



FAIRTRADE  
INTERNATIONAL

# Fairtrade and the Sustainable Shopper

2021 consumer research conducted by GlobeScan



# Who we are



Fairtrade America is the US representative of Fairtrade International, the most recognized ethical label in the world. Fairtrade America works with American brands, shoppers, NGOs and governments to advocate for better trading conditions for farmers and workers.

# Our partners are making a difference

Russell Stover



AVAILABLE AT RETAILERS NATIONWIDE

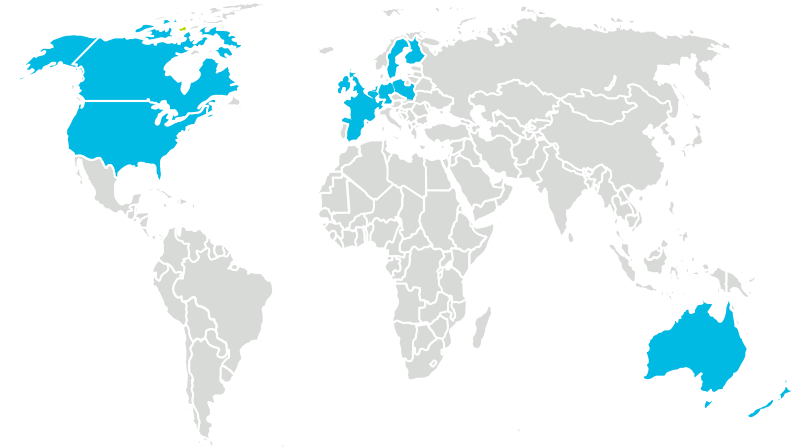


# Research Methodology

During February and March 2021, GlobeScan conducted the Fairtrade Consumer Brand study survey in 15 markets.

The research in the United States was conducted from 12th March 2021 to 30th March via an online consumer survey of 2,387 adults.

Since 2008, GlobeScan has partnered with Fairtrade to provide contextual consumer insight on Fairtrade shoppers. Their advanced research offerings have been used by industry-leading organizations like 3M, IKEA, Johnson & Johnson and Unilever.



<b>Global</b>	<b>15,418 consumers</b>
<b>U.S.</b>	<b>2,387 consumers</b>

# Fairtrade is gaining momentum in the US

41%

Of U.S. shoppers recognize the Fairtrade International Mark. This is an increase of 46% from 2019.

57%

Of U.S. consumers trust the Fairtrade International Mark. Among shoppers familiar with Fairtrade, 85% trust the Mark.

78%

Of Fairtrade shoppers would recommend Fairtrade products to a friend or colleague. This is among the highest recommendation rates globally.



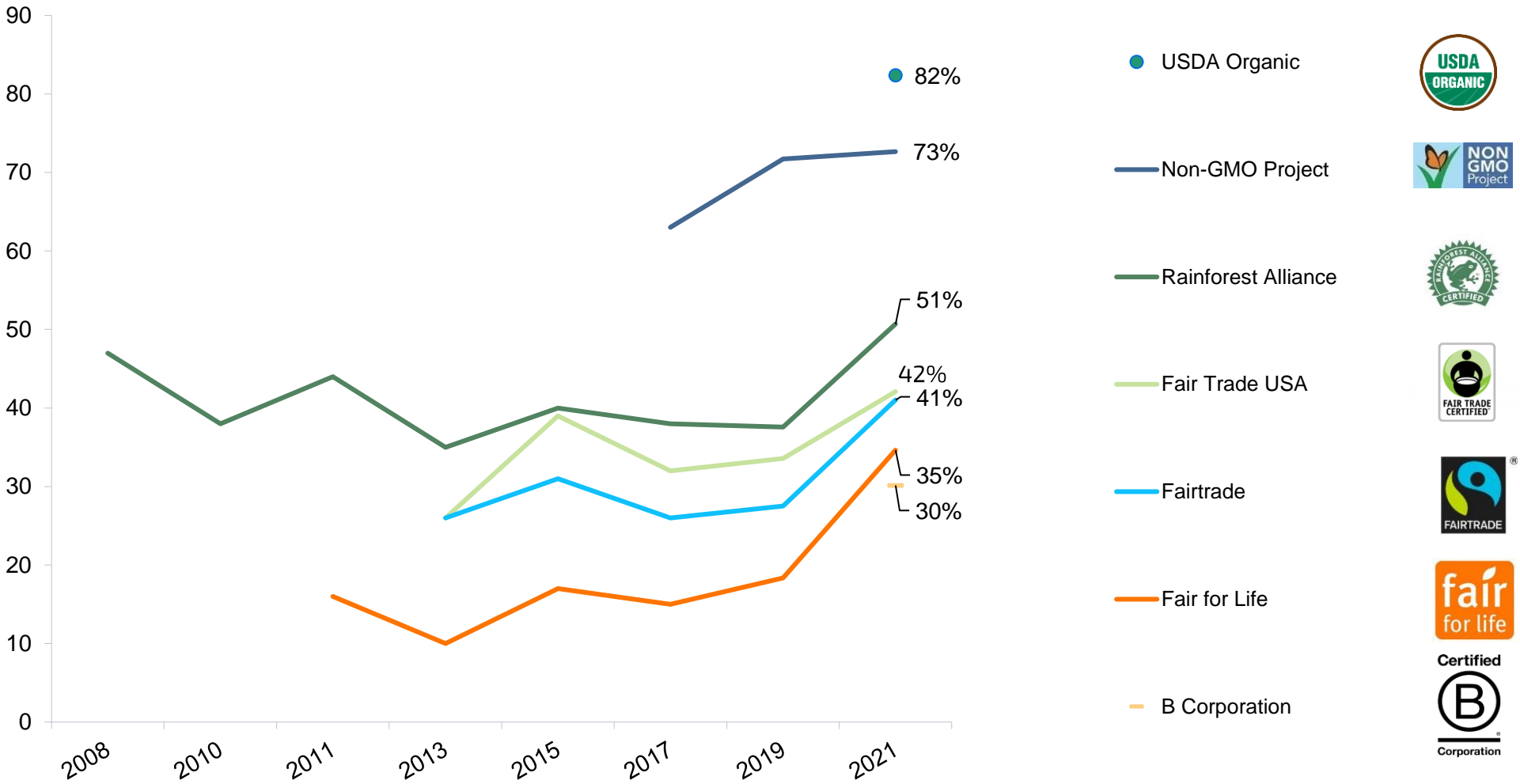
# 1. Awareness and Trust

# 41% of U.S. consumers recognize the Fairtrade Mark.

- ▶ Since 2019, recognition of the Mark has increased significantly
- ▶ Globally, **67%** of consumers recognize the Fairtrade Mark.



