

Sustainability in Poland

Market Direction | 2024-09-26 | 44 pages | Euromonitor

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Report description:

The majority of Polish consumers recycle and reduce food waste, with over 60% feeling they can make a difference in the world through their actions. This belief leads a third of Poles to identify as Zero Waste consumers, with most willing to spend more on food and beverages with sustainable features. Sustainable Sourcing and Packaging claims have a solid opportunity to expand, aligning with zero waste ethics and the majority of Poles who recycle goods. The natural claim leads most industries, ap...

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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