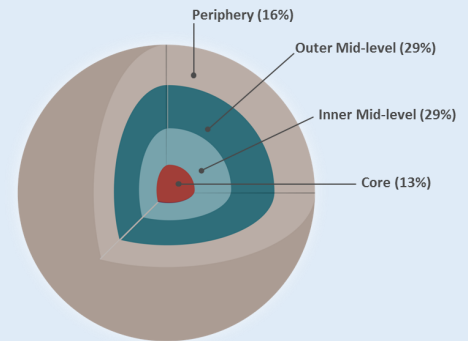


Inside the Pantry: Sustainable Food & Beverage Products in the Household

THE WORLD OF SUSTAINABILITY

Almost all consumers, 87 percent, are considered within The Hartman Group's *World of Sustainability*, meaning that sustainability-related concerns impact their values, attitudes, and actions in at least some measure. Within this World, we segment consumers based on the intensity of their involvement and how closely their aspirations match their actions.



CONSUMER PROFILES: CORE TO PERIPHERY

MID-LEVEL

The Mid-level (**58%**) represents the majority of consumers and thus the biggest opportunity.



13%

CORE

The Core is most intensely involved in sustainability. Promoting sustainability for the benefit of the greater good — rather than personal benefit — is a defining feature of their values, consistently driving decision making.

Approximate % of Sustainable Products in Pantry



Sustainable Products

Plant-based meat/cheese alternatives and functional beverages are more popular among the Core, who tend to see animal products as less sustainable. The Core tend to eat at home for more control over their diets. Their purchasing does suggest more home cooking, as they are more likely to buy fresh perishables and cooking staples.



29%

INNER MID-LEVEL

Inner Mid-level consumers adopt Core attitudes and behaviors pragmatically and are often more driven by personal benefits.

Approximate % of Sustainable Products in Pantry



Sustainable Products

While fresh foods — such as produce, meat, and dairy — are top of mind, Inner Mid-level consumers go for more convenience and indulgence than their more engaged Core counterparts, with a taste for frozen breakfast items and frozen desserts. These choices likely reflect their greater prioritization of taste and convenience.



29%

OUTER MID-LEVEL

Outer Mid-level consumers are occasionally influenced by sustainability in their purchases when it intersects with personal benefits.

Approximate % of Sustainable Products in Pantry



Sustainable Products

Outer Mid-level consumers buy less fresh produce, eggs, and dairy than other segments, suggesting less scratch cooking. More motivated by personal health, price, convenience, and other priorities, they factor sustainability into their purchasing as a quality cue.



16%

PERIPHERY

The Periphery is least involved in sustainability. Periphery consumers rarely consider sustainability explicitly in their decision making, but it does play a role in their value system more generally.

Approximate % of Sustainable Products in Pantry



Sustainable Products

Compared to other segments, Periphery consumers' kitchens reflect a desire for convenient cooking. They buy more ready-made, shelf-stable, and frozen food. They also are more likely to choose snack foods and sweets. Similarly, frozen items in their shopping basket are more likely to include pizza than produce.