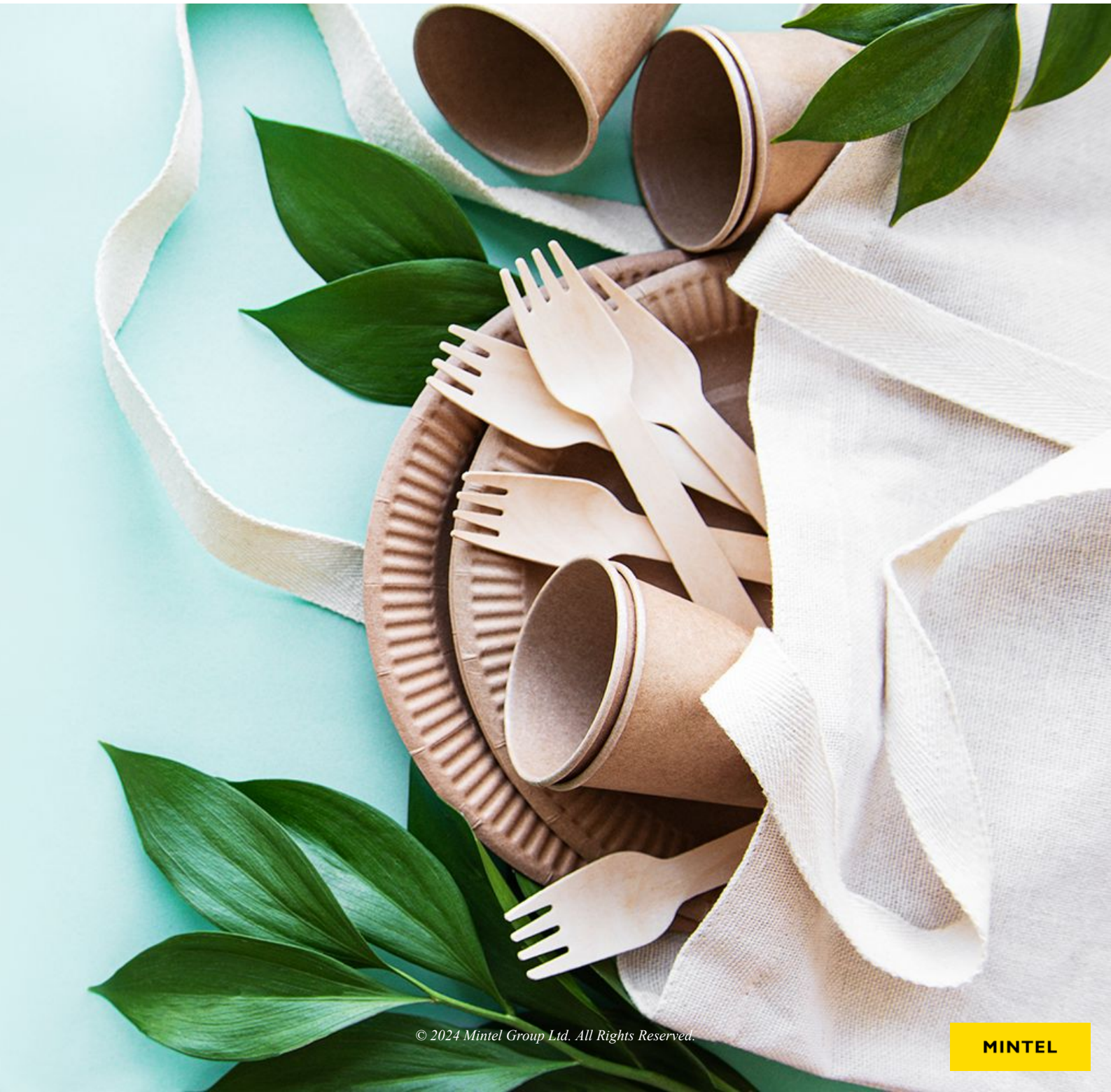


THE ETHICAL CONSUMER - GERMANY - 2020

Plastic pollution and climate change lead consumers' concerns. But COVID-19 will change ethical consumers' priorities in the medium term.



Dr. Christina Wessels,
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Lifestyles, Health &
Wellbeing, Household
Care & Leisure, Germany



Report Content

EXECUTIVE SUMMARY

- How COVID-19 is shaping ethical consumer behaviour in Germany
- Mintel's perspective

Market context

- COVID-19: financial concerns will put aside sustainability concerns in the medium term...
- ...but opportunities arise for a focus on localism
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- Consumers want: financial fairness
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 - Graph 2: animal welfare as top concern, by age and gender, October 2019
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- Consumers want: affordable ethical products

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- Call to action for climate change
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- Plastic pollution is the top environmental concern in Germany

The Ethical Consumer - Germany - 2020

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- What is the future of plastic?
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- Businesses under scrutiny for their financial responsibility
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- German brand Share helps people in need

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- Consumer health: companies need to support the consumer
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- Be more transparent
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- Clean and ethical beauty is growing fast
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Appendix - consumer research methodology and abbreviations

- Consumer research methodology
- Abbreviations

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