Climate, carbon, and consumer insights:

A Roundtable on
What Matters to Customers

NielsenIQ

Changes will shape and guide consumer choice

78%

say a sustainable lifestyle is important to them

61%

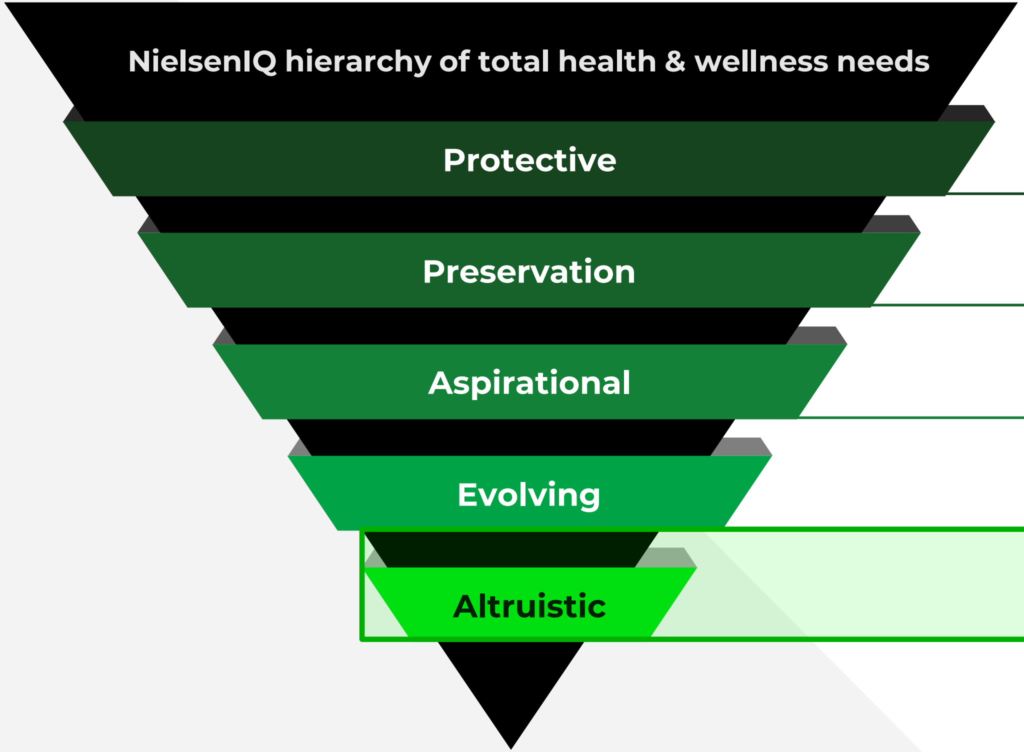
agree environmental issues are having an adverse impact on their current and future health.

30%

are more likely to buy products with sustainable credentials

Source: NielsenIQ Global Health & Wellness Study of 17 markets, September 2021, US results; NielsenIQ Omnibus Survey, Dec 2021

Consumers’ health and wellness needs have evolved beyond the basics of physical wellbeing



Urgent care
Protecting myself and/or my family members from **immediate** health threats.

Self care
Improving my and/or my family's **current** physical or emotional wellbeing and connections.

