

More consumers seek sustainability

55% of consumers would love to incorporate "more sustainable" foods and beverages into their diets.



Unpacking food and beverage consumer attitudes to sustainability*

Consumer interest in sustainable products is increasing and expectations from brands are higher than ever. That's why Cargill's Food Solutions offering is all about delivering cutting-edge solutions that help meet your requirements on sustainability.



*Cargill's 2023 Sustainability Consumer Survey provides you with insights on European consumer understanding, perceptions and attitudes towards sustainability in the European food & beverage industry.



The data is based on a consumer survey of 2,250 consumers split evenly across three European markets (the UK, France, and Germany).



2 in 5 consumers are willing to pay more for "sustainable" products.



53% of consumers prefer to purchase products with a reduced carbon footprint.

Embracing sustainability is becoming inevitable for food & beverage brands.



1 in 2 consumers look for a sustainability claim on the package to decide whether food and beverage products are produced in a sustainable way.



What Is Sustainable Food?

Consumer definitions of sustainable food focuses on minimizing negative impact on the environment

"Made from ingredients that have a lower impact on the environment."

"Sustainable food is grown in a way that doesn't harm the environment and exhaust the land. It can be grown forever without destroying the local ecosystem."

Respondent Definitions (consumer survey, 2023)

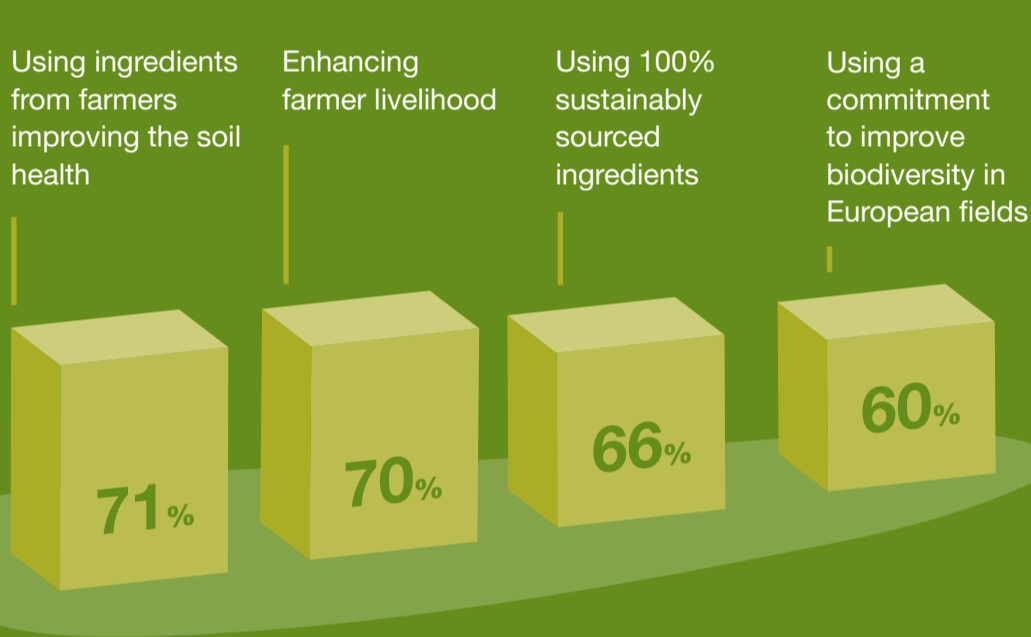
"Sustainable Sourcing" theme is a key purchase driver in food & beverage

71% of consumers consider "using ingredients improving the soil health" as the most attractive sourcing theme when purchasing



How important is each of these when you are deciding which brand to purchase from?

Importance of Initiatives: Sourcing



Cargill's crop supply following sustainability⁽¹⁾ standards can help you meet consumer demand on sustainably sourced products

Sustainability is most important for consumers in the plant-based meat & dairy alternatives category

72% of consumers prefer to choose a sustainable option when purchasing plant-based meat and dairy alternatives (average 50% across other food and beverage categories).



But consumers **crave** to see more **sustainable options** on the shelves...



Just **16%** of respondents listed "plant-based dairy alternatives" as the category with the most sustainable options (13% for plant-based meat alternatives).

It's a huge opportunity to satisfy these sustainability minded consumers!

Cargill is your next success story co-creation partner for delightful and value-conscious solutions that can help you meet consumers demands on nutrition and sustainability

A sweet sustainable opportunity?



51% of consumers prefer to choose a sustainable option when buying chocolate/chocolate confectionery products.



44% of consumers prefer to choose a sustainable option when buying sugar confectionery products

Cargill can help you meet consumer demand for more transparent and sustainable cocoa and chocolate products



Kate Clancy
Sustainability Leader,
Cargill Food & Bio

"Our 2023 consumer survey highlights that consumers have higher expectations than ever around sustainability.

Cargill can co-create food solutions for sustainability that deliver supply chain transparency and positive impact at scale."



Reach out to us to discover our food solutions for sustainability which can help fuel your brand's growth!



Methodology
Consumer research conducted by AYTM for Cargill, N=2,250 in three European Markets (France, Germany and UK), 2023

¹Externally benchmarked at Silver level against the Farm Sustainability Assessment (FSA). FSA is a standardized reference developed by SAI Platform, a food industry organization dedicated to advancing sustainable agriculture in the food chain. It's designed to help producers assess their sustainable practices, and support manufacturers in the sourcing of sustainably grown products