



FAIRTRADE
AMERICA

Fairtrade & the Sustainable Shopper

2023 US Consumer Insights

Specials...
Tender...
Total...
Su...

Report Contents

- ▶ **Trends in label awareness and sustainable shopping**
 - *Trending awareness and trust*
 - *Impact areas and purchasing motivators*
- ▶ **Reaching and retaining consumers**
 - *Emotional connections to sustainable shopping*
 - *Retail associations with sustainable shopping*
 - *Purchasing regularity and loyalty*
- ▶ **The future of sustainable shopping and opportunities for growth**
 - *Purchase barriers and sources of sustainability information*
 - *Purchasing attitudes and behaviors of younger shoppers*

Methodology

The total 12-country sample is 11,150 consumers. The US survey sample is 2,000 consumers.

- ▶ **Global Survey:** An online survey of 11 countries was conducted between 26th January and 21st February 2023 using established online research panels.

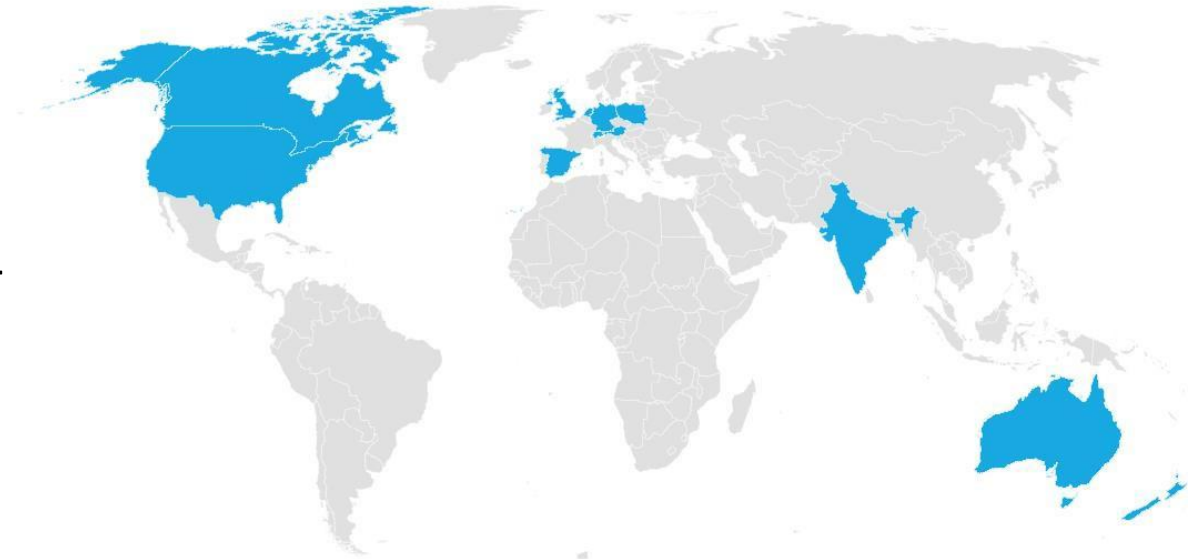
The sample for each country is nationally representative (as far as possible online). Quotas were set by age, gender, region, education, and income. The final sample is weighted to reflect the general population as per the latest available census data.

- ▶ **India Survey:** A separate online survey was conducted in India between 18th August and 5th September 2022 with 750 consumers located in Bangalore, Delhi, and Mumbai.

In the USA we tested the following labels: Fairtrade, Rainforest Alliance, Fair Trade USA, USDA Organic, Non-GMO Project, Fairtrade Cocoa Programme, Marine Stewardship Council, B Corp, Fair for Life, Regenerative Organic Certified, Global Organic Textile Standard.

Notes on reporting:

Throughout the report, tracking data is shown from 2013–2023. All figures in this report are given in percentages unless otherwise stated. In charts, due to rounding of decimal places displayed, figures may not always add up to exactly 100 percent. All mentions of “Parent” refer to people with children under the age of 18 years, either living with them or not.



USA and global sample

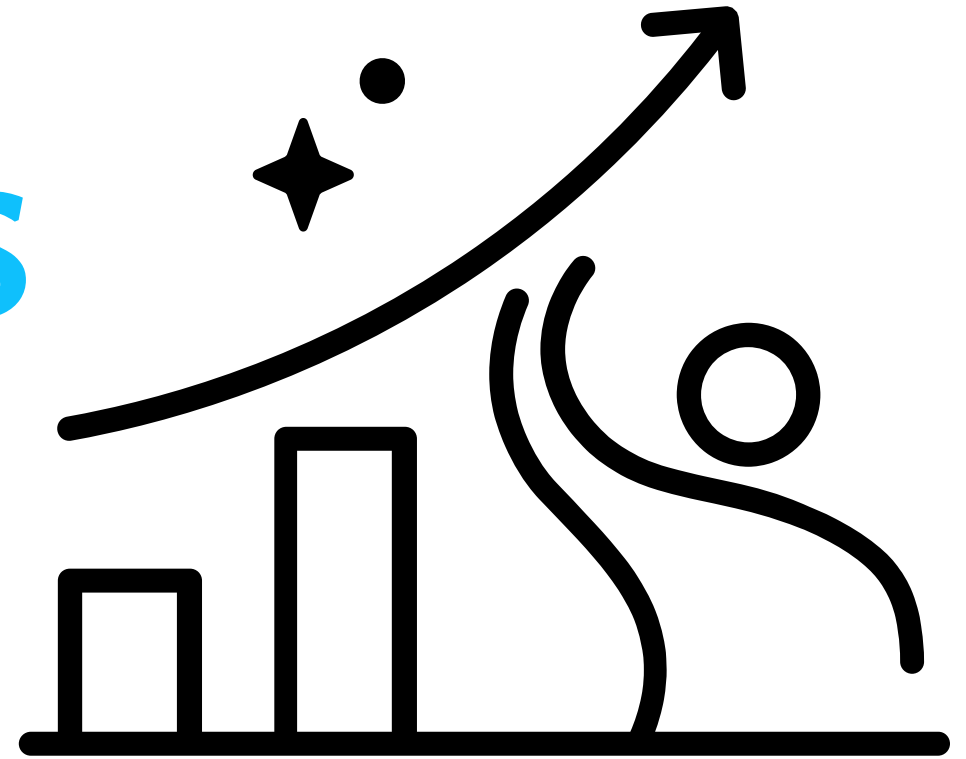
USA	2,000 consumers
Global total	11,150 consumers



Executive Summary

Fairtrade is growing in the US

2023 survey results show exciting momentum in shoppers' recognition of and preference for Fairtrade products. Here are some of the top takeaways from the research...



Label awareness & sustainable shopping is on the rise in the US.



Most consumers recognize ethical and sustainable labels.

86% of US shoppers say they recall seeing an ethical or sustainability label on products as they're shopping.

Fairtrade label awareness has jumped by 118% from 2019-2023.

Our awareness jumped by 49% in two years, up from 41% recognition in 2021 to 61% today. Since 2019, our awareness has increased by 118%, from 28% to 61%.

Nearly 3 in 4 shoppers trust the Fairtrade Mark.

72% of respondents said they had "some" or "a lot" of trust in the label. That number rises to 86% among respondents who already recognized the label.

Certification can help reach and retain consumers.



Shoppers will pay more for products that align with their values.

79% who know Fairtrade said they would pay more to ensure a fair price for producers, and 67% said they would pay more for certified products, despite inflation.

Shoppers of major retailers show high commitment to ethical purchasing.

90% of Safeway/Albertson's shoppers reported that they were willing to pay more so producers got a fair price. 89% of Target shoppers and 81% of Walmart shoppers also agreed with this statement.

People who know the label are choosing certified products.

91% of shoppers who recognize the Fairtrade label reported that they purchase Fairtrade products regularly or occasionally

There's an opportunity to be on the growth edge with Fairtrade in the US.



Consumers want to know where their products come from.

92% of survey respondents expressed interest in learning more about the farmers who grow the ingredients used in their favorite items.

Limited access is the primary obstacle to Fairtrade purchases.

40% of those who only buy occasionally, rarely or never said that they didn't buy more because Fairtrade is "hard to find in the store."

Millennials are most frequent purchasers.

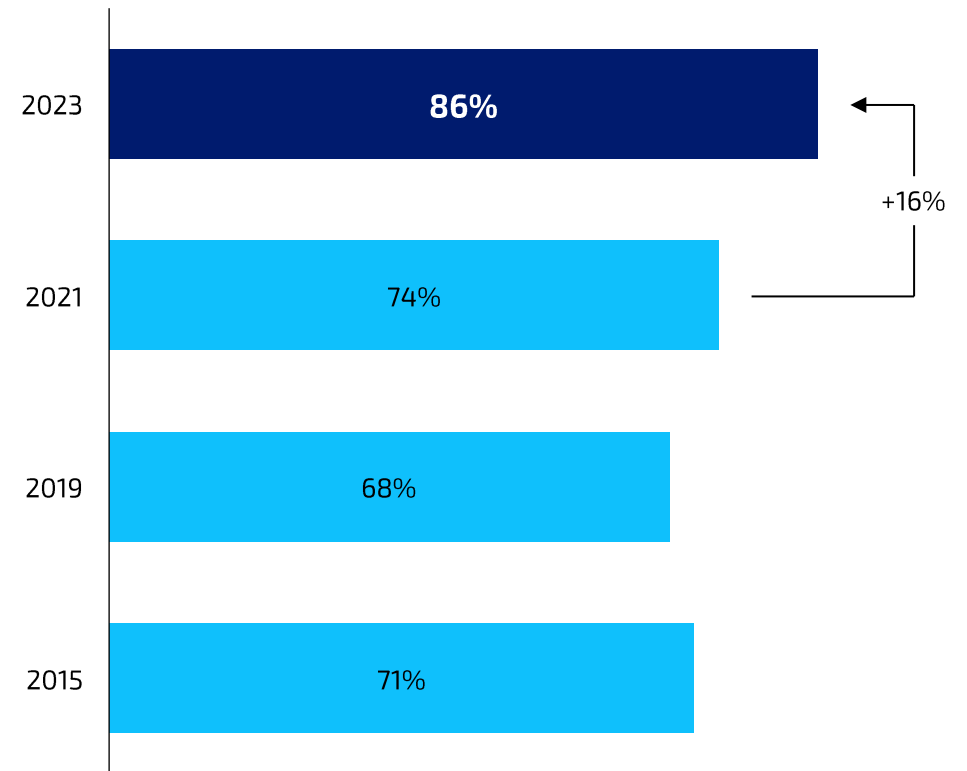
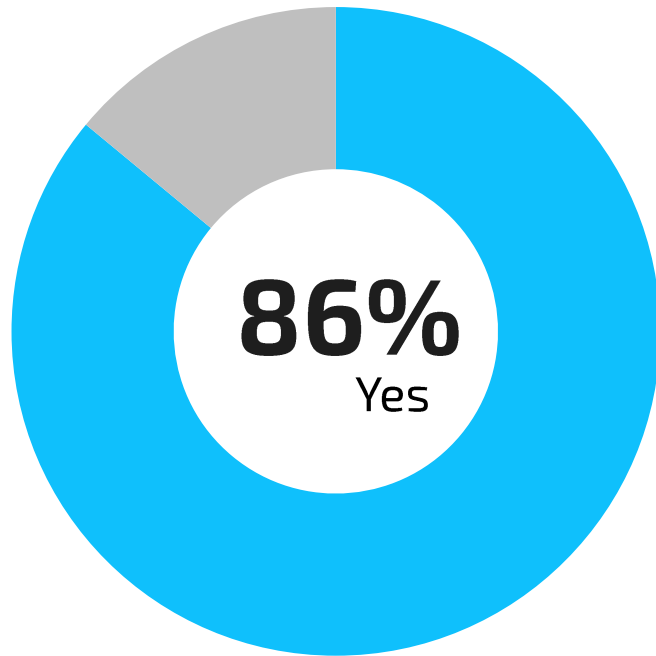
Among 25-34 yr. olds who know the Fairtrade Mark, 63% said they buy Fairtrade products regularly, and 35% said they buy occasionally.



1. Trends in label awareness and sustainable shopping

More than 8 in 10 US consumers recall seeing some sort of ethical or sustainability label in their shopping.

Have you ever seen a label on a product that indicates the product has been ethically or responsibly produced or is environmentally friendly?

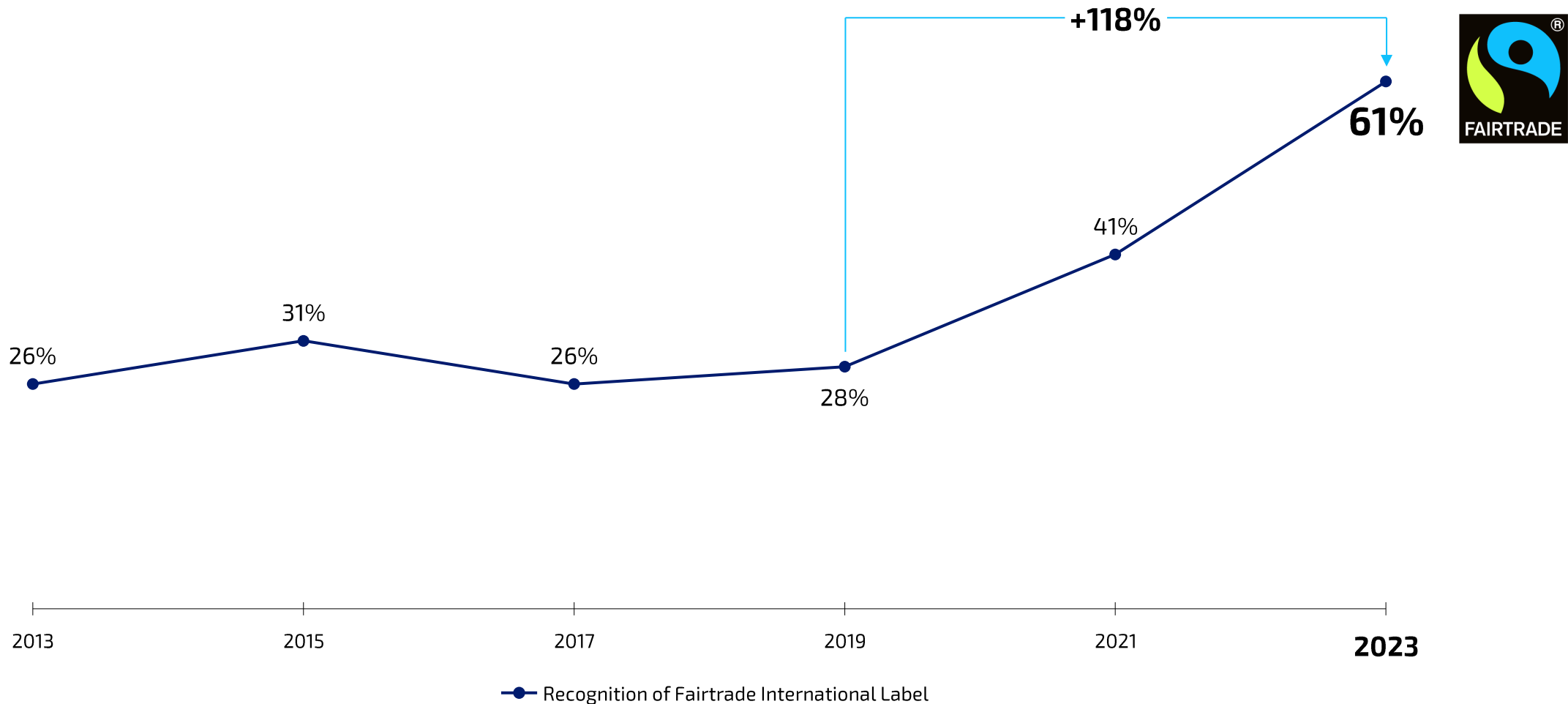


61% of US consumers recognize the Fairtrade Mark

- ▶ This is a significant increase from 41% recognition in 2021.
- ▶ Globally, **71%** of consumers recognize the Fairtrade Mark



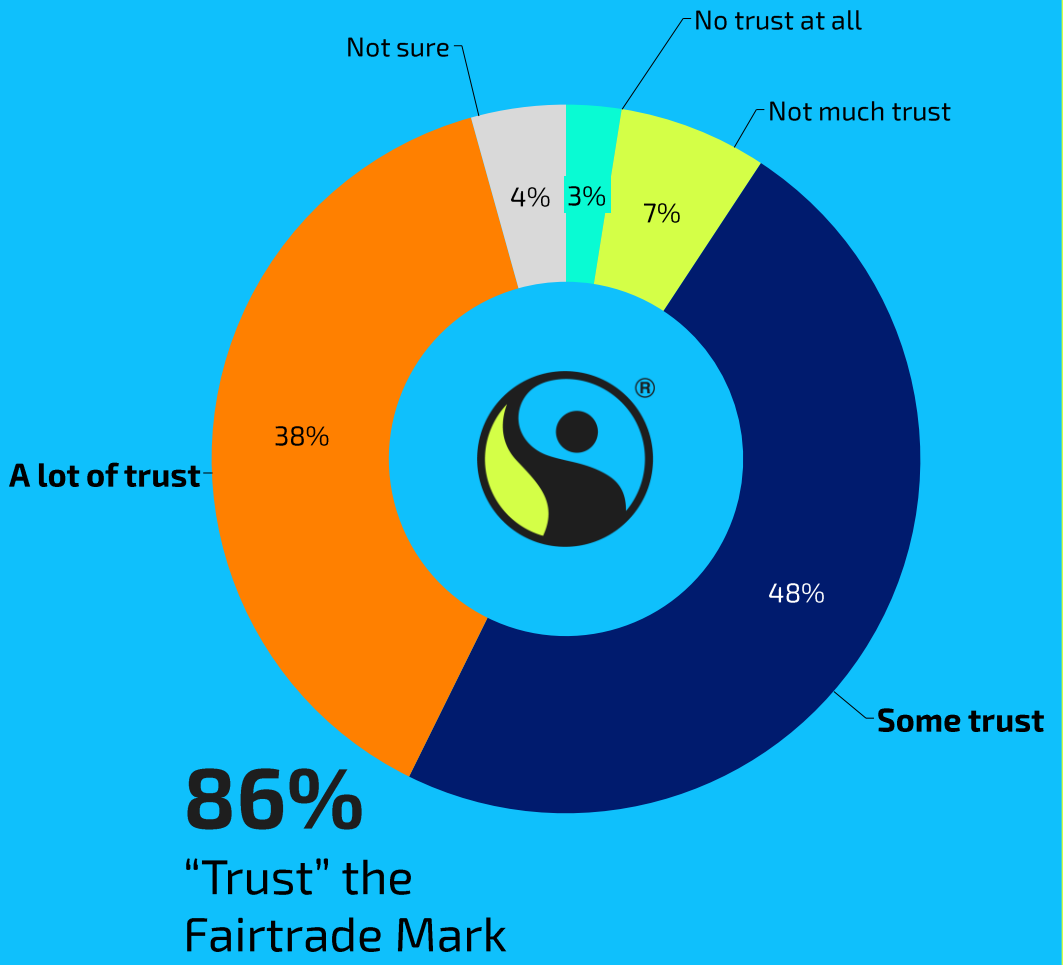
Awareness of the Fairtrade label has rapidly increased in just the last 4 years, more than doubling the number of US shoppers who recognize the certification.



Trust in Fairtrade, %, All Who Recall Seeing the Fairtrade Mark, 2023

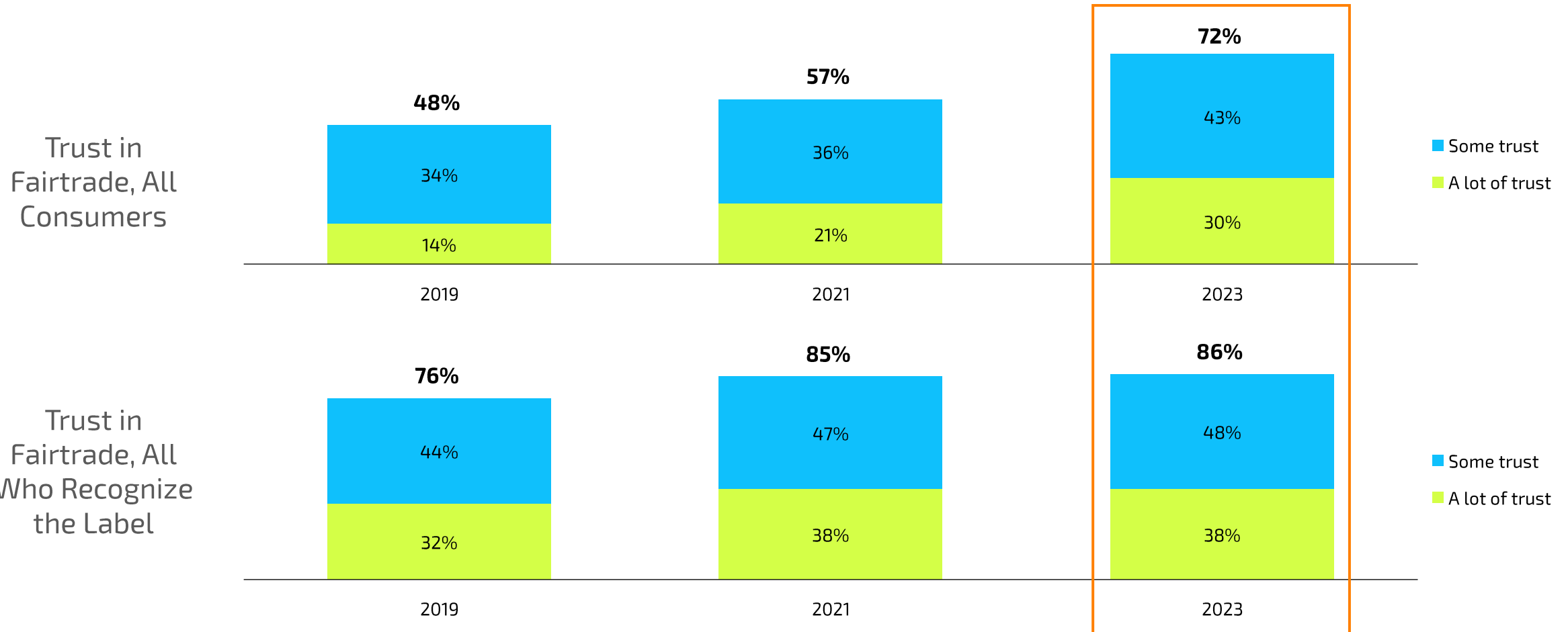
Trust is high among consumers who know Fairtrade.

- ▶ 86% of survey respondents who recognized the Fairtrade Mark expressed trust in the certification label.
- ▶ Trust has remained steady, increasing from 85% in 2021 among those familiar with Fairtrade.



*Research conducted and reported by GlobeScan, April 2023

Trust in Fairtrade has seen a significant increase among all consumers since 2021 and remained steady among those aware of the Mark.

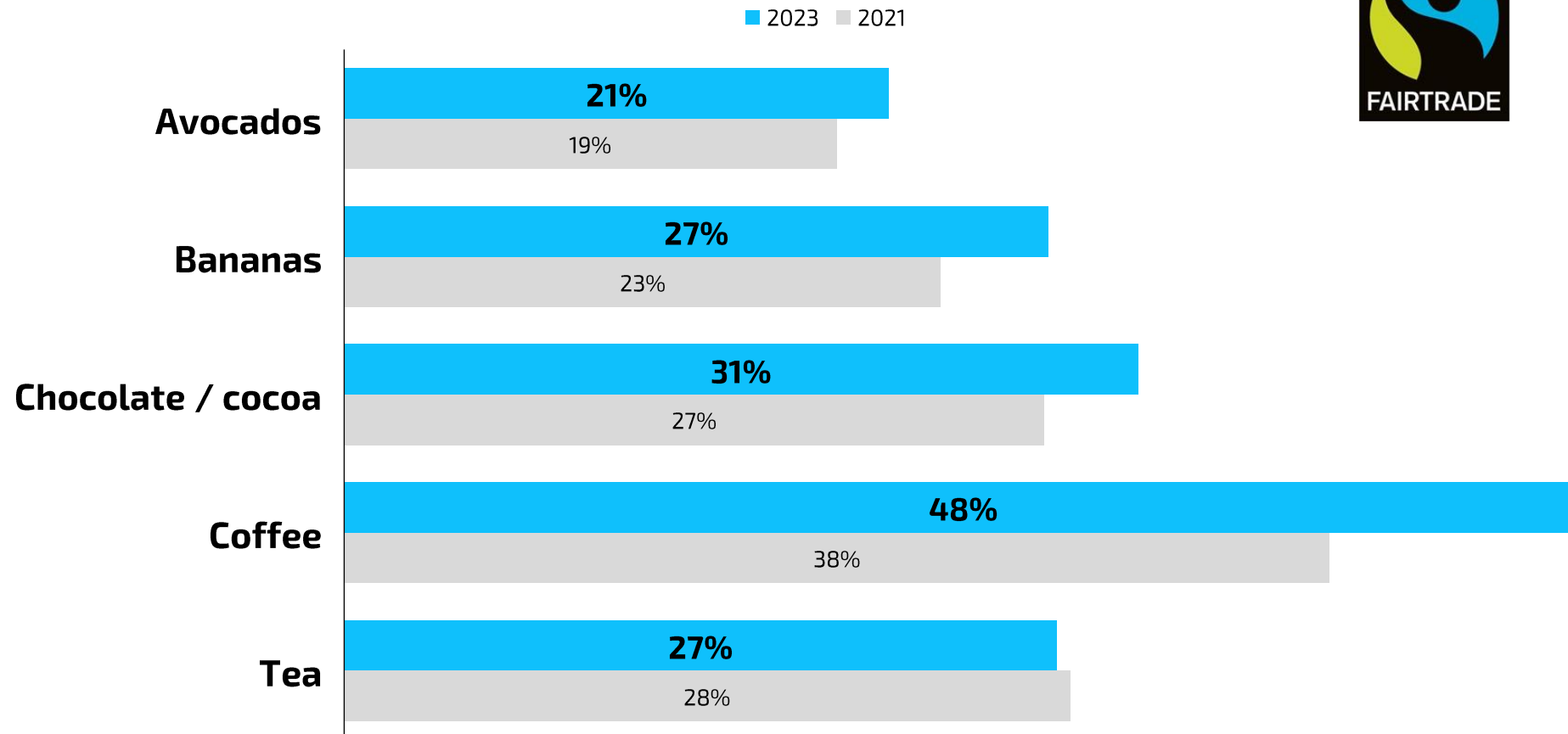


*Research conducted and reported by GlobeScan, April 2023

Visibility of Fairtrade products has increased since 2021 for nearly all major product categories in the US.



On which of the following products have you seen this label?





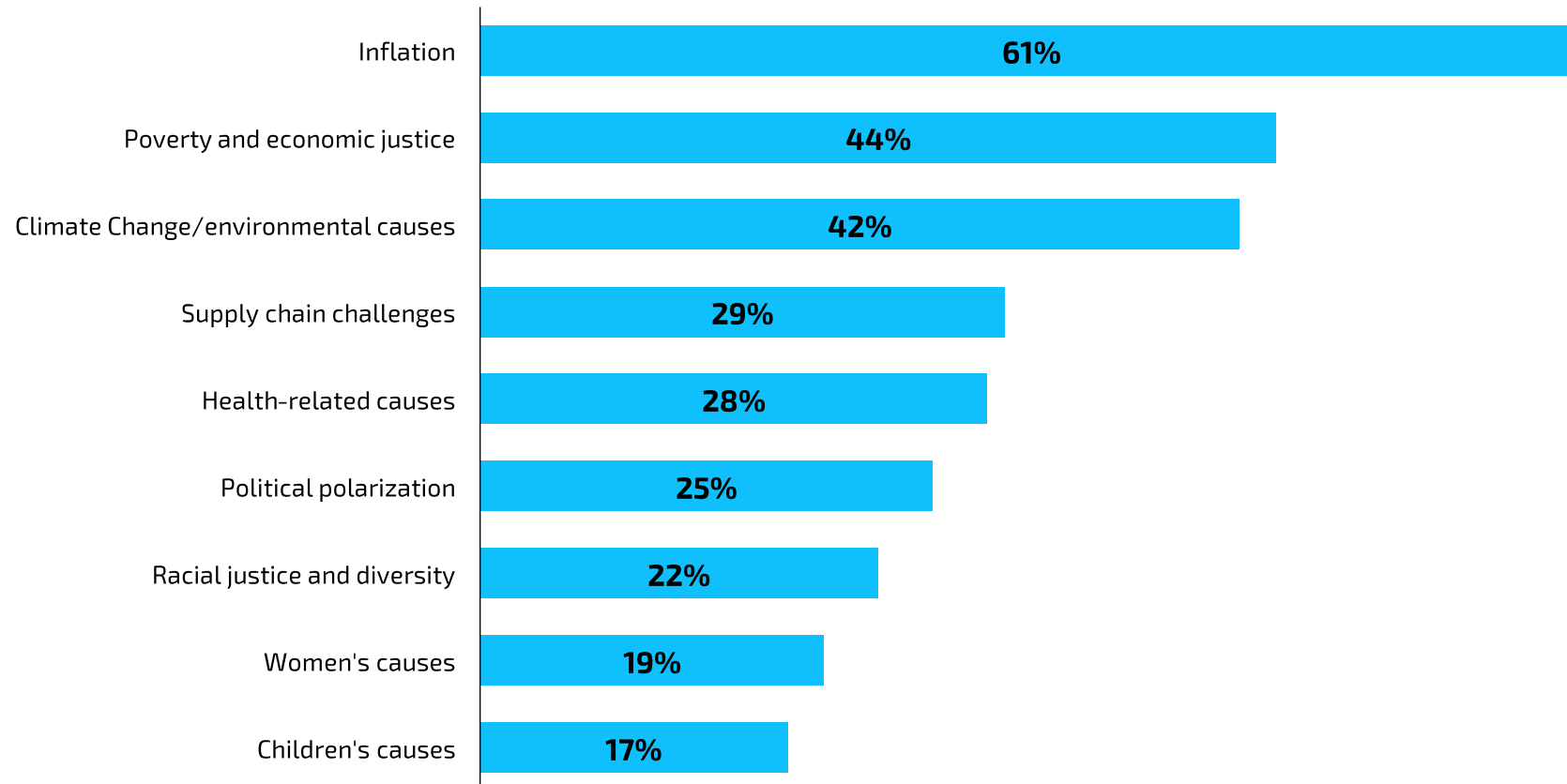
2. Reaching and Retaining Consumers



Shoppers see inflation as the most important challenge facing the world in 2023, followed by poverty and climate change.

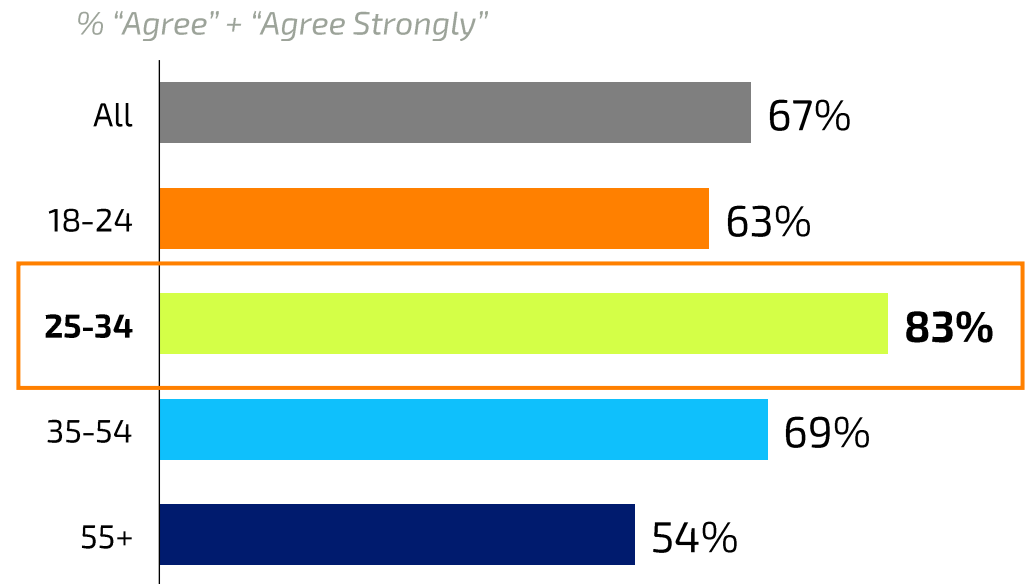
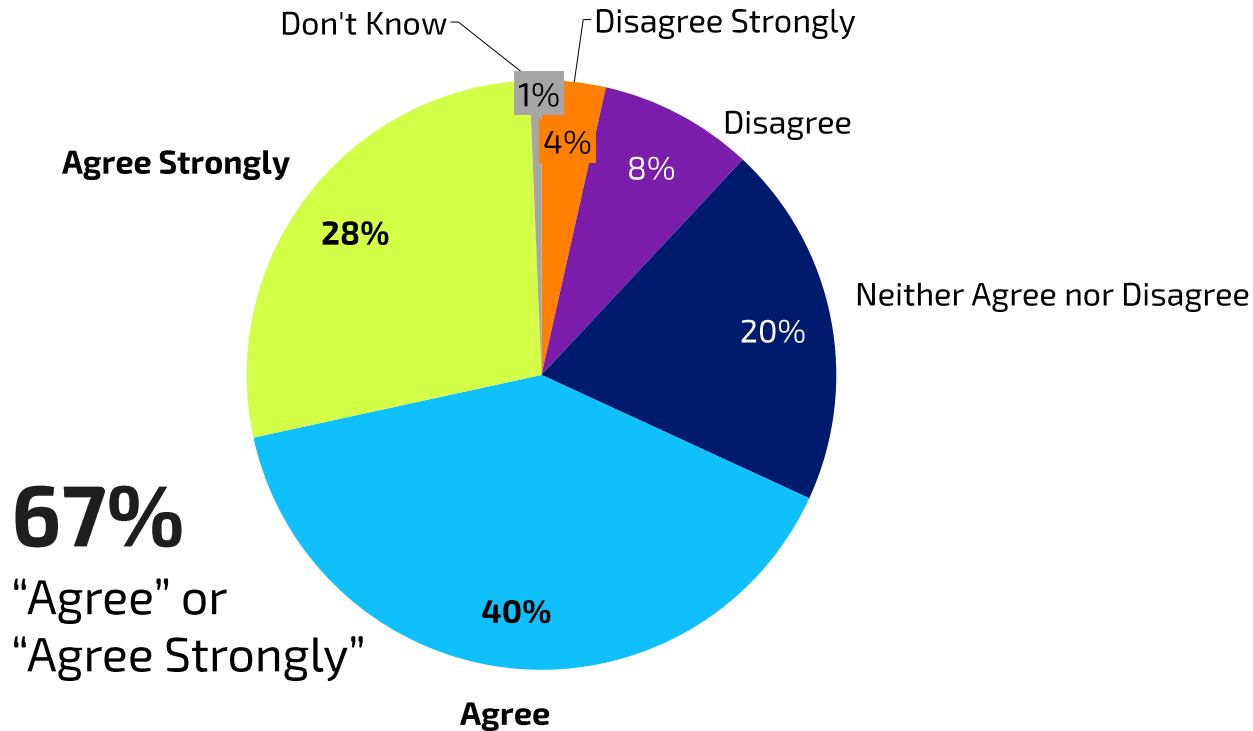


Most Important Global Challenges to Address, % Ranked in Top 3



Despite increased cost of living, 2/3 of shoppers who know Fairtrade are willing to pay more for certified products.

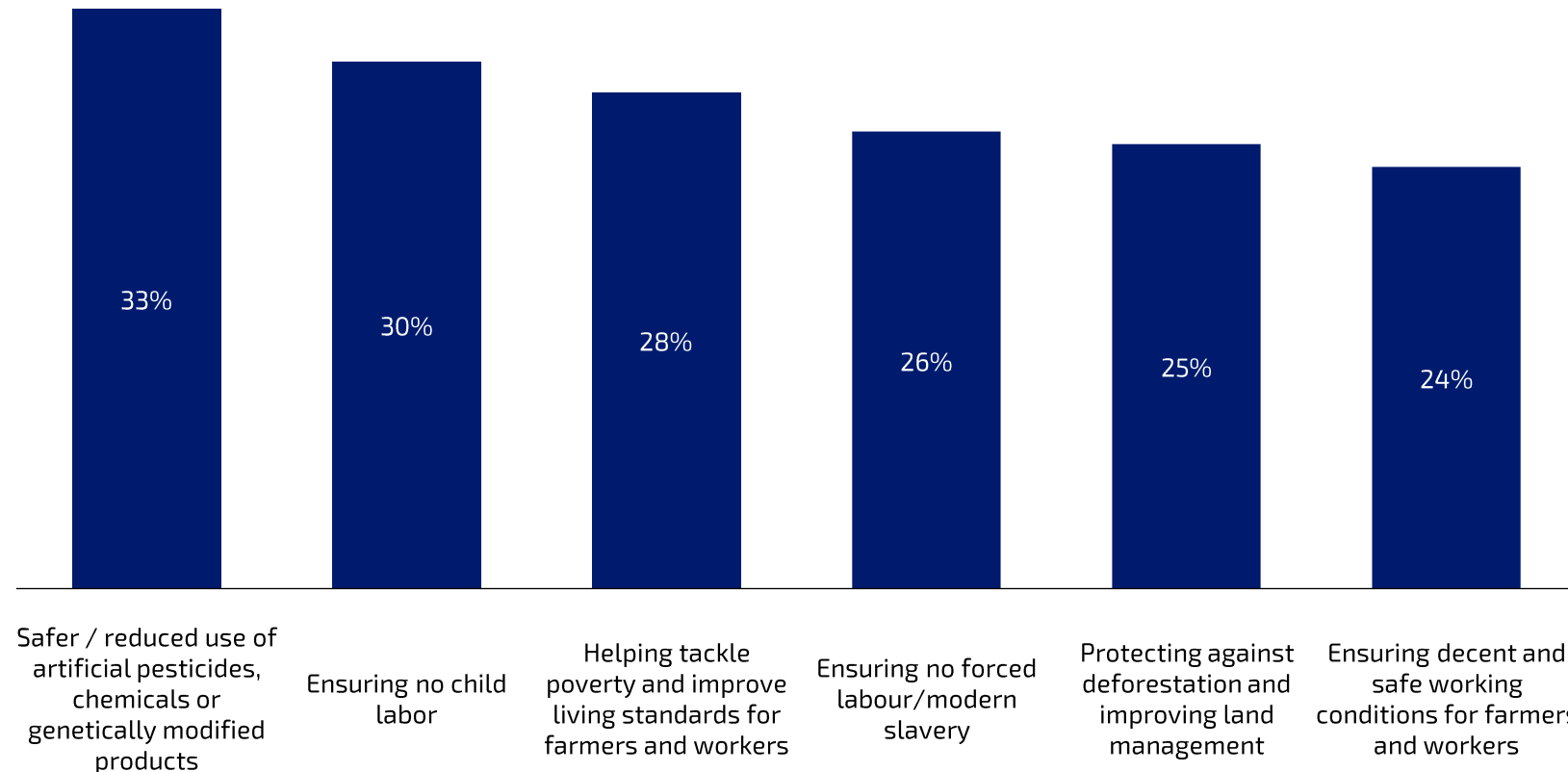
"I am willing to pay more than regular price for Fairtrade products despite the increased cost of living."



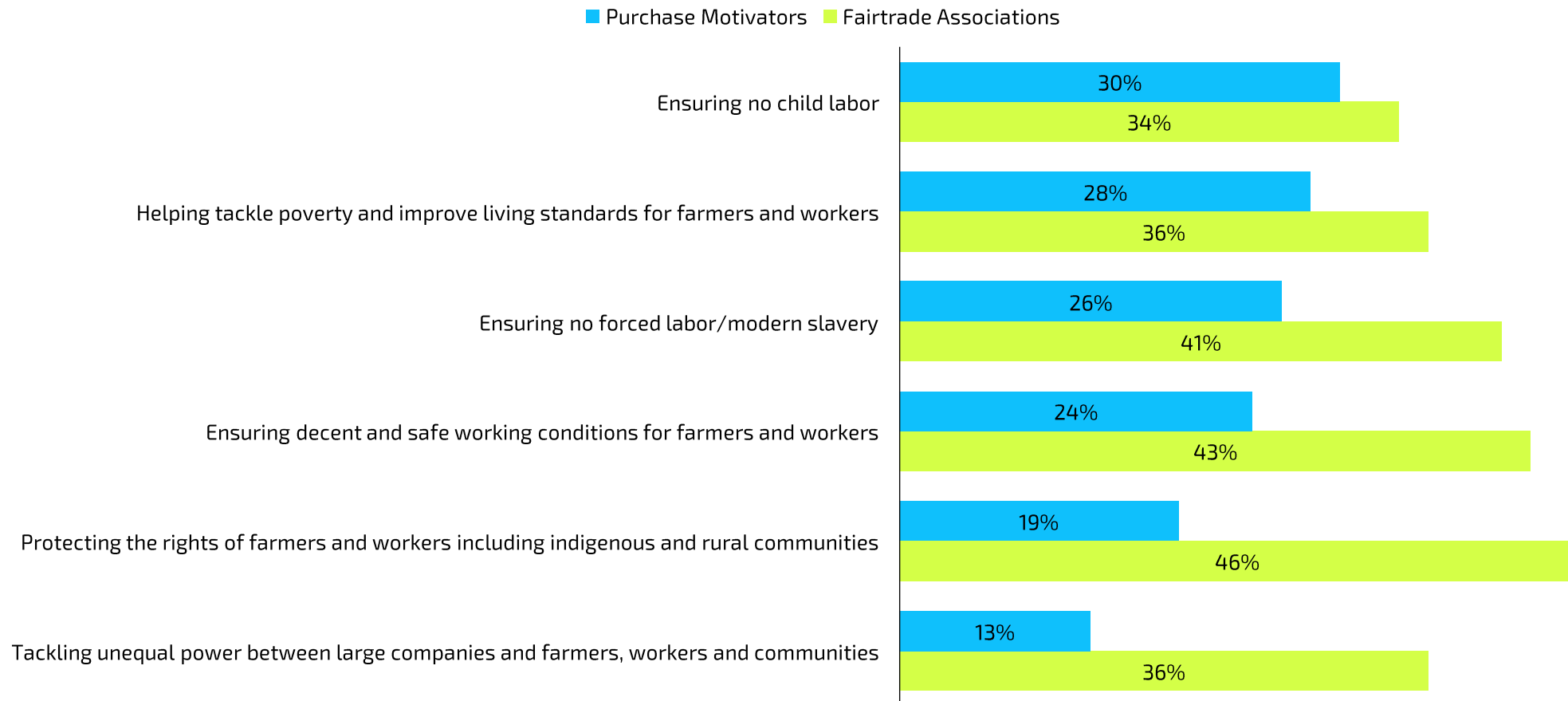
Shoppers are most motivated by promises of reduced pesticides and chemicals, no child labor and improved living standards for farmers and workers.



In choosing what to buy, which of the following examples of potential impact areas are most motivating to you? (% Ranked in Top 3)



Shoppers' purchase motivators and associations with Fairtrade's impact are closely linked.

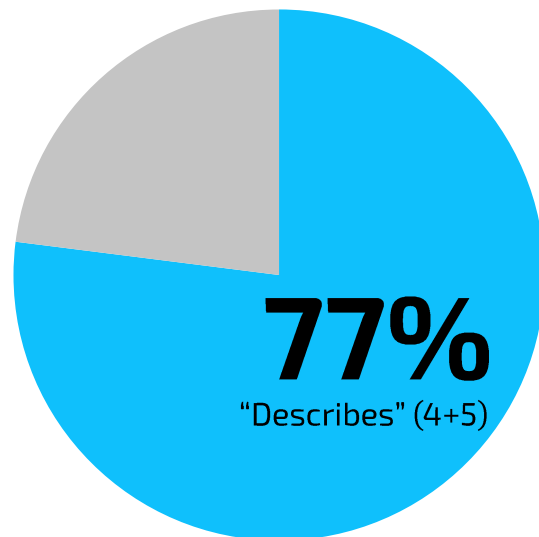


Shoppers recognize Fairtrade's key benefits for farming communities.

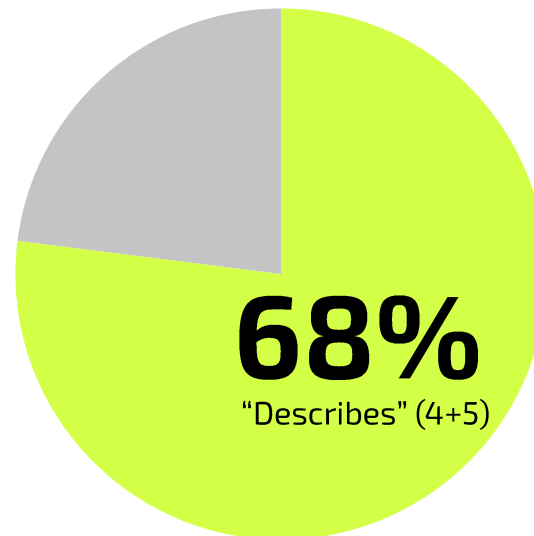


On a scale from 1 to 5 - where 1 means "does not describe at all" and 5 means "describes very well" - how well does each of the following statements describe products with the Fairtrade label?

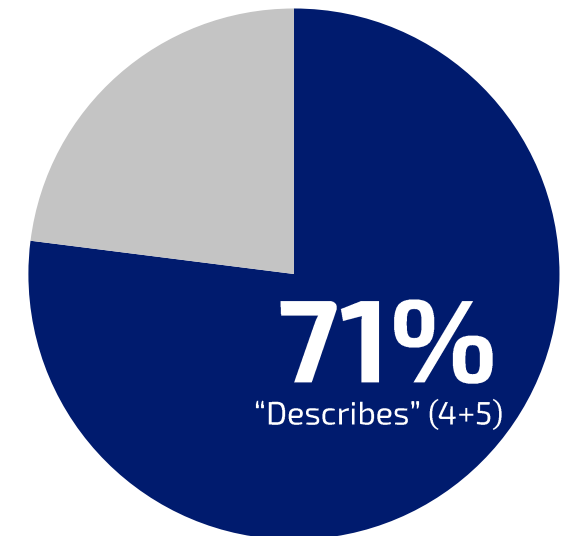
A better price was paid to producers for their crops



Supports farmers to reduce impact of climate change on their livelihood



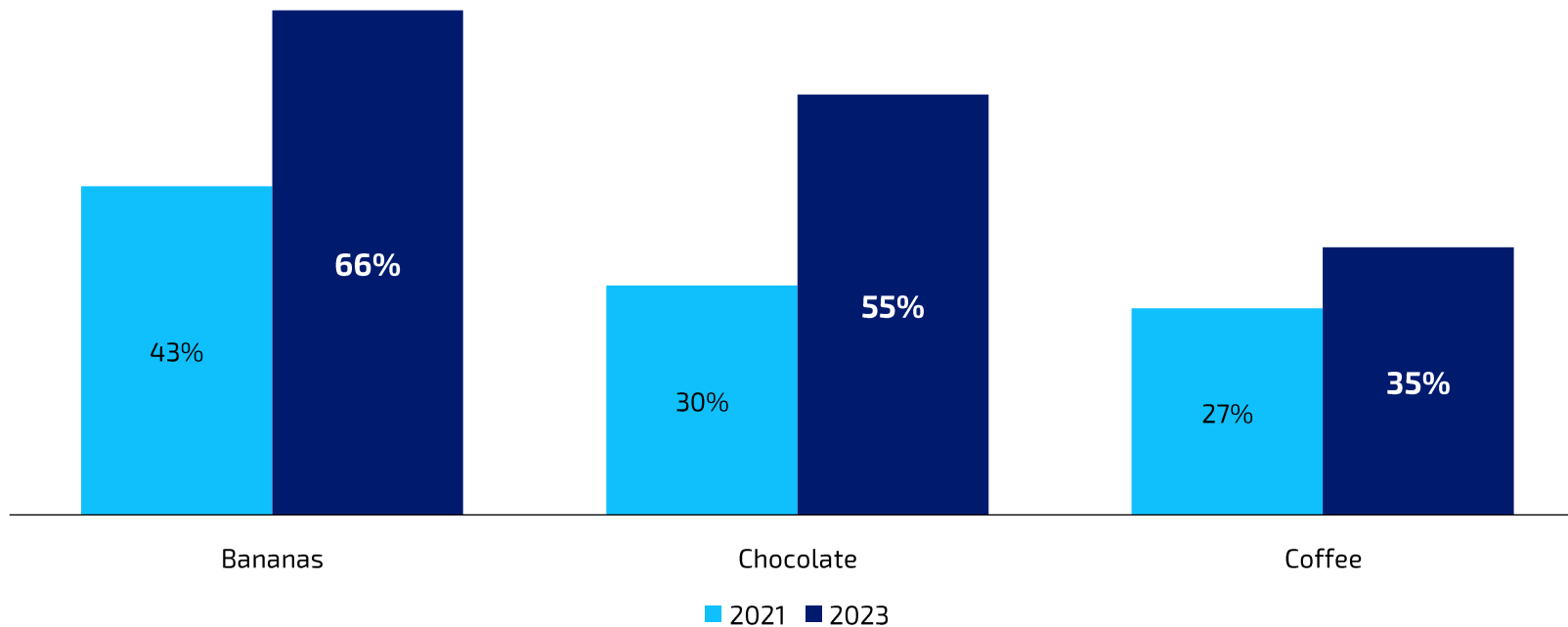
The product contributes to greater social justice



Consumers will pay a higher premium for certified products, and the acceptable price difference has grown since 2021.



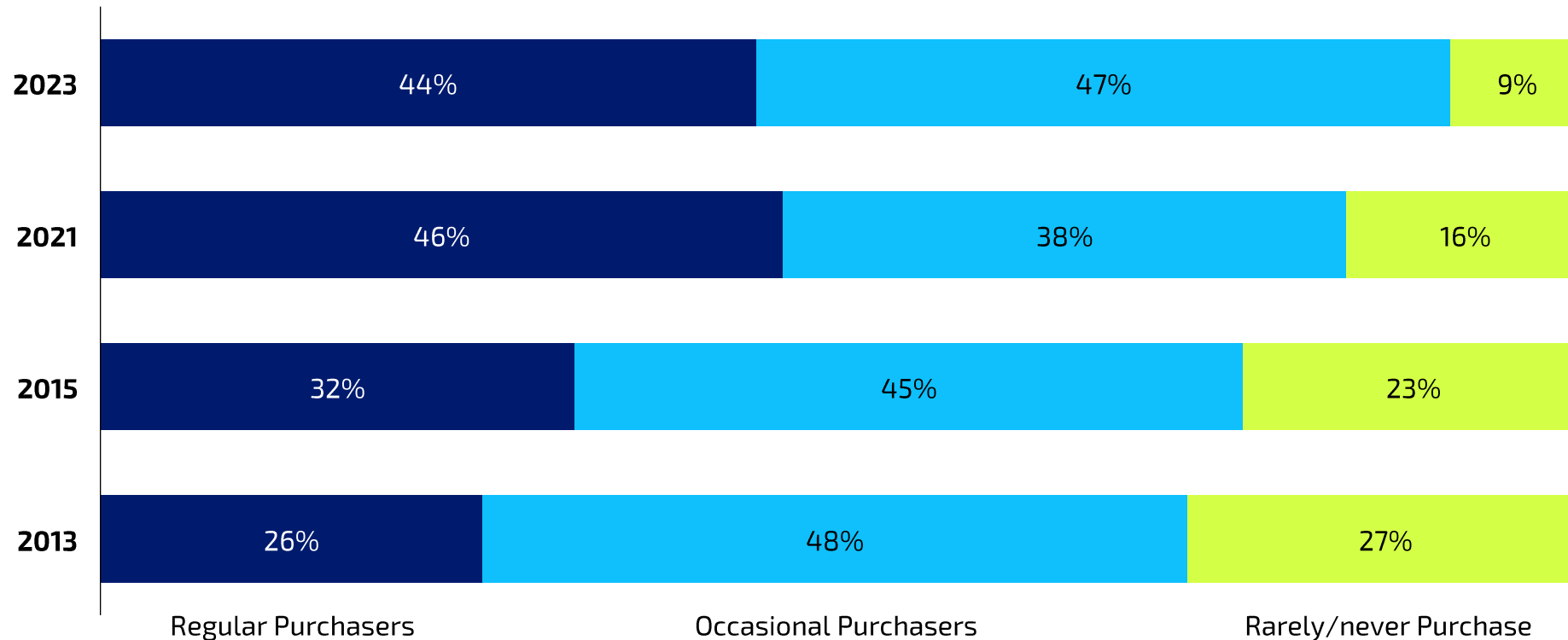
Average Reasonable % Price Increase for Fairtrade products



On average, shoppers today are willing to pay...

- ▶ *\$1.10 more for a Fairtrade bar of chocolate*
- ▶ *\$2.80 more for a bag of Fairtrade coffee*
- ▶ *60¢ more per lb. for Fairtrade bananas.*

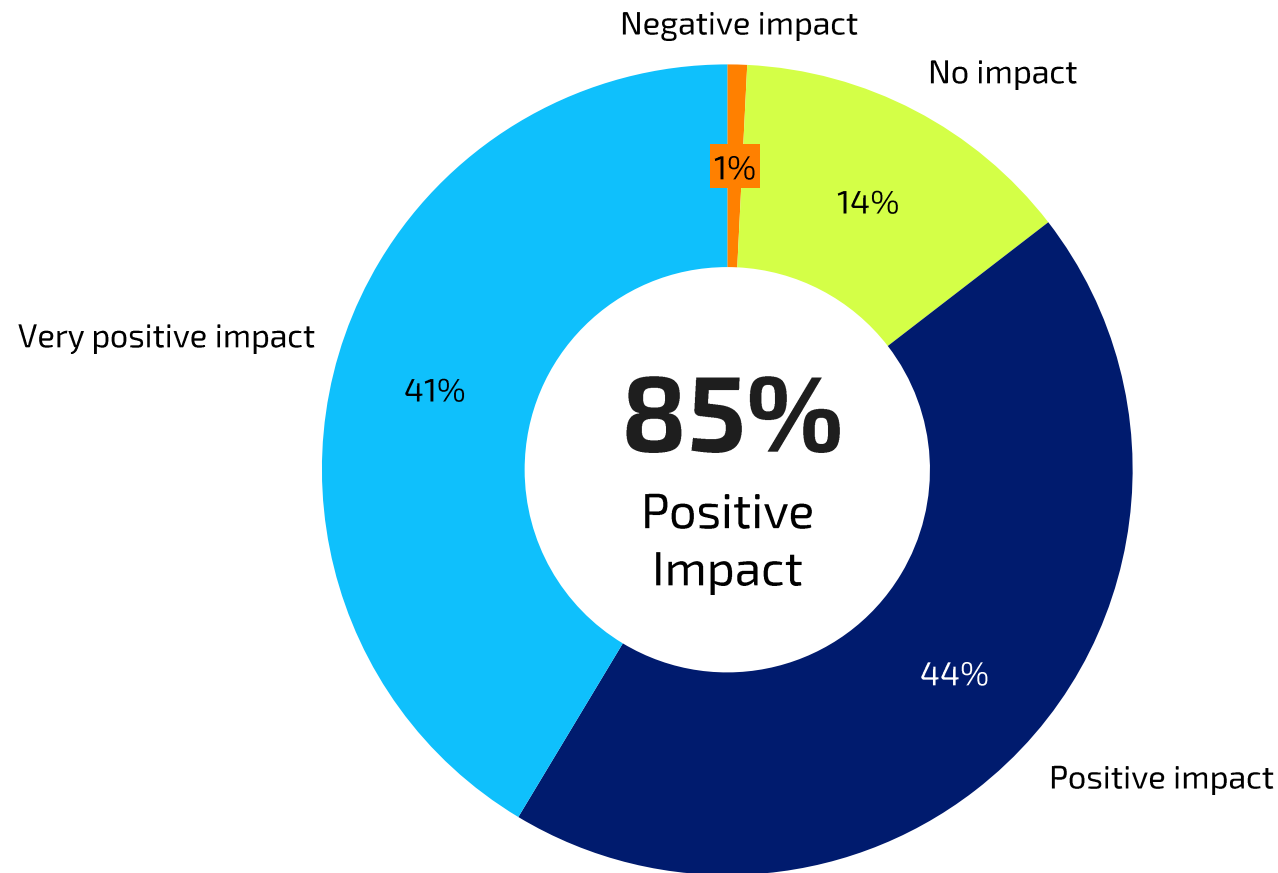
Fairtrade purchase frequency has steadily increased over the last decade. Today, 91% of shoppers who know the Fairtrade label report occasional or regular purchases.



85% of US shoppers said that carrying the Fairtrade label would make a positive impact on their impressions of a brand.

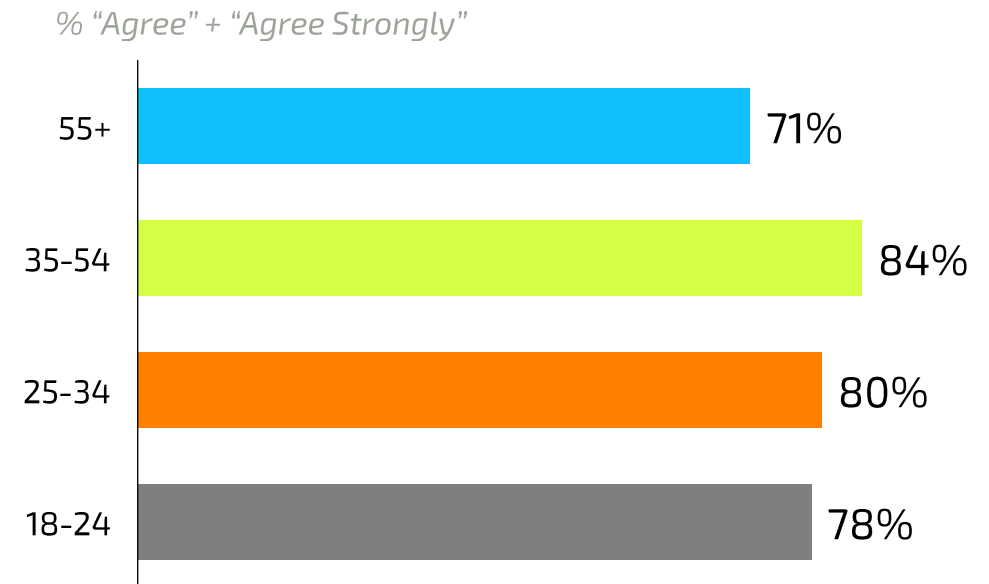
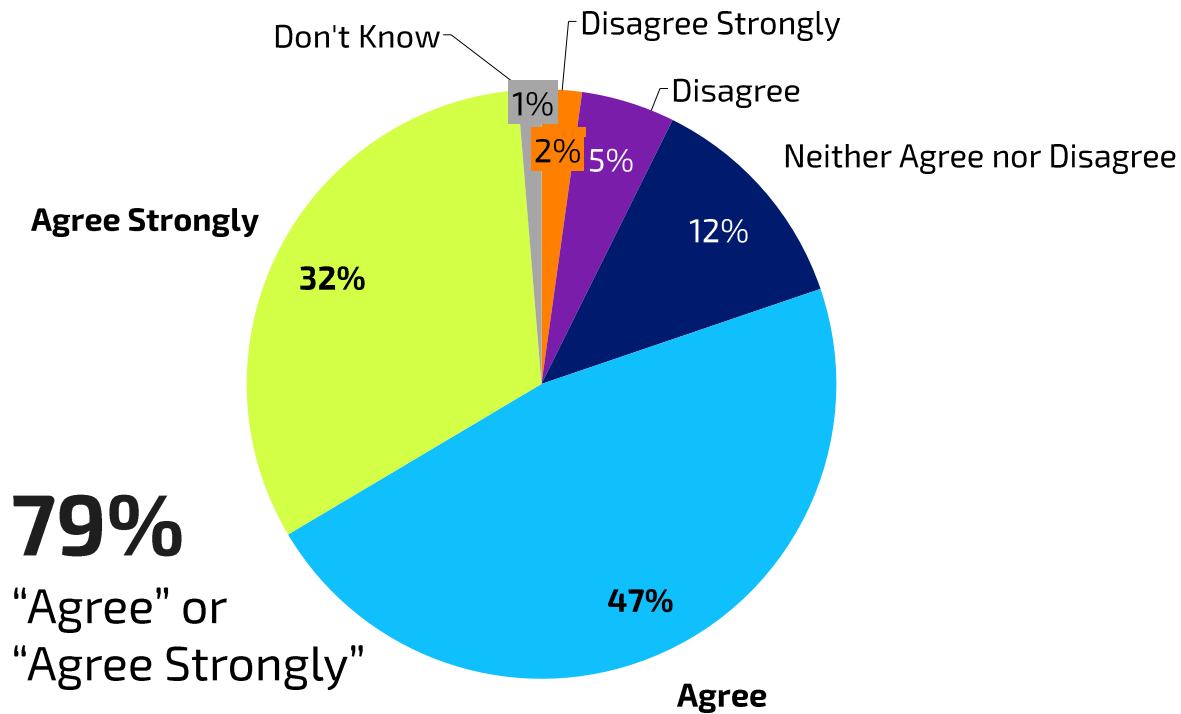


Impact of Fairtrade Mark on Brand Perceptions



Around 4 in 5 consumers are willing to pay more for a product to ensure producers are paid a fair price.

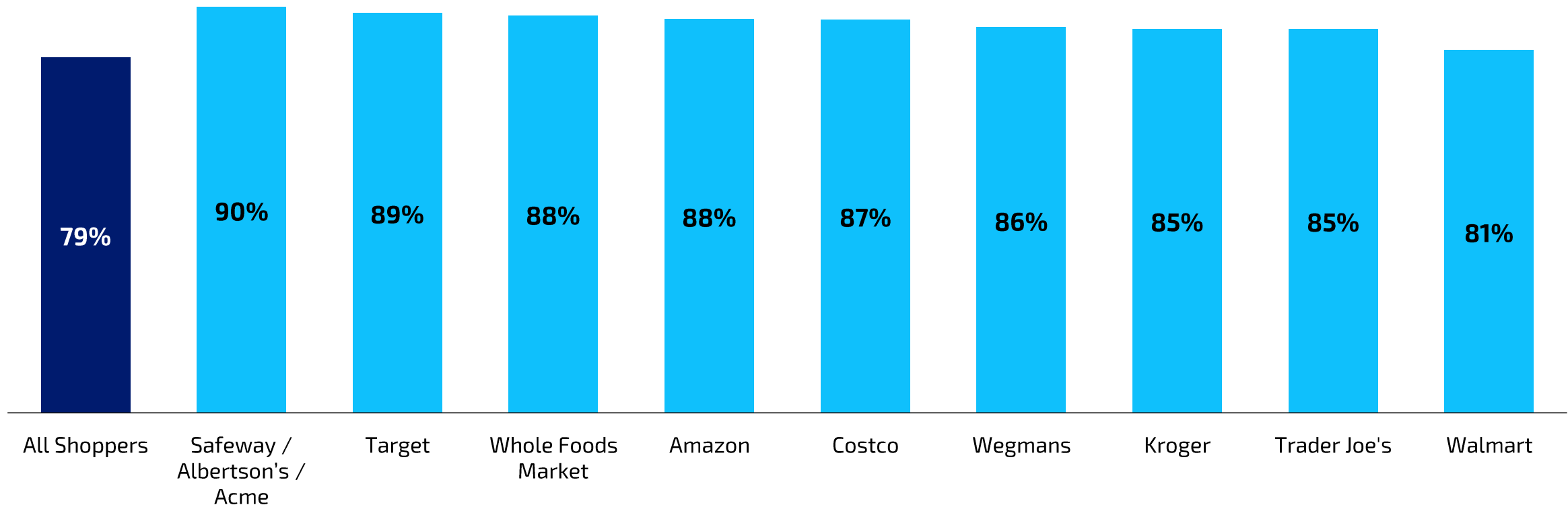
"I am willing to pay more than regular price for a product to ensure producers are paid a fair price."



Shoppers show high degrees of commitment to ethical sourcing regardless of their preferred retailers.

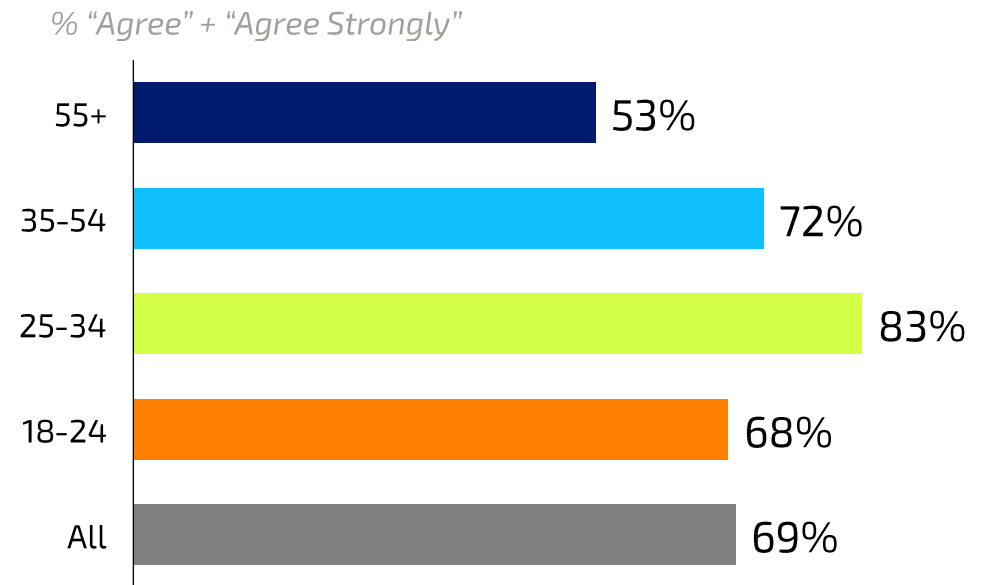
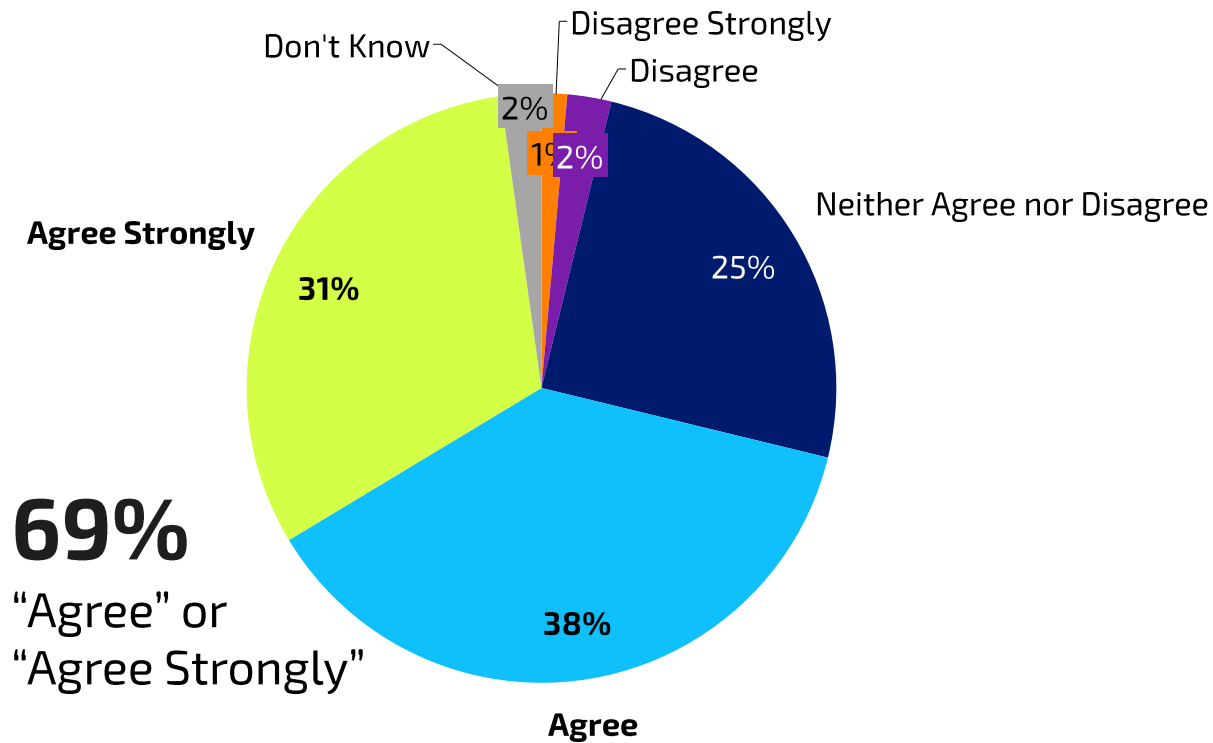


"I am willing to pay slightly more for a product to ensure producers are paid a fair price."



Two in three consumers who know Fairtrade prefer to shop at retailers that carry certified products.

"I prefer to shop from retailers (online or in store) that I know carry Fairtrade products."





FAIRTRADE
AMERICA

