



Eco-Actives



Eco-Actives represent 22% of shoppers globally.
In Europe, **more than 1 in 4** (28%) shoppers are Eco-Actives.



Eco-actives differentiate themselves from other shoppers because they care about the environment and take multiple actions to reduce their footprint.

Media Touchpoints



46%

of Eco-Actives say that product packaging is the most influential factor in shaping their behavior

80%

feel they can personally make a difference – Sustainable action is personal to eco-actives.



Choice Drivers

Channels

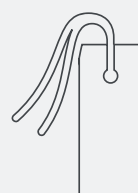


3 top priorities

- #1. Avoid plastic bags
- #2. Choice of local products
- #3. Cost of sustainable products

up to 95%

of eco-actives regularly check labels, primarily for recycling information and organic stamps.



Basket



Eco-Actives are everywhere, and their numbers are growing. By 2030, they will make up half the population.

How do you reach them?

Ask yourself:



Is your brand appealing to this group yet?



Are you positioned correctly?



What tailored solutions are your customers looking for?



External forces are changing behaviors fast. Understand how forces impact consumer attitudes and decisions so that you can come out on top. Contact us to talk with one of our experts to understand more about eco-actives or other segments.

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