# Awareness of many labels has increased since 2019

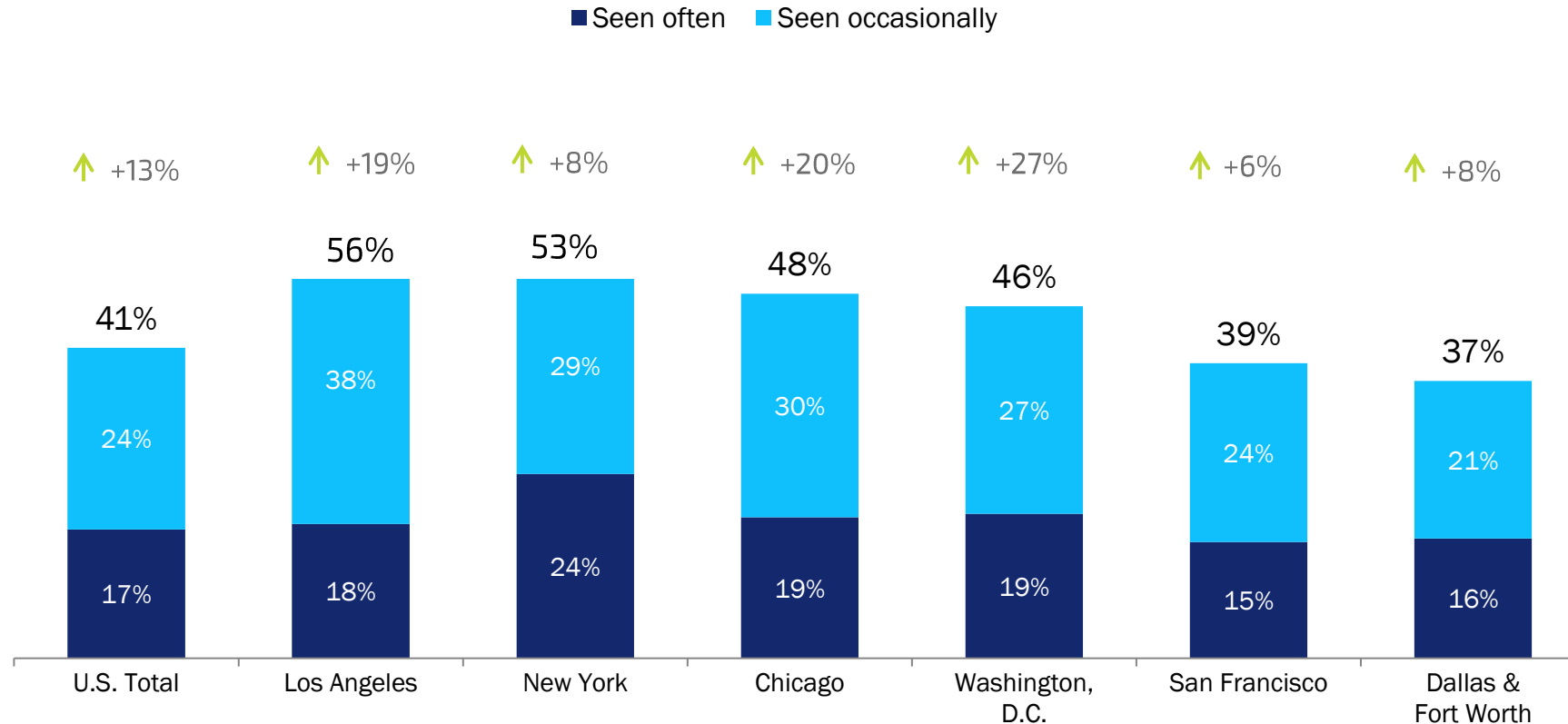


"Seen often" + "Seen occasionally," 2008–2021 (U.S.)



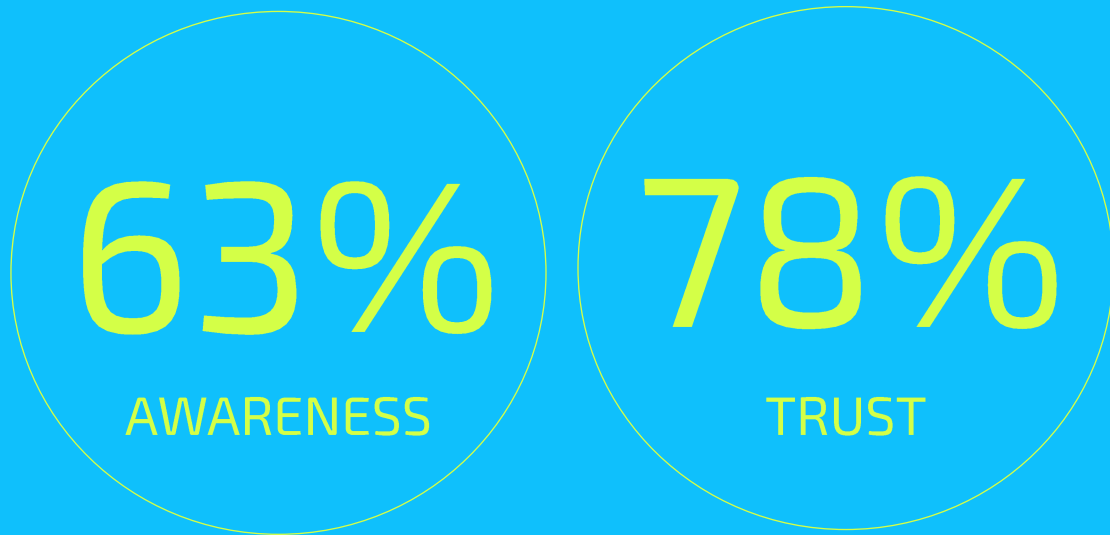


# Across major cities, consumer awareness of the Fairtrade America Mark is growing.



Awareness of Fairtrade Mark, Prompted, by Metropolitan City, 2021

Shoppers with high levels of income and education are most aware of and most trust Fairtrade America.



