

# RETAIL OPPORTUNITY: SHARE CONSUMER VALUES



Many grocery shoppers expect more from retailers in terms of environmentally friendly products and packaging and the social responsibility of the companies involved.



**67%**

strongly agree or agree "retailers should choose what products they put on their shelves based on how environmentally friendly the **product** is."

**67%**

strongly agree or agree "retailers should choose what products they put on their shelves based on how environmentally friendly the product **packaging** is."

**51%**

strongly agree or agree "I have avoided purchasing products from companies when I learned that they did not have socially responsible practices."

**49%**

strongly agree or agree "I have avoided purchasing products from companies when I learned they did not have environmentally responsible practices."

**57%**

say whether a grocery retailer "makes it easy for me to make eco-friendly choices" is extremely or very important when choosing where to shop.