mini report

september 2021. food for thought. grocery purchase influences.

Catalyst.

powered by Glow.

September 2021

introducing.

Catalyst.

Food for thought.

Catalyst is an open-source research and insights program that allows its community to engage in quality market research to interrogate the major environmental and social issues that we face.

With rising concern for cost of living, heightened concern for environmental impact, and the highly competitive nature of the food and grocery industry, food brands that are able to provide the product benefits consumers are willing to pay a premium price for will garner comparative success.

This mini-report digs deeper into some of the drivers of consumer decision making and identifies the demographic differences at play in relation to product claims.

It uses data from the August and September 2021 waves of Catalyst.

We hope this provides inspiration for your business to consider how you can have a positive impact.

Thanks for supporting research for good.

The Catalyst Team.

global warming	ocean pollution
plastic and packaging waste	animal and plant extinction
COVID-19	domestic violence
poverty	homelessness
drug and alcohol abuse	unfair treatment of indigenous people
crime	job security
physical health	affordability of housing
water and sanitation	comfort in retirement

air pollutants	droughts, floods and storms
loss of forests and habitat	bushfires
racism and discrimination	Ethical sourcing
mental health	sexual harassment
gender inequality	LGBTIQA+ inequality
aged care	cost of living
work-life balance	political and religious extremism
wealth inequality	workplace inequality

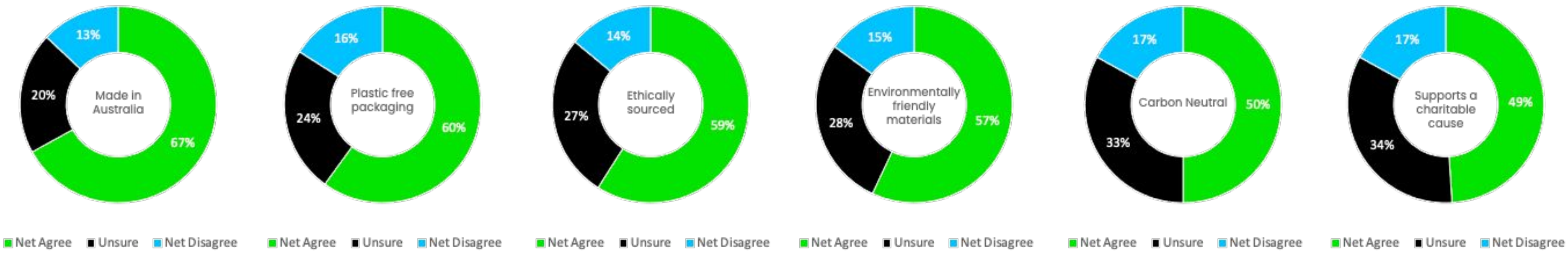
food for thought.

A strong appetite for sustainable products.

Aussie-made food and grocery brands can be optimistic about the future of their domestic markets with **67%** of Australians willing to pay a premium for a product if it is **Made in Australia.**

Australians are demonstrating their transition to eco-friendly consumption, with 60% showing a willingness to pay a premium for plastic-free packaging, 59% for ethical sourcing, 57% for environmentally friendly materials, and 50% for carbon neutral products. This data reinforces other data that Australian consumers are becoming more sensitive to the impact of their shopping choices, and businesses that recognise this will be in prime position to benefit from the rising green tide.

Would you pay a premium for these product benefits



The demographics of green purchasing.

'Green' product features including plastic-free packaging, environmentally friendly processes, and carbon neutral products are relatively similar in terms of generational concern. Millennials and Gen Z are more willing than adults in general to pay a premium to support the planet — a fact that is not surprising considering this group will face head-on the impacts of industry on our environment in the future.

Baby Boomers were the next most willing to pay a premium followed by Gen X — except in the case of carbon neutral products, wherein Gen X were more willing to pay a premium.

Will pay a premium for food and grocery products with plastic free packaging

Total	Generation			
All adults	Boomers	Gen X	Millennials	Gen Z
60%	56%	54%	65%	60%

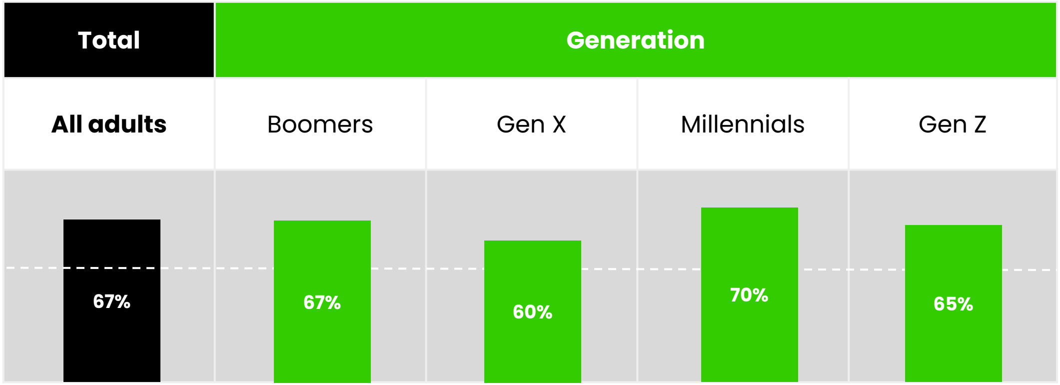
food for thought

Young consumers hunger for Australian-made.

