

Cruelty-Free - Addressing animal Trends, Size and Growth Analysis 2017 To 2022

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Summary

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.



Cruelty-Free - Addressing animal

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Scope of The Report

- 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.

Reasons 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.

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