

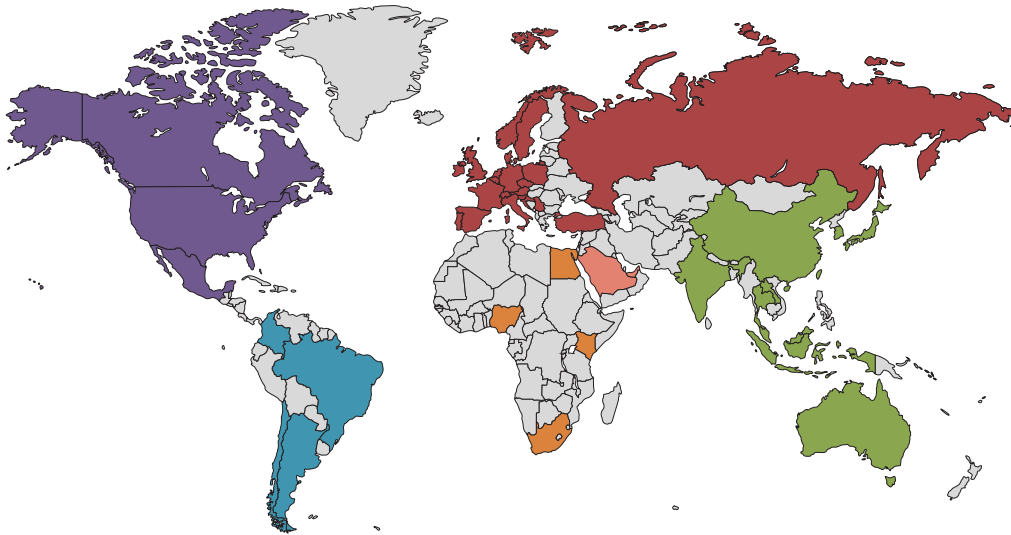
# THE IMPACT OF SUSTAINABILITY GLOBAL 2020



Consumer Experts, Insight Driven

The following are based on our 'The Impact of Sustainability Report - Global 2020

## Proportion of consumers who are concerned about the state of the environment



67% Africa

67% Asia Pacific

61% Europe

63% North America

61% South America

## What dietary changes have consumers made?



Of consumers think  
Food, drink and  
supplement brands  
should be doing more  
to protect the planet?

4 in 10

Consumers find environmentally  
friendly claims influential.

