

Sustainability in Poland

Market Direction | 2023-12-11 | 44 pages | Euromonitor

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Report description:

Over 60% of consumers in Poland reduce food waste and recycle items, while the majority aim to positively impact the planet, shaping their sustainable purchasing decisions. These habits have led over 40% of consumers to identify as Zero Wasters, creating opportunities to expand recycling claims across industries, with over half of these consumers willing to spend more on food, beverages and apparel with sustainable features. Industries would do well to invest in Organic claims, which are highly...

Euromonitor International's Sustainability reports allows to hear the voice of the industry by exploring specific industry related trends, business campaigns, and attitudes and expectations for sustainability from industry leaders in 5 regions. Reports monitor the levels of sustainability adoption across countries and product categories. Reports also allows to discover where companies and brands lead in terms of a sustainable product portfolio and which ones are falling behind. Use it to learn more about consumers' evolving attitudes, expectations and adoption of sustainability across key global markets.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Sustainability market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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