CLIENT DAY 2019

DISRUPTING THE FUTURE

KANTAR WORLDPANEL

a CTR service in China

可持续性风潮下的增长机会点

Sustainability matters now
--- new growth engine of your business

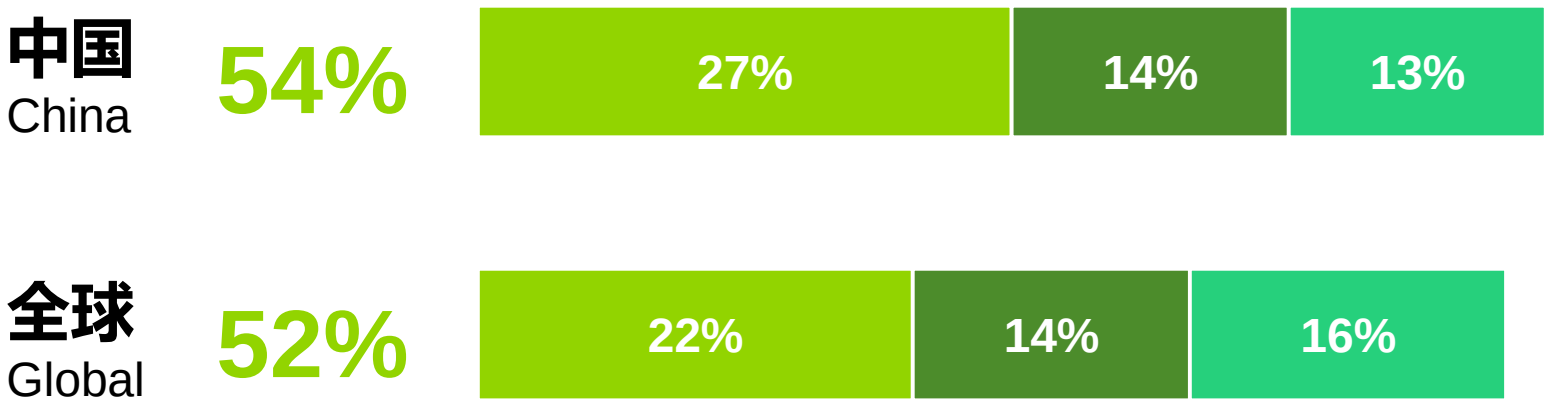
中国消费者在意“可持续性”吗？

Do Chinese consumers care?

半数以上的中国消费者关注“可持续性”，并已开始积极通过各种方式来减少垃圾

More than half of Chinese consumers worry about sustainability and are already making some efforts to reduce waste - similar to the global average

不同类型的消费者在人群的占比 %
Buyer share of different segments



环保行动派
Eco Actives

环保信念派
Eco Believers

环保进阶派
Eco Considers

数据源：凯度消费者指数城市家庭样组，LinkQ 全球研究 Who cares Who does， 2019年5-7月
Data source: Kantar Worldpanel, HHP, LinkQ Global Study Who cares Who does, May-July 2019

中国消费者对于“可持续性”的关注更多源于对“自身的健康”的担忧

Chinese consumers relate “Sustainability” more with “personal health”

消费者对塑料垃圾关注度最高的方面

The aspects of plastic pollution that consumers care the most

中国 --- 塑料影响人类健康

China --- Plastic brings negative effects to human health

全球 --- 塑料对自然破坏

Global --- Plastic brings negative effects to environment

倡导“无添加” “有机”的品牌更应该把握环保风潮

Brands that advocate “no addictive” and “organic” can embrace the eco wave

环保行动派因以下因素购买的倾向性，对比其他消费者

Index of Eco actives purchase products driven by below factors, VS. other consumers

107 天然 Natural ingredients

109 不含添加剂 No addictive

115 有机 Organic

数据源：凯度消费者指数城市家庭样组，截至2019年4月的52周，LinkQ 全球研究 Who care Who does

Data source: Kantar Worldpanel, HHP, MAT19P4，LinkQ Global Study Who care Who does

为什么企业应做出改变?