Consumers with "high" education



Consumers with "high" income

Trust in the Fairtrade  
America Mark increased  
by **19%** from 2019 to  
2021 and is now at  
**57%**



## 2. Shoppers & Products

**84% of shoppers  
that have seen the  
Mark buy Fairtrade  
products regularly  
or occasionally.**





**62% of middle-aged shoppers** who have seen the Mark buy Fairtrade products every month.

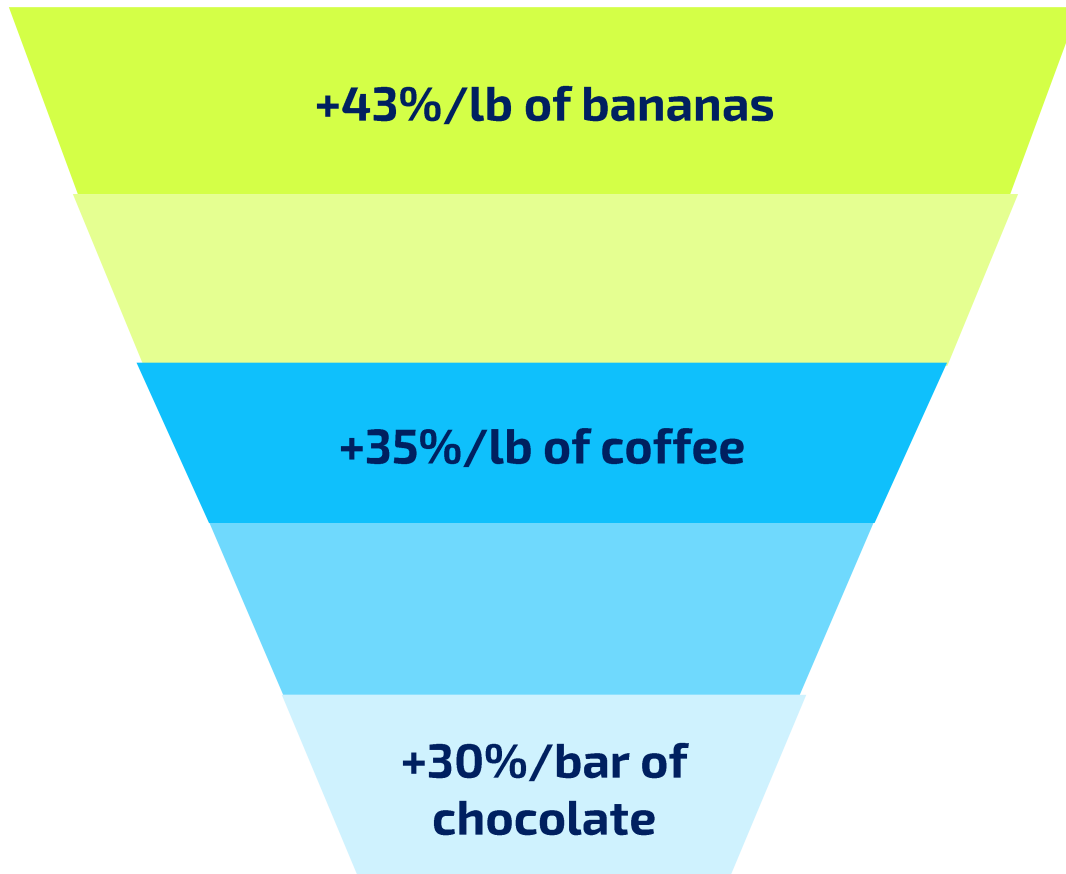
# TOP CHOICE

Shoppers prefer the Fairtrade America Mark over the Fair Trade USA or Rainforest Alliance labels when buying...

- ▶ **Coffee**
- ▶ **Bananas**
- ▶ **Tea**
- ▶ **Chocolate**
- ▶ **Flowers**



# Shoppers are willing to pay more for Fairtrade products

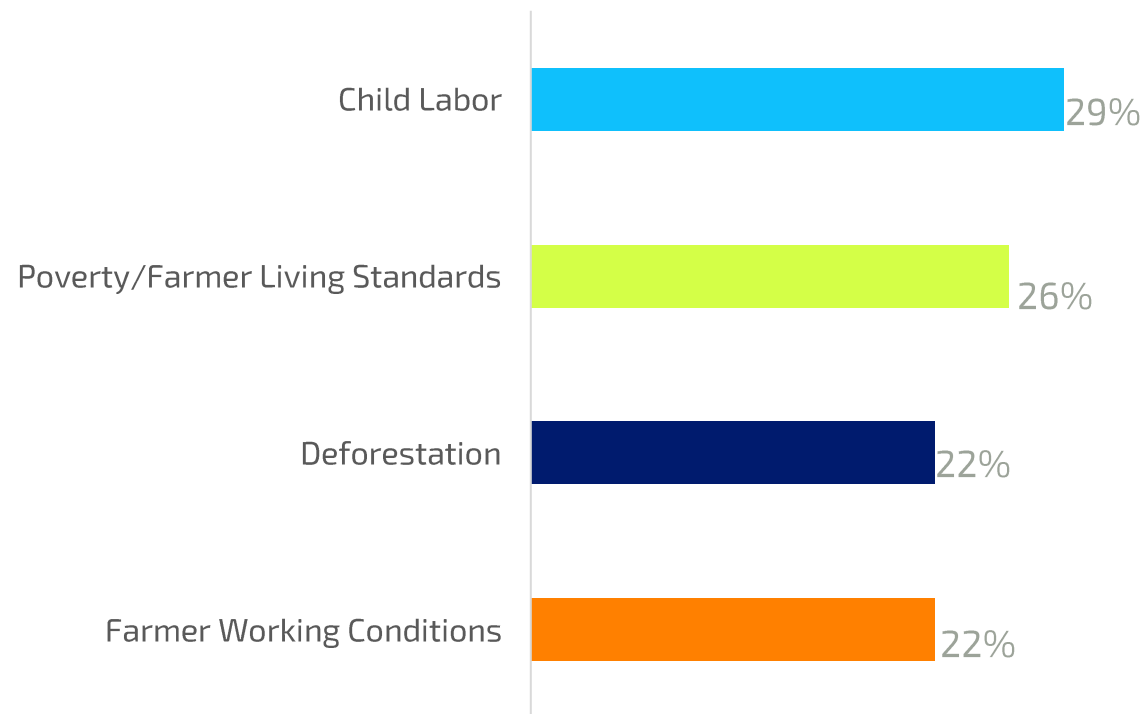


Overall, 73% of Fairtrade shoppers are willing to pay more for a product to ensure producers are paid a fair price.





