As conscious consumerism rises, Thais look to food and drink brands to champion their causes. Acting on this consumer expectation opens up opportunities to win.

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As conscious consumerism rises, Thais look to food and drink brands to champion their causes. Acting on this consumer expectation opens up opportunities to win.

Today’s conscious consumer is tuned into the environmental and social issues impacting the world around them. They pay attention to companies’ CSR efforts and often actively seek them out, and admit these efforts influence how they decide what to eat or drink.

Consumers expect food and drink companies to act in ethical ways that support the environment, health and wellness, local communities and the greater world. But they also can’t support every company they admire all the time; they have to make choices too. However, they are willing to listen, learn and get involved, companies have a duty to invite participation and educate about how they are helping make a difference.
This Report explores how food and drink retailers can evolve their CSR plans to become more purposeful in defining their values and ethos, and how CSR can become more of a central component in their consumer-facing campaigns and messaging.
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