



Growth  
from  
Knowledge

## **GfK Green Gauge®** Global sustainability insights for a new era

### **In the midst of a global pandemic and exploding social protests...**

consumers remain passionate about sustainability – perhaps inspired by the ominous changes in our world. We have seen a decade of rising environmentalism and social consciousness across the globe, driven by Gen Z and Millennials and seemingly accelerated by recent world events.

GfK Green Gauge® delivers an in-depth look into sustainability-related consumer trends, attitudes, and behaviors in 25 countries. Now in its 30<sup>th</sup> year, this syndicated study gives leading global marketers and sustainability professionals the accurate insights they need to make essential brand and product decisions.

Green Gauge combines up-to-date thinking with a historical view of consumers and sustainability. Backed by the rich insights of GfK Consumer Life (formerly known as Roper Reports®), our study places sustainability in the broader landscape of consumer concerns and actions – showing how it fits within society's other trends and forces.

At the heart of Green Gauge is its five-part segmentation based on sustainability attitudes and activities. Built with the marketer in mind, this global system empowers targeting of large consumer groups based on a holistic view of their sustainability perspectives.

GfK Green Gauge takes on such key topics as:

- which consumer targets and countries are the most/least receptive to sustainability products and messaging
- how sustainability compares with other consumer trends
- what barriers are preventing consumers from acting sustainably – and how brands can help overcome them
- how will COVID-19 impact the landscape for consumer-driven sustainability
- which emerging sustainability trends will last and which will fall by the wayside

Our holistic and trended perspectives provide a full view of consumers' relationship with sustainability – and how sustainability impacts brands on a category level. Leverage this unique, proven approach to make smarter decisions about sustainability for your brand.



## Environmental archetypes | GfK Green Gauge® segments

Growth/decline over the past decade\*



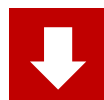
The “prototypical” Environmentalist. Leaders in sustainability, thought & action



Green is a badge of honor they want to display to the world. The most attractive target for marketers.



Sustainability is certainly on their agenda, but behaviors lag



Desire to be green, but lack the means & know-how



Cynical/skeptical; green behaviors typically tied to other motivations (mandatory, financial benefit, etc.)

\*Based on weighted average across 18 consistent countries tracked from 2010-2020.”

## Deliverables

Green Gauge clients receive:

- A detailed report on sustainability trends with trended data
- In-market product and marketing manifestations
- Implications for marketers, communications specialists, and sustainability professionals

*(Global and US reports available.)*

## Contact Us

To find out more, please contact your GfK representative or email Tim Kenyon at [tim.kenyon@gfk.com](mailto:tim.kenyon@gfk.com).

## About GfK

GfK connects data and science. Innovative research solutions provide answers for key business questions around consumers, markets, brands and media — now and in the future. As a research and analytics partner, GfK promises its clients all over the world “Growth from Knowledge”.

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