

# Cruelty-Free Market 2017- Design Competition Strategies by Identifying Who-Stands-Where in the Market

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## SUMMARY

WiseGuyReports published new report, titled "TrendSights Analysis: Cruelty-Free".

"Trend Sights Analysis: Cruelty-Free" is part of Trend Sights series and explores how brands can provide a superior and more unique fit for specific consumer segments.

Growing awareness of social issues driven by consumer education and media coverage is leading to a rise in ethical consumerism. In recognizing the issue of animal cruelty, a portion of these ethical consumers seek to purchase only from brands that pertain to high animal welfare standards.

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## Scope

- Over two thirds of consumers find living an ethical and sustainable lifestyle important or very important in creating a feeling of wellbeing or wellness.
- Over a third of consumers who think that living an ethical or sustainable lifestyle is important in creating a feeling of wellbeing or wellness, say that they would consider buying products that support the humane treatment of animals.
- Over a third of consumers look for on-pack ethical/sustainability logos most of the time or all of the time.



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Cruelty-Free

## Key points to buy

- Gain insight into the different routes through by which products can align with the Cruelty-Free trend including examples of best-in-class innovation.
- Compare the presence of this trend in each industry across the FMCG space, and learn what the key opportunities are.
- Identify the innovation implications of the Cruelty-Free trend for your sector.

## Table of Contents

### Trend snapshot

What is Cruelty-Free?

Why is Cruelty-Free important?

Who is driving Cruelty-Free?

How can be Cruelty-Free capitalized on?

What next in Cruelty-Free?

Appendix

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