**Shoppers looking for ethical products are most concerned about child labor, poverty, deforestation, and working conditions.**

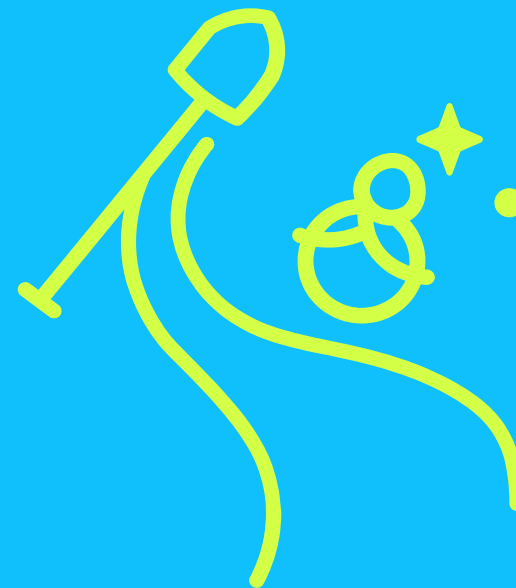


# Frequent Fairtrade shoppers care more than average about...



Climate/Environmental Causes

**56%**



Women's Causes

**29%**

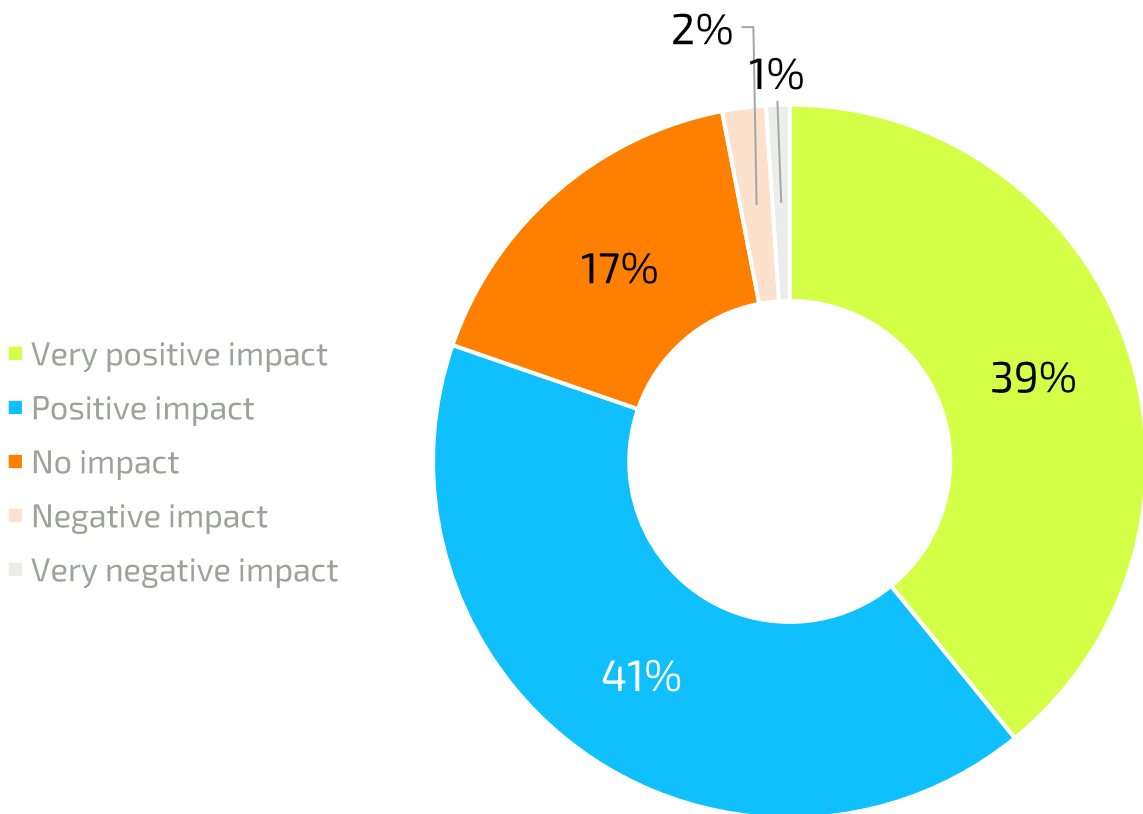
# Fairtrade shoppers are advocates.

- ▶ Nearly 8 in 10 (78%) would recommend Fairtrade America products to friends or colleagues.



More than two-thirds of shoppers who recognize the Mark associate Fairtrade with premium, high-quality brands.

72% of Fairtrade shoppers  
said they are proud to shop  
at retailers that support  
Fairtrade.



Total Positive Impact

**80%**

**80% of consumers would feel more positively about a brand if it started carrying the Fairtrade Mark.**

**Among all shoppers,  
Whole Foods Market,  
Amazon, and Trader Joe's  
customers are most likely  
to see, trust and value the  
Fairtrade Mark.**



# Coming out of COVID, Fairtrade shoppers have strong connections to the movement.

“When I buy Fairtrade, I feel I am standing together with the farmers and producers who grow our food.”

**75%**

**agree + strongly agree**

“By buying Fairtrade I feel part of a community standing up for fairness and justice.”

**73%**

**agree + strongly agree**

“Following the COVID pandemic, it is more important than ever to support Fairtrade in building a better economy for all.”