The younger generations are waving the flag for Australian business with 70% of Millennials citing **Made in Australia** as a key factor that would motivate them to pay a premium, followed by Boomers (67%) and Gen Z (65%).

Gen X (60%) follow behind as less patriotic purchase intenders. Younger generations taking the lead on Aussie-made is a positive signal for the future of Australian products.

Will pay a premium for food and grocery products that are ethically sourced



Does ethical sourcing matter to consumers?

Over recent years, we have seen many companies change the way they source materials to promote ethical standards and sustainability. But does this matter to consumers?

The latest Catalyst data says **yes**, with **59%** of respondents indicating they would **pay a premium** for products with the benefit of **ethical sourcing**. Millennials are leading the charge for ethical sourcing with 2 out of 3 stating it is a benefit worth paying more for.

Ethical sourcing is being championed by more than just Millennials. 1 in 2 from the Gen Z, Gen X and Baby Boomer generations agree they would pay a premium for ethically sourced products.

Will pay a premium for food and grocery products that are ethically sourced

Total	Generation			
All adults	Boomers	Gen X	Millennials	Gen Z
59%	53%	54%	67%	55%

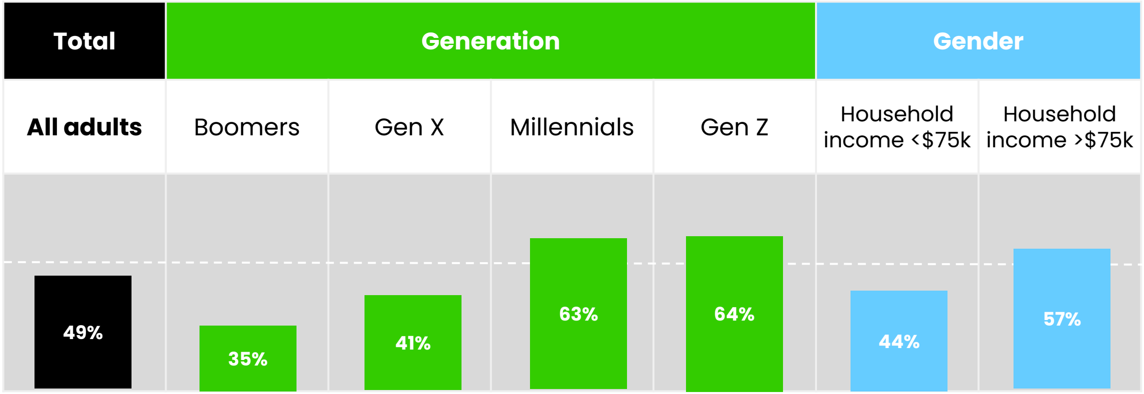
The young care about charity.

Food and grocery brands targeting the young will find profit in **supporting charitable causes**, with just under two-thirds of both Gen Z and Millennials indicating they would pay a premium for this product benefit.

Boomers and Gen X are far less interested in charity supporting product, with both age groups showing less than the average willingness to pay a premium for products that make contributions to charity.

Lower income households were less willing to **pay a premium for charitable products** than those earning above $75K per year, which is likely more a reflection of disposable income than attitude.

Will pay a premium for food and grocery products supporting a charity



The sparkline.

Environmental	climate change	ocean pollution	air pollutants	
	plastic and packaging waste	animal and plant extinction	loss of forests and habitat	
Social	COVID-19	domestic violence	racism and discrimination	ethical sourcing
	poverty	homelessness	mental health	sexual harassment
	drug and alcohol abuse	unfair treatment of indigenous people	gender inequality	LGBTIQA+ inequality
	crime	job security	aged care	cost of living
	physical health	affordability of housing	work-life balance	political and religious extremism
	water and sanitation	misinformation	wealth inequality	workplace inequality

Each month we measure public sentiment towards over 30 different social and environmental issues as a barometer of our collective anxiety.

The focus issues.

In addition, each month we dug deeper into a few issue areas to better understand attitudes, current behaviour and potential actions to create change.

Methodology.

Responses from industry-leading online research panels via the Glow platform. 1,241 interviews with a representative sample of Australians aged 18+. Fieldwork was conducted 10-14 September 2021. Responses were quality assured via multiple protocols and reviewed by a human for quality & consistency.

Catalyst. Supported by members. Powered by Partners.

Since launching in July 2021, Catalyst has gained significant support from the public, investor groups, industry members and peak bodies across a range of industries and sectors.

Join Catalyst free of charge to get regular updates on the issues that matter most to Australians.

A range of benefits are also available to industry members, brands and organisations that want to partner with us to increase the impact of the program.

Join Catalyst free today

Program partners include:

If you'd like to find out more about the benefits of becoming a Catalyst partner, please email **catalyst@glowfeed.com**

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