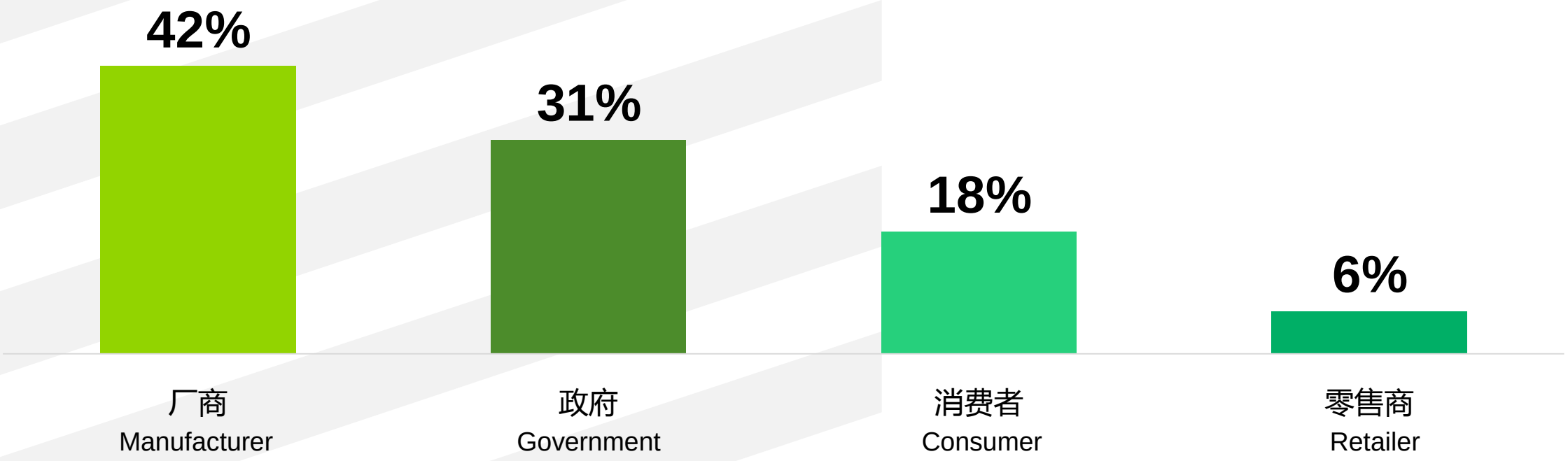
Why manufacturers and retailers shall make changes?

谁应该为环保承担更大责任?近半数的消费者指向厂商

Almost half of the consumers believe it should be manufacturers, instead of government, retailers or themselves, should take the most responsibility for environment protection.

你认为谁应该对控制和减少白色垃圾负责？全球平均，2019

Who should take the most responsibility for reducing plastic waste?



Note: not asked in China, Response average of 20 countries across Western and Eastern Europe and Latin America