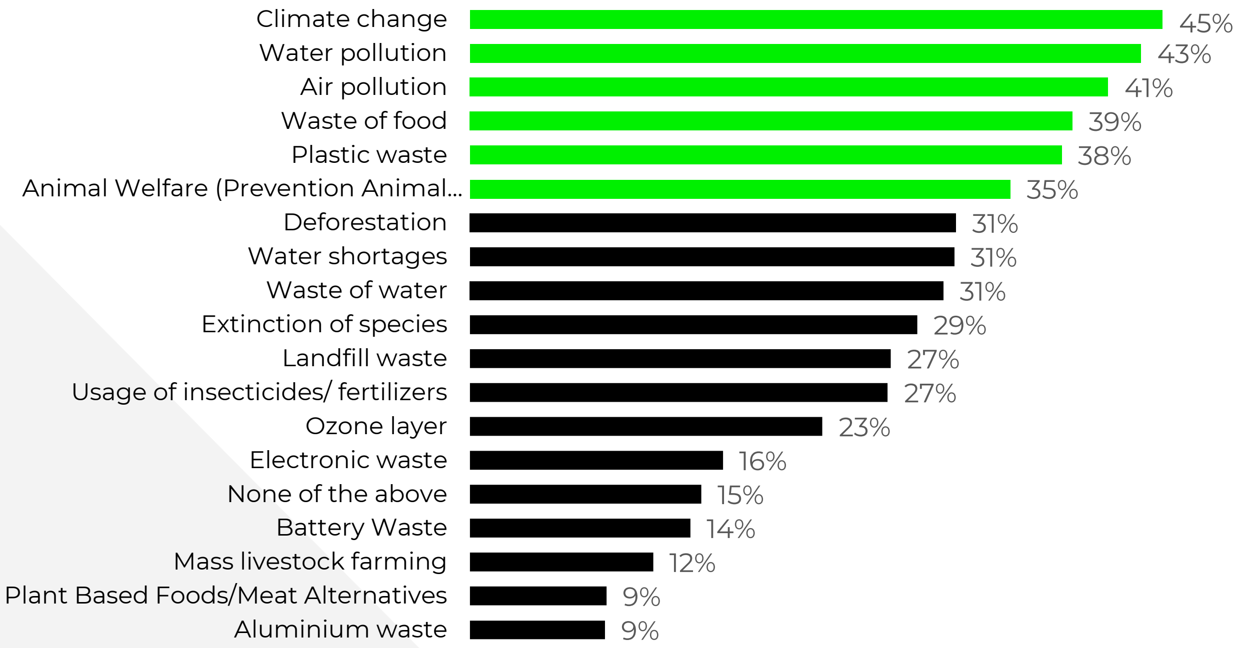
Preventative care
Proactive actions to achieve & maintain specific health **goals**, or helping to avoid ailments in the **long-term.**

Innovative care
Seeking out the **latest** alternatives or developments to continuously meet my and/or my family's health & wellness **goals**.

Selfless care
Improving the world **around me** by advocating for environmental, ethical, humanitarian, and/or philanthropic causes.

Climate change tops consumer concerns

Which are you most concerned about?



NielsenIQ Omnibus Survey, Dec 2021, Q1. Which of these topics are you personally most concerned about? Please select all that apply? Q2. Overall speaking, how important is a sustainable lifestyle to you?

Focus on attributes that matter most to consumers now

More like to buy: Purchase preference change over the last 2 years (More – less likely to buy)

Health & hygiene		Social and sustainable		Cost and quality		Convenience and time saving		Origin and experience	
Fresh produce	+26	Supported consumers during COVID	+22	Affordable/lower prices	+32	Makes working at home easier	+14	Known & trusted	+24
Nutritional benefits	+18	Environmental/ Sustainable	+17	Private Label/ Store Brands	+16	Makes household chores easier	+13	From my local neighbourhood	+17
Hygiene/safety claims	+17	Socially responsible	+16	Guarantees - safety/quality	+11				
Healthier options	+17	Ingredient/supply chain transparency	+14						

Source: NielsenIQ 2022 Consumer Outlook Survey, Dec 2021, US
Q. How have your brand and product purchasing preferences changed over the last 2 years (since COVID-19)?

Across 90+ attributes illustrate care for environment, others and animals all important

$ Volume
Total Store Chg. vs 2YA

+6.8% Social Responsibility	**+11.4%** Sustainable Farming	**+13.3%** Environmental Sustainability	**+1.1%** Sustainable Forestry	**+10.4%** Sustainable Packaging	**+21.0%** Animal Welfare
+27.3% B Corporation	**+37.9%** EU Organic Farming	**+59.7%** Carbon Free	**+18.2%** Contains Sustainable Palm Oil	**+83.6%** Plastic Free	**+46.2%** Cruelty Free
+18.9% Fair Trade	**+22.0%** Farm Raised	**+56.7%** Renewable Resource	**+20.7%** Sustainable Forestry Initiative	**+75.6%** Renewable Pkg Cntnt	**+30.7%** Marine Stwdshp Cncl
+18.2% Ethical	**+14.2%** Family Farmed	**+55.3%** Reef Safe	**+7.9%** Forest Stewardship Council	**+23.4%** Terracycle	**+23.0%** Free Range
+2.6% Fair Wages		**+35.5%** Renewable Energy		**+20.0%** Tetra Pak	**+21.4%** Humane
		+33.1% Less Emissions		**+15.0%** Free from BPA	**+20.4%** Cage Free

Claims/Certifications that are stated on package

Source: NielsenIQ Retail Measurement Services, NielsenIQ Product Insight,, powered by Label Insight, Total Store; Total US xAOC; Latest 52 weeks W/E 03/26/22 vs 2YA