**74%**

**agree + strongly agree**

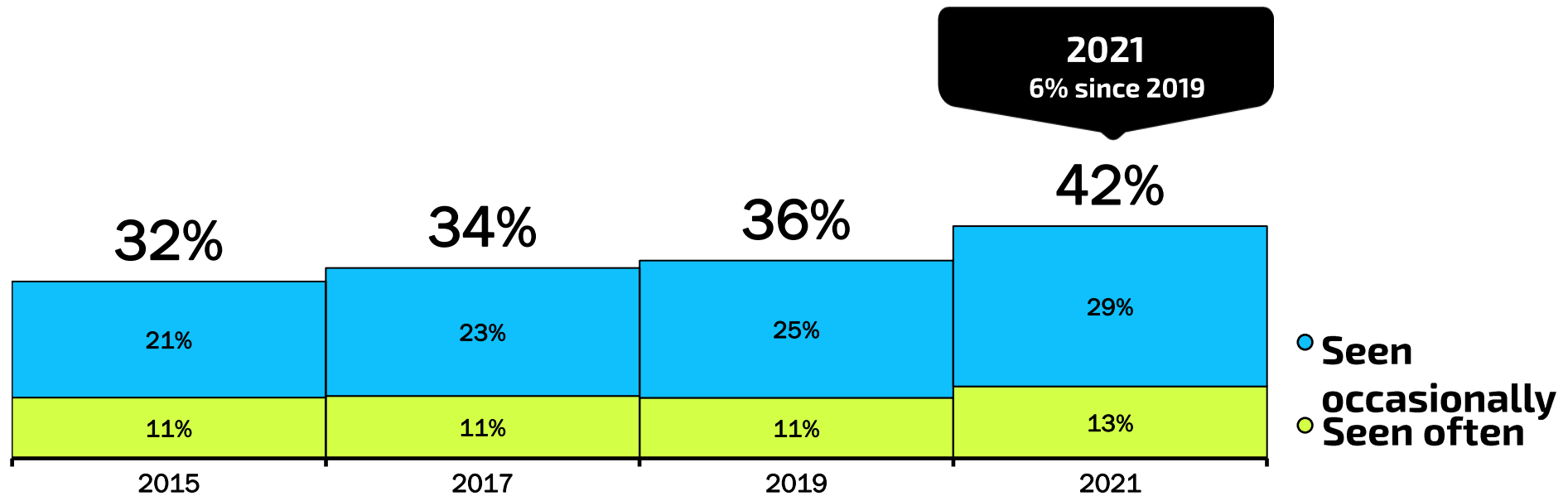


# Fairtrade Canada Shopper Insights

# Awareness of the Fairtrade Mark



Awareness of the Fairtrade Mark in Canada is at its highest ever, **increasing by 6 points for a total of 42% recognition**



# Awareness of the Fairtrade Mark



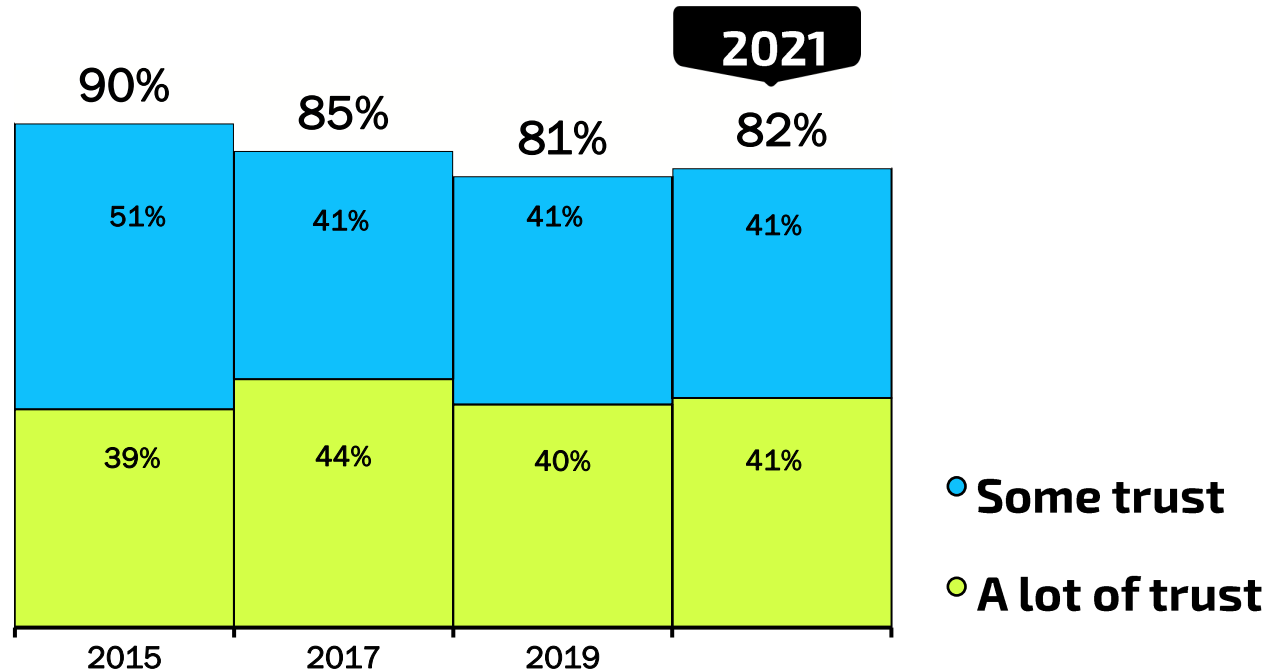
**55% of 18-34  
year-olds say they  
have seen the mark**

Young Canadian consumers between the ages of 18–34 are most likely to recognize the Fairtrade Mark

# Trust in the Fairtrade Mark amongst Canadian consumers who have seen the Mark



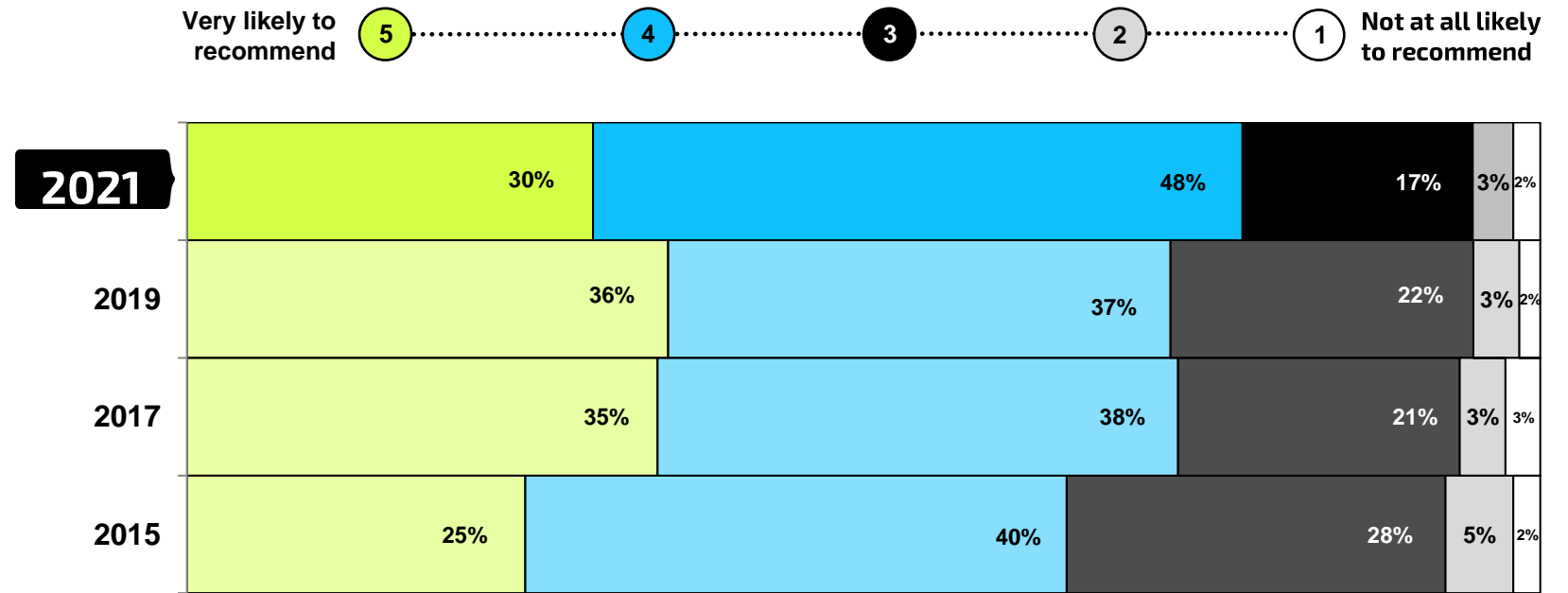
**Trust levels remain consistently high** amongst consumers who already know the Fairtrade Mark