93%

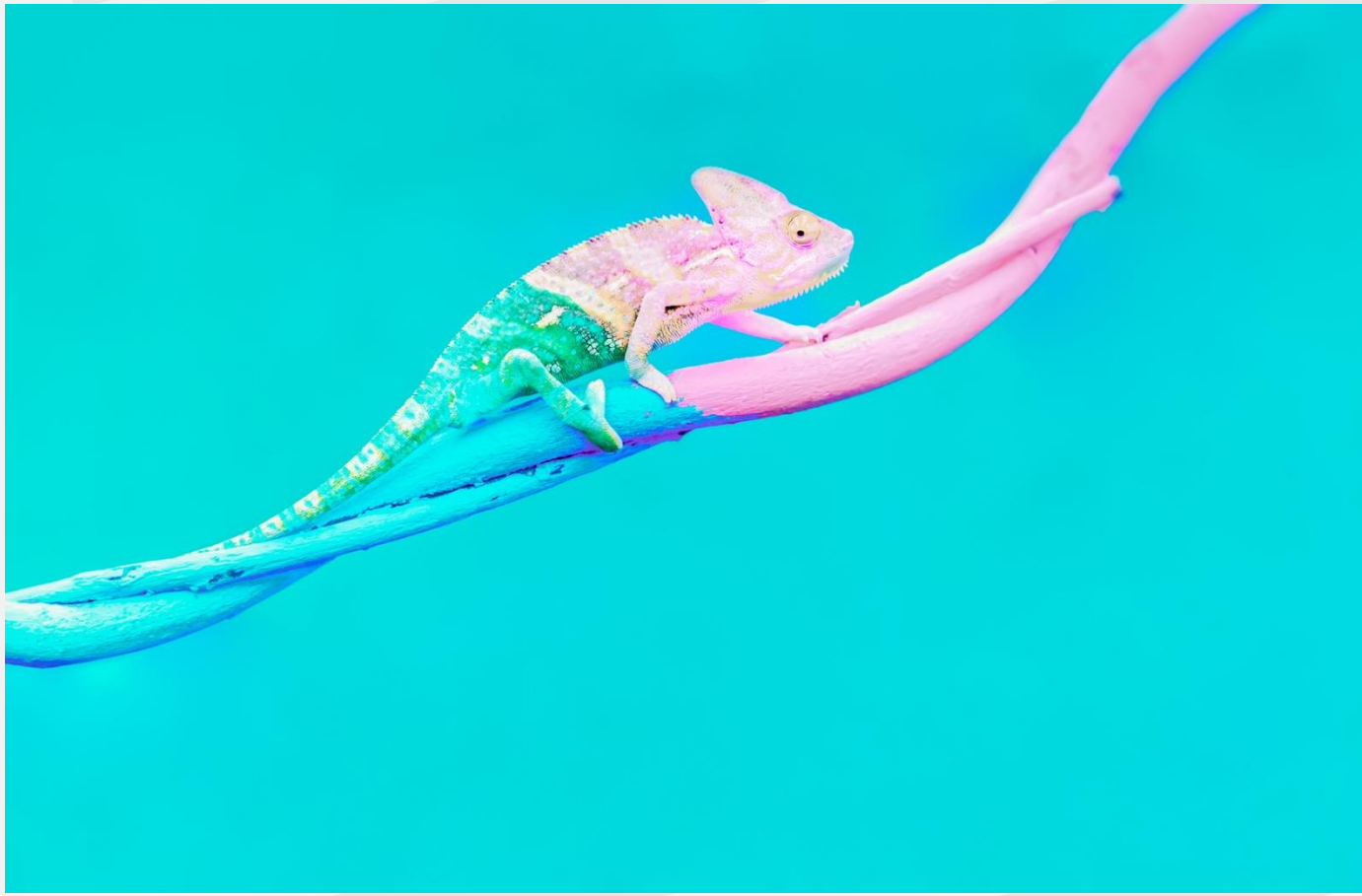
中国消费者认为厂商或品牌在减少白色垃圾做得并不够

93% Chinese consumers think manufacturers did not do enough to reduce plastic waste

“

那么应当如何做出改变？

So, what kind of changes should be made?