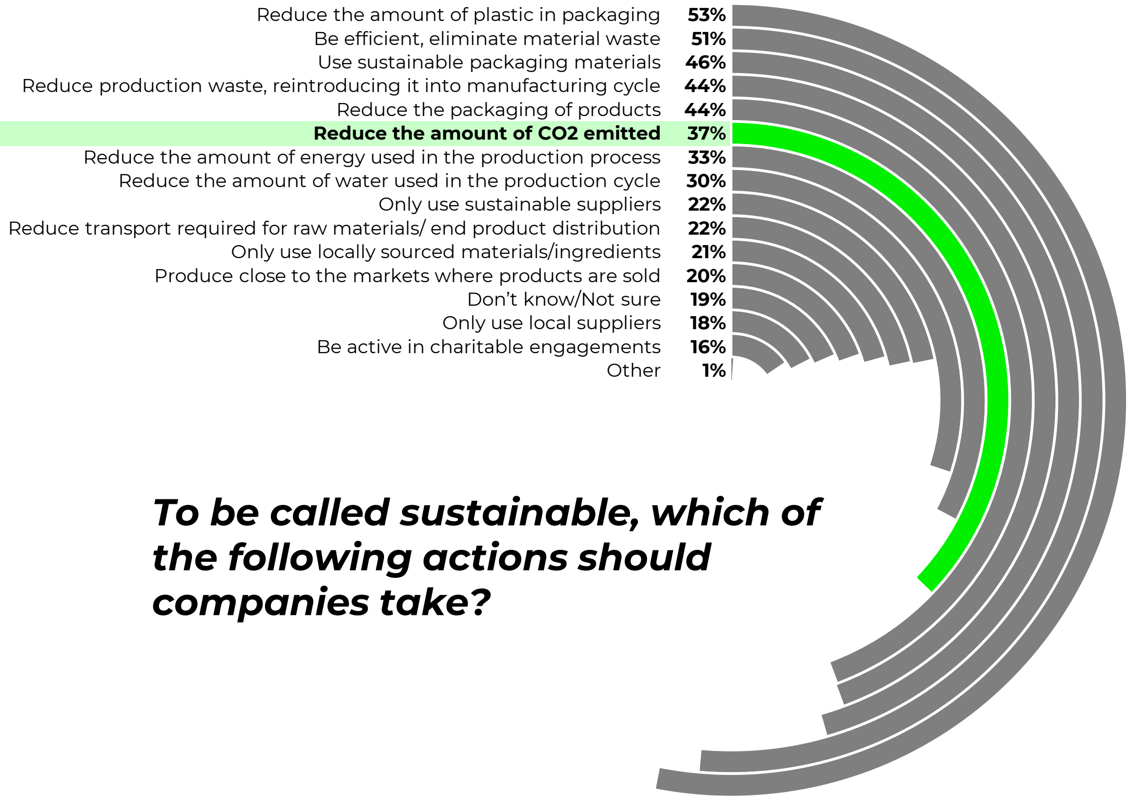
Consumers are demonstrating more interest in sustainability in Food & Beverage categories

$ % Chg. vs 2YA – Total Store

Department	Social responsibility	Sustainable farming	Environmental sustainability	Sustainable packaging	Animal welfare
Total Store	**+6.8%**	**+11.4%**	**+13.3%**	**+10.4%**	**+21.0%**
Total Food & Beverage	**+22.4%**	**+12.7%**	**+16.8%**	**+12.8%**	**+18.9%**
BevAl	**+15.5%**	-2.2%	**+1.8%**	**+9.5%**	**+8.2%**
Vitamins/OTC	**+44.2%**	**+14.1%**	**+15.8%**	**+3.4%**	**+15.9%**
Beauty/Personal Care	**+14.4%**	-71.1%	**+16.0%**	**+11.9%**	**+33.7%**
Household Care	-30.5%	**+42.4%**	**+4.3%**	**+4.7%**	**+6.9%**
Pet Care	-27.0%	**+90.9%***	**+6.9%**	**+49.9%**	**+3.0%**

Source: NielsenIQ Retail Measurement Services, NielsenIQ Product Insight,, powered by Label Insight, Total Store; Total US xAOC; Latest 52 weeks W/E 03/26/22 vs 2YA
*Sustainable farming in Pet Care = low volume

Consumers want companies to take action



To be called sustainable, which of the following actions should companies take?

NielsenIQ Omnibus Survey, Dec 2021, Q4. To be called sustainable, which of the following actions should companies take? Please select all that apply.

Top performing categories for Carbon claims

+5%
Carbon Zero

- DY – Eggs
- HB – Hair care
- FZ – Fruit
- GR – Beverages
- HB – Bath & Shower

+5%
Carbon Footprint

- DY – Eggs
- FZ – Fruit
- HB – Hair Care
- HB – Bath & Shower
- DY – Beverages

+15%
Carbon Neutral

- HB – Sexual Health
- GR – Beverages
- HB – Vitamins & Supps

+60%
Carbon Free

- GR – Sugar & Swtnrs
- GR – Beverages
- GR – Packaged Tea
- GR – Cookies / Crackers

-50%
Carbon Ftprnt Stndrd

- GR – Oils / Butter / Margarine Spreads / Substitutes

DL = Deli, DY = Dairy, FZ = Frozen, GR = Grocery, HB = Health & Beauty Care

Source: NielsenIQ Retail Measurement Services, NielsenIQ Product Insight,, powered by Label Insight, Total Store; Total US xAOC; Latest 52 weeks W/E 03/26/22 vs 2YA

Sustainable packaging is an area of opportunity across store

Recyclable is becoming baseline

		$ % C2YA	$ Volume
	Total Store	**+14%**	
	Sustainable Packaging	**+13%**	**$51.6B**
Proven trends	**Recyclable****	+17%	$269.2B
	Recycled Packaging	+8%	$36.2B
	Recycled Packaging Content	+8%	$26.8B
Growing trends	**100% recycled paperboard**	+8%	$15.2B
	Biodegradable	+5%	$7.5B
	Terracycle	+25%	$7.1B
Developing trends	**Tetra pak certified**	+22%	$1.9B
	Renewable Packaging Content	+78%	$295.4M
	Plastic-Free	+96%	$185.4M

'Stated' claims on package

Packaging search trends*

+ 94%
Plastic free
Personal Care

+74%
Refillable Packaging
Personal Care

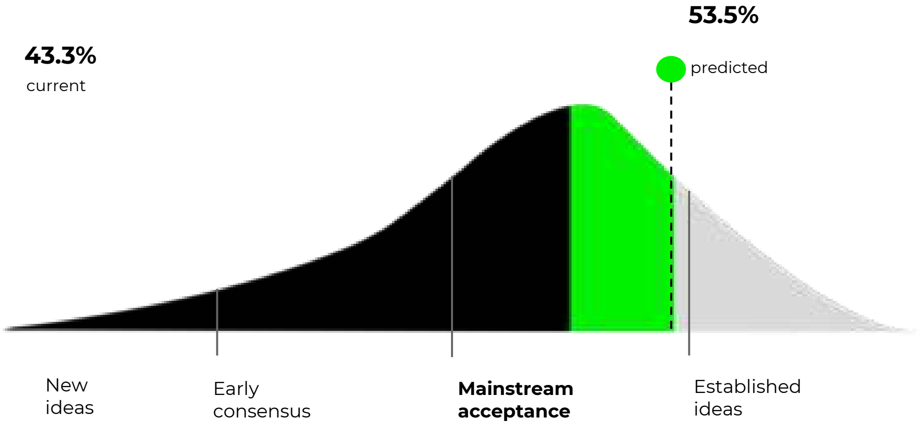
-11%
Disposable
Personal Care

Source: NielsenIQ Retail Measurement Services, NielsenIQ Product Insight, powered by Label Insight, Total Store; Total US xAOC; Year end 2021 - 52 weeks W/E 01/01/22 vs 2YA
*Label Insight search data, annual searches, from Amazon, Shipt, Target, Walmart, Kroger
**Recyclable is not included in the "Sustainable Packaging" total attribute

U.S. consumers reach consensus on the meaning of altruism

Micro-culture Maturity Curve

Health & Wellness in the context of "Altruism"



Microculture	Key Topics	Maturity
Aging with dignity	Senior care, small acts of service, community care	**50.6%**
Mental health advocacy	Mental wellbeing, de-stigmatizing, stressors	**44.4%**
Social bonds	Social health, interaction for health benefits	**41.2%**
Healthy eating for all	Nutritional diet, better eating for health of community	**37.0%**
Sustainable wellness	Sustainable lifestyle, support environment and own sense of wellness	**33.9%**

Source: MotivBase, a NielsenIQ Connected Partner