# Recommending Fairtrade Products



**Nearly 8/10 Canadian shoppers say they'd be likely to recommend Fairtrade products to friends or colleagues**



# Summing it all up...

Fairtrade is gaining momentum and increasing awareness across North America.

Shoppers are buying Fairtrade products regularly and prefer our Fairtrade Mark for most products.

Fairtrade America and Fairtrade Canada are investing heavily in market research in 2021. More insights on Fairtrade shoppers will be out in Q3.



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# Questions?

Let's continue the conversation –

[blew@fairtradeamerica.org](mailto:blew@fairtradeamerica.org)

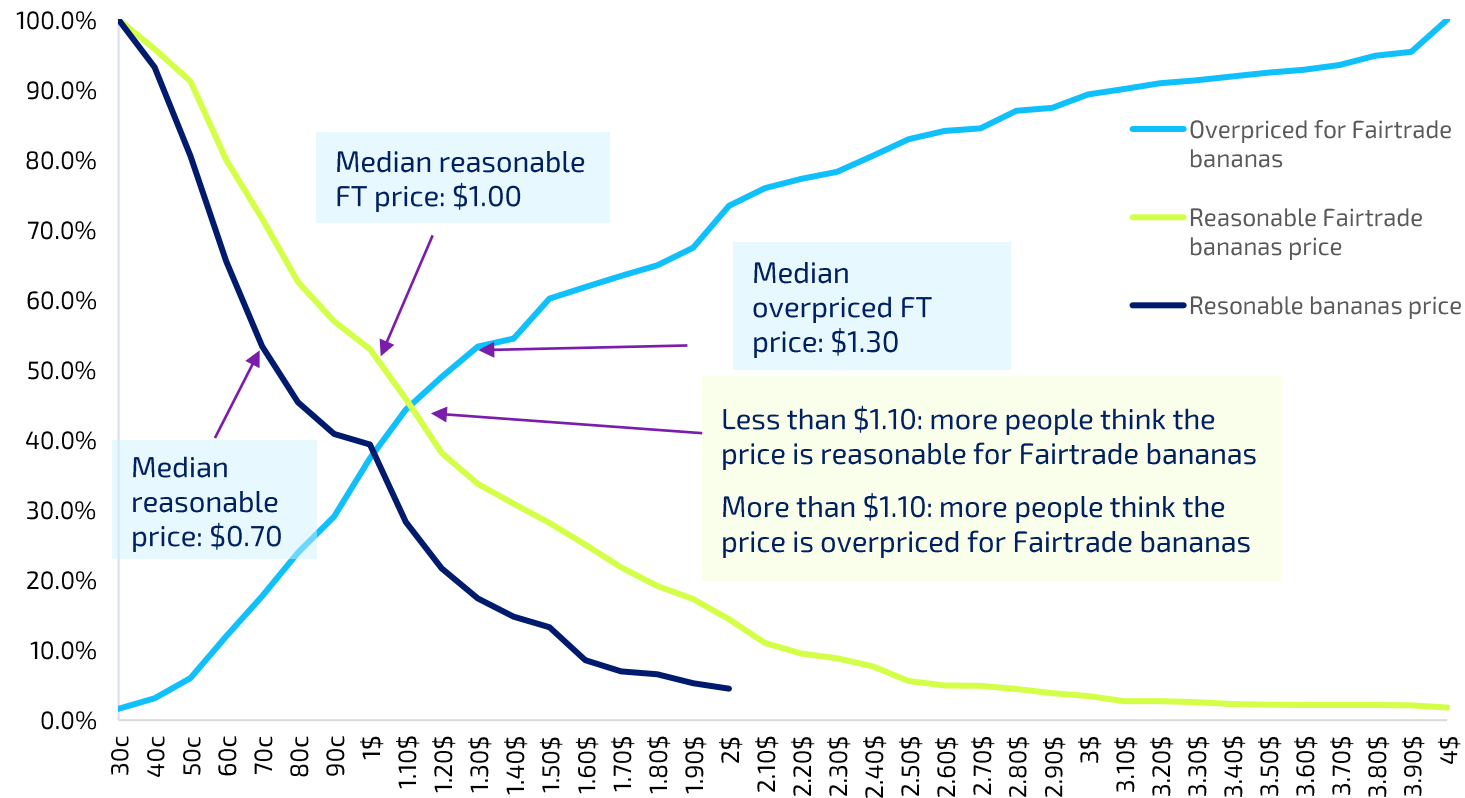


# Appendix



Consumers are willing to pay 43 percent more for a Fairtrade Certified pound of bananas, but a price increase of 86 percent is considered overpriced.

