

Sustainability in South Africa

Market Direction | 2024-09-26 | 42 pages | Euromonitor

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Report description:

Over 80% of South African consumers feel they can make a difference to the environment, with key actions including recycling, reducing food waste, and minimising plastic use. Nearly half of consumers identify as zero wasters, with the majority willing to pay more for sustainable food, beverages, and household goods. Investing in recycled claims remains an ongoing opportunity, appealing to over 65% of consumers who recycle and the significant proportion of zero waste consumers. Opportunities can...

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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