Sustainability To Respond Strategically

- Who the green/sustainability consumers are
- How do they interact in the marketplace
- What prices are they willing (or not) to pay for additional sustainability attributes
- What are the interactions between attitudes and behavior patterns
- What product benefits and attributes are driving their behavior
- What are the opportunities for further growth
- Where do consumers go for green information
- Where do consumers “acquire” green products
- What are the barriers to a sustainable lifestyle
  What, where, and how communication and messaging will resonate
NMI’s Proprietary Sustainability Consumer Trends Database®

- The **first and only** consumer insight tool to measure and trend the sustainability marketplace for 17 years
- Quantifies the **size of the consumer market** for environmentally and socially responsible products/services
- Measures the **importance of environment and societal issues as well as corporate social responsibility**
- Explores **environmentally conscious behavior**
- **Annual tracking study** in U.S. since 2002 and globally since 2005
- **Online** methodology
- **3,000+ U.S. adults**, nationally projectable to the U.S. adult population and accurate at 95% confidence level to +/- 1.4%, conducted in Qtr. 3, 2018
- **150,000+ total global adults spanning 23 countries**

**Sustainability**

- **Covers 15 market sectors**
  - CPG
  - Green Building
  - Transportation
  - Electronics
  - Appliances
  - Energy
  - Travel
  - Apparel
  - Pet Care
  - Others

- **200 LOHAS-related attitudes, drivers to consumer behavior**
- Usage patterns across industries, product categories and brands
- Behavior/demos related to green activities, including memberships and non-profit donations
- Information sources

**Since 2002**
NMI’s Proprietary Sustainability Segmentation Quantifies What Attracts People to Sustainability

**LOHAS**: 23%
- Personal and planetary health priority
- Sustainability is entrenched in lifestyle
  - Heaviest purchasers of ‘green’
  - Early adopters & influencers

**DRIFTERS**: 24%
- Green followers
  - Newer to the ‘green’ marketplace
  - Want to be seen as doing their part
  - In search of easy green changes

**NATURALITES**: 20%
- Personal health drivers greater than planetary health
- Strong secondary target for natural/green CPG brands

**CONVENTIONALS**: 16%
- Practical & rational
- Driven by cost savings
- Eco-benefits secondary

**UNCONCERNEDS**: 17%
- Less concerned about the environment and society
Customize Your Deliverables

Pick the Options You Need for Your Business…

1. NMI custom analysis
   - Analysis of proprietary content with focus on your business implications and strategy – utilization of any groups from NMI core or your proprietary content
   - Access to NMI’s core trends report

2. Proprietary/custom survey questions
   - Space reserved on a first come basis
   - Overlay your custom segmentation

3. Custom data tables
   - Across all sponsor-proprietary and NMI core questions
   - Includes general population, the 5 NMI segments, and 10 custom banner points of sponsor’s choice

4. Executive presentation and consulting session

All deliverables are customized to meet your business needs
LOHAS Sustainability Research Delivers

DON’T miss out on this opportunity to validate and support your marketing campaigns!

- Profile your Brand users, quantify the market
- Enhance your trade presentations with updated/valuable insights
- Customize your consumer campaign positioning and messaging
- Support innovation and stay ahead of the trends
- Empower your organization!
USA/Sample Size
Research will be conducted among 3000+ U.S. general population consumers
Conducted via on-line methodology
NMI’s proprietary Sustainability segmentation will be included

Global Countries/Sample Size:
Previous Countries studied have various longitudinal & topical coverage
Specific country selection is determined by participant
Typical sample size is 1,000 general population (larger sample available)
via an on-line methodology
NMI’s proprietary Sustainability segmentation will be included

2019 USA & Global LOHAS Sustainability Consumer Trends Tracker Timetable

Participation deadline:
May 2019
Sponsor deliverables:
September 2019
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Global Expertise in Health & Sustainability spanning 30+ countries & 1 million+ consumers!

For more info visit us at www.NMIolutions.com

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