Price Sensitivity for a Pound of Bananas, 2021

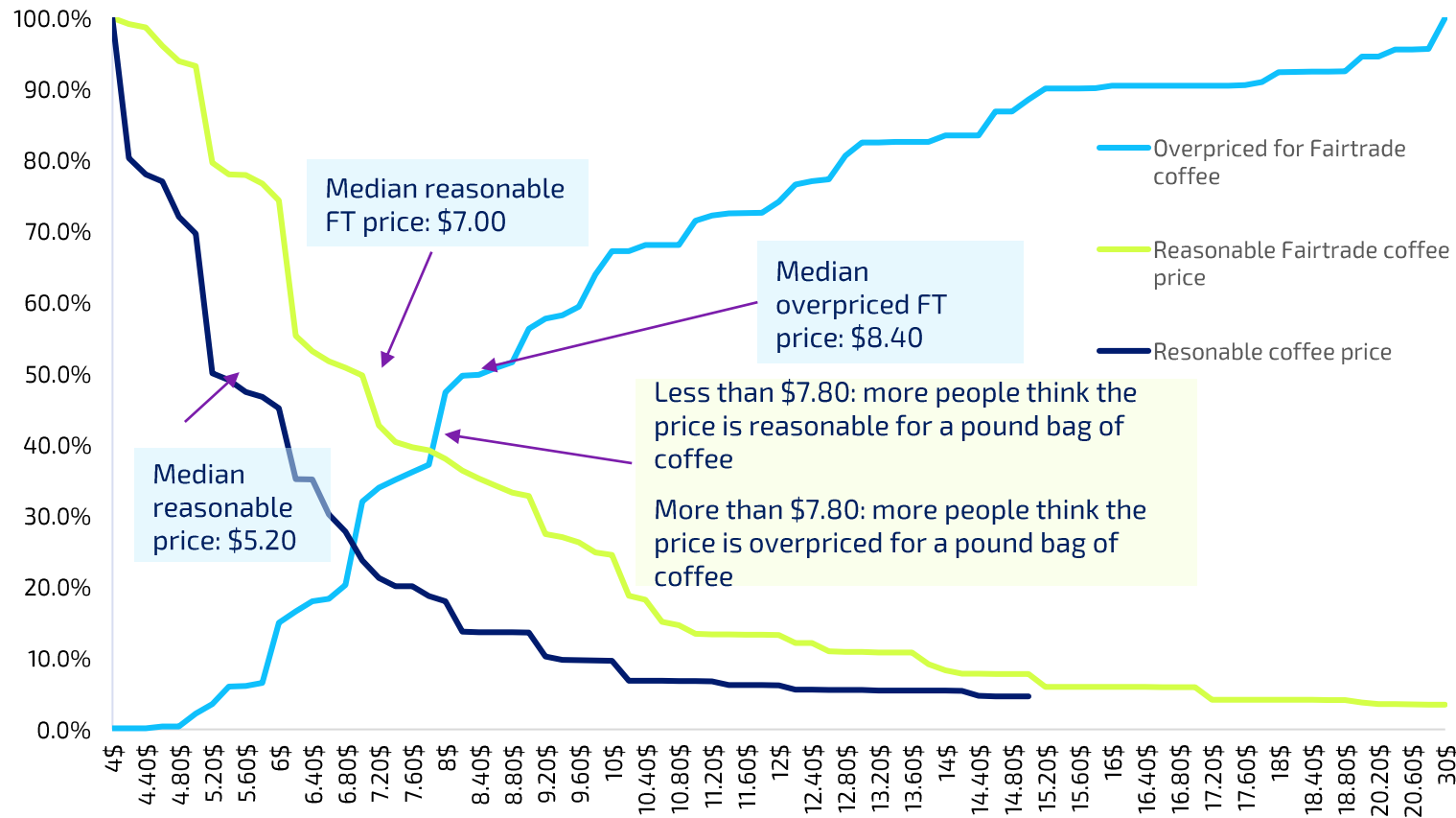


Consumers on average feel a price increase of 43% (or \$0.30) is reasonable for a Fairtrade-certified pound of bananas, while a price increase of 86% (or \$0.60) is overpriced for Fairtrade certified pound of bananas.

Consumers are willing to pay 35 percent more for a Fairtrade certified pound bag of coffee, but a price increase of 62 percent is considered overpriced.



Price Sensitivity for a Pound Bag of Coffee, 2021



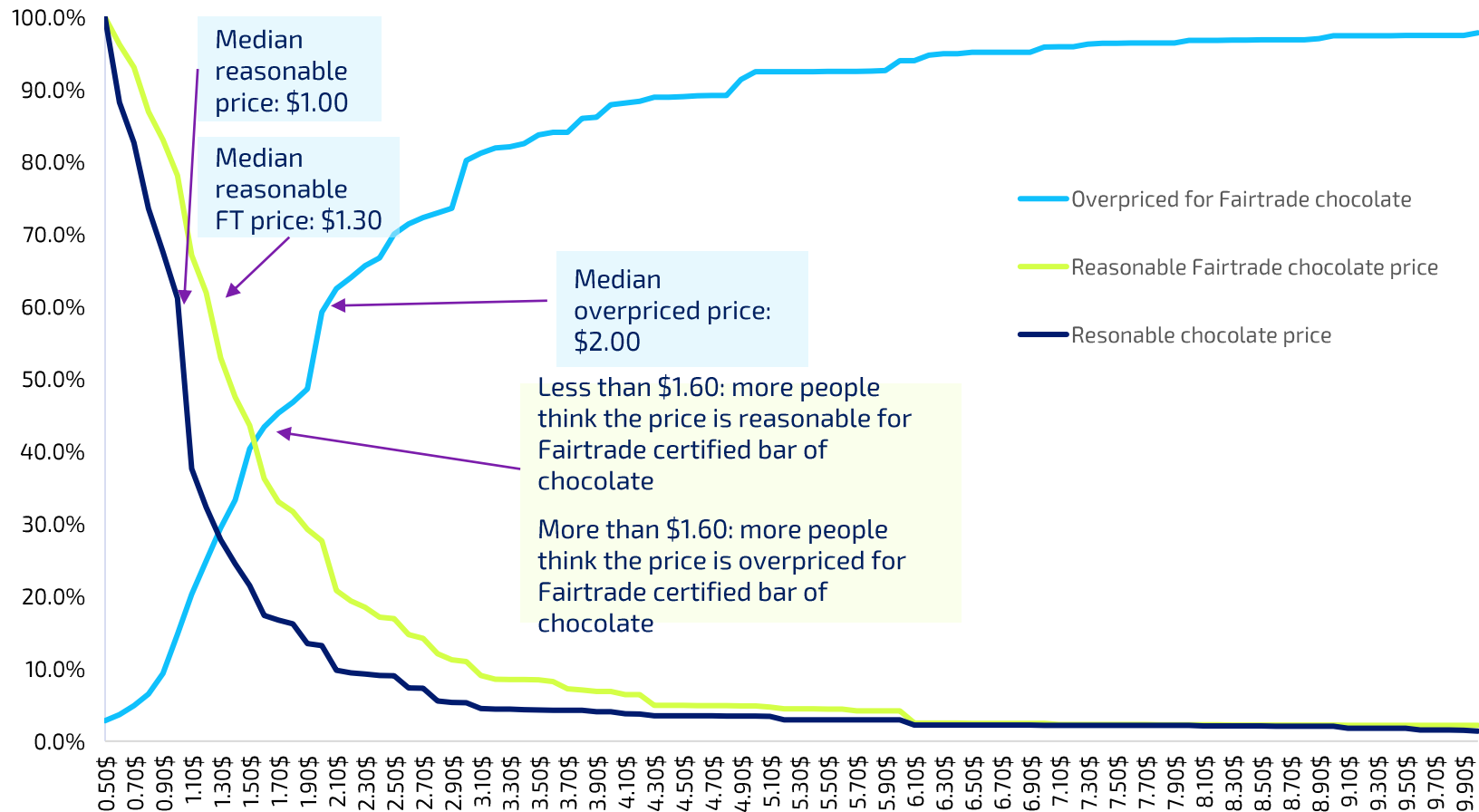
Consumers on average feel a price increase of 35% (or \$1.80) is reasonable for Fairtrade certified coffee, while a price increase of 62% (or \$3.20) is overpriced.

*Note – those that selected below \$4.00 for the starting reasonable coffee price were excluded from the analysis, as a pound bag of coffee priced below \$4.00 is unrealistic. The resulting sample size for this question is lower.*

Consumers are willing to pay 30 percent more for a Fairtrade-certified bar of chocolate, but a price increase of 100 percent is considered overpriced.

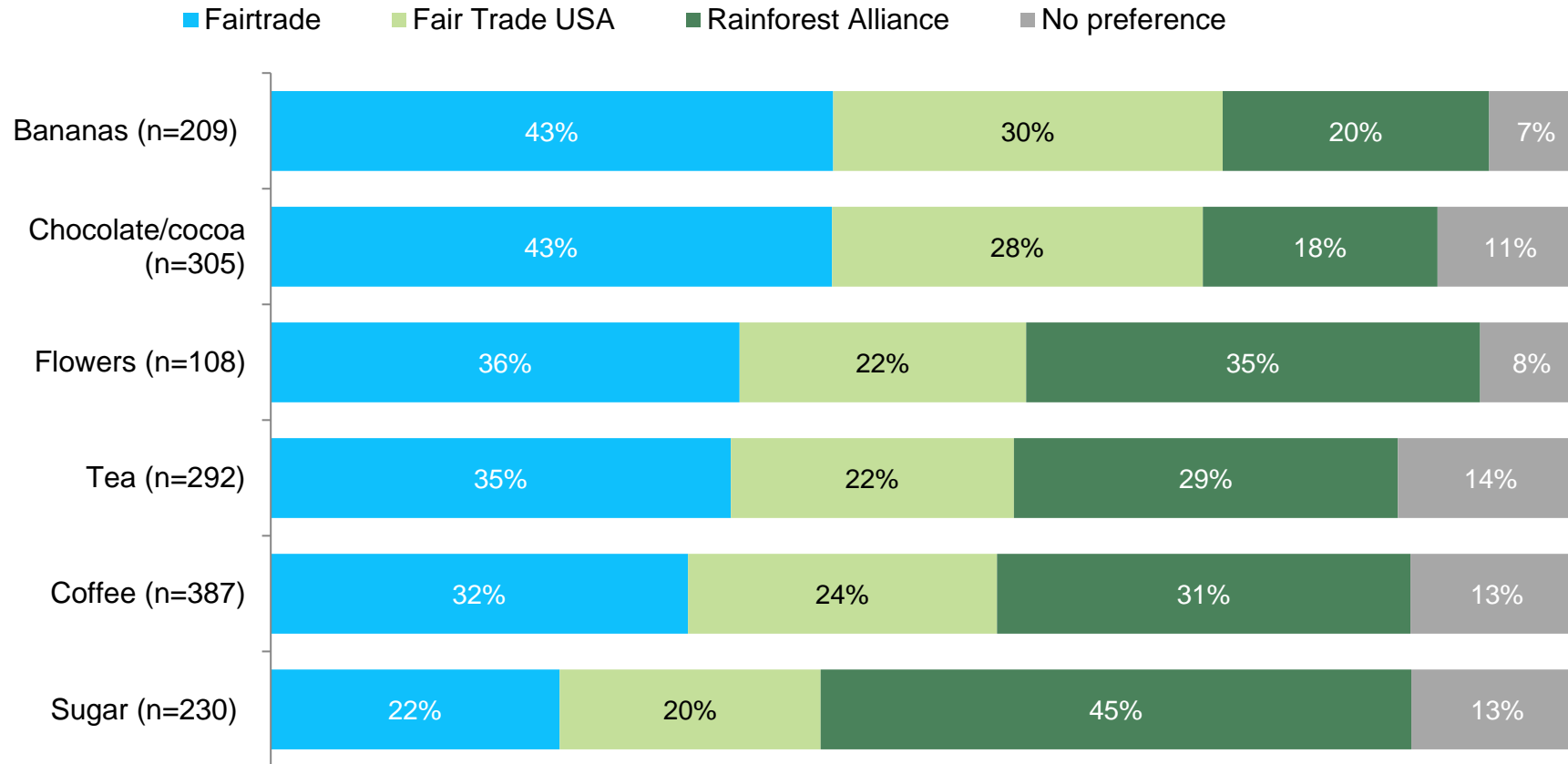


Price Sensitivity for a Bar of Chocolate, 2021



Consumers on average feel a price increase of 30% (\$0.30) is reasonable for a Fairtrade certified bar of chocolate, while a price increase of 100% (\$1.00) is overpriced.

# Fairtrade is generally preferred over Rainforest Alliance and Fair Trade USA for all products except sugar, where Rainforest Alliance is preferred



Purchase Preference for Different Products with Fairtrade vs Fair Trade USA and Rainforest Alliance Labels, 2021