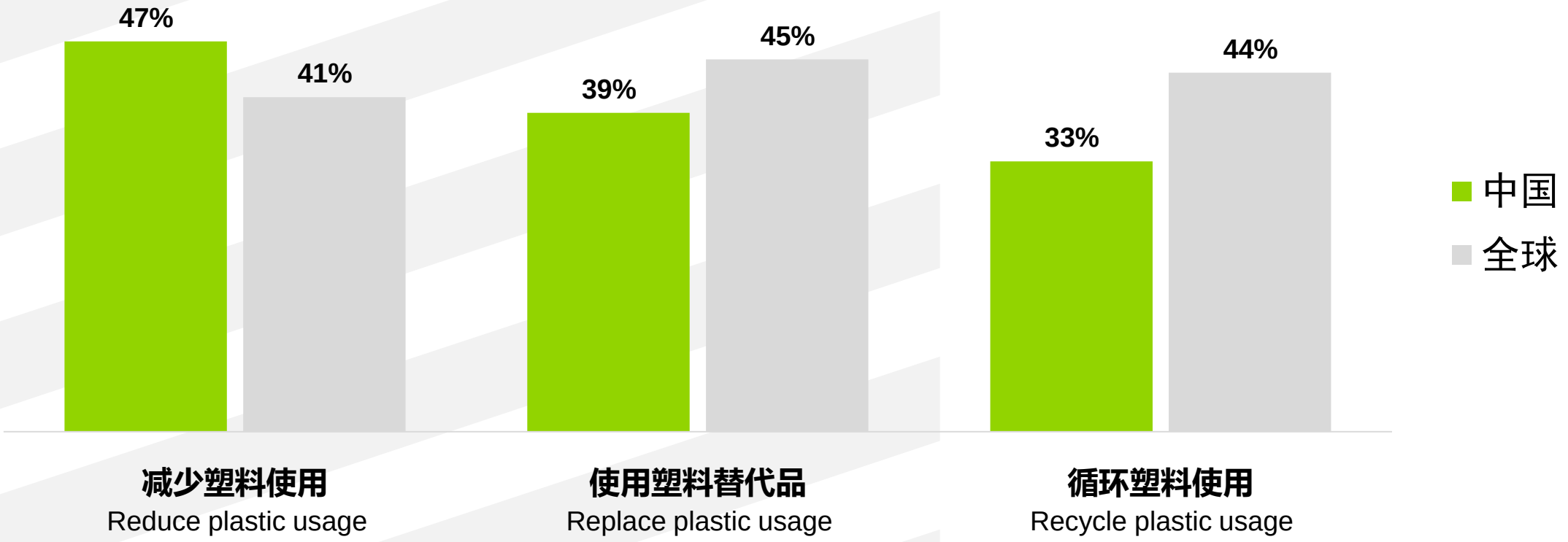


减量，替代以及重复利用塑料是中国消费者认为厂商应该采取的重要举措

There are 3 tenants of plastic reduction - Reduce, Replace, Re-use

你觉得哪些是厂商应当采取的重要举措以减少白色垃圾？

What are the important approaches manufacturer should take to help and limit plastic waste?



Loop循环使用项目2019年一上马，立刻有数个大厂品牌积极响应

Many major brands actively participate to Loop program when it was just launched in the beginning of 2019.

下单
Order

收货
Receive

享用
Enjoy

回收
Loop picks up

清洗罐装
Loops cleans and refills

参与Loop项目的品牌
Brands that participate in Loop program

Dove, Colgate, Tide purclean, Häagen-Dazs, PANTENE, Crest, Tropicana, …

可持续风潮下的增长启示

Implications to brands in the sustainable growth world

01

将可持续融入品牌建设，可为品牌带来实质的增长机会

品牌需要更多洞察环保行动派的消费行为，以做出合理的产品布局

Sustainable development can be a critical brand proposition which can bring growth

More insights into Eco Actives builds up disruptive sustainability tactics.

02

中国人的环保概念在现阶段与自身健康紧密相连

在“天然”，“无添加”的产品上发力，助力定位落地

Environmental protection is strongly related to personal health in the China context

Build linkage between “natural" and "no additive“ with eco concept can strengthen product positioning

03

可持续或者环保营销，不仅是一家企业的事

利用平台的协同作用，可减少成本，触达更多消费者

Sustainability is not just matters of one company

Companies shall consider leverage platform and powers of members in the eco-system to expand reach and impact

凯度消费者指数发起了全球性研究

#WHO CARES? DOES?

Kantar Worldpanel are launching global study on “Sustainability”

全球视角
Global Harmonised

链接真实购买
Link to Purchase

持续跟踪
Continuous Data

+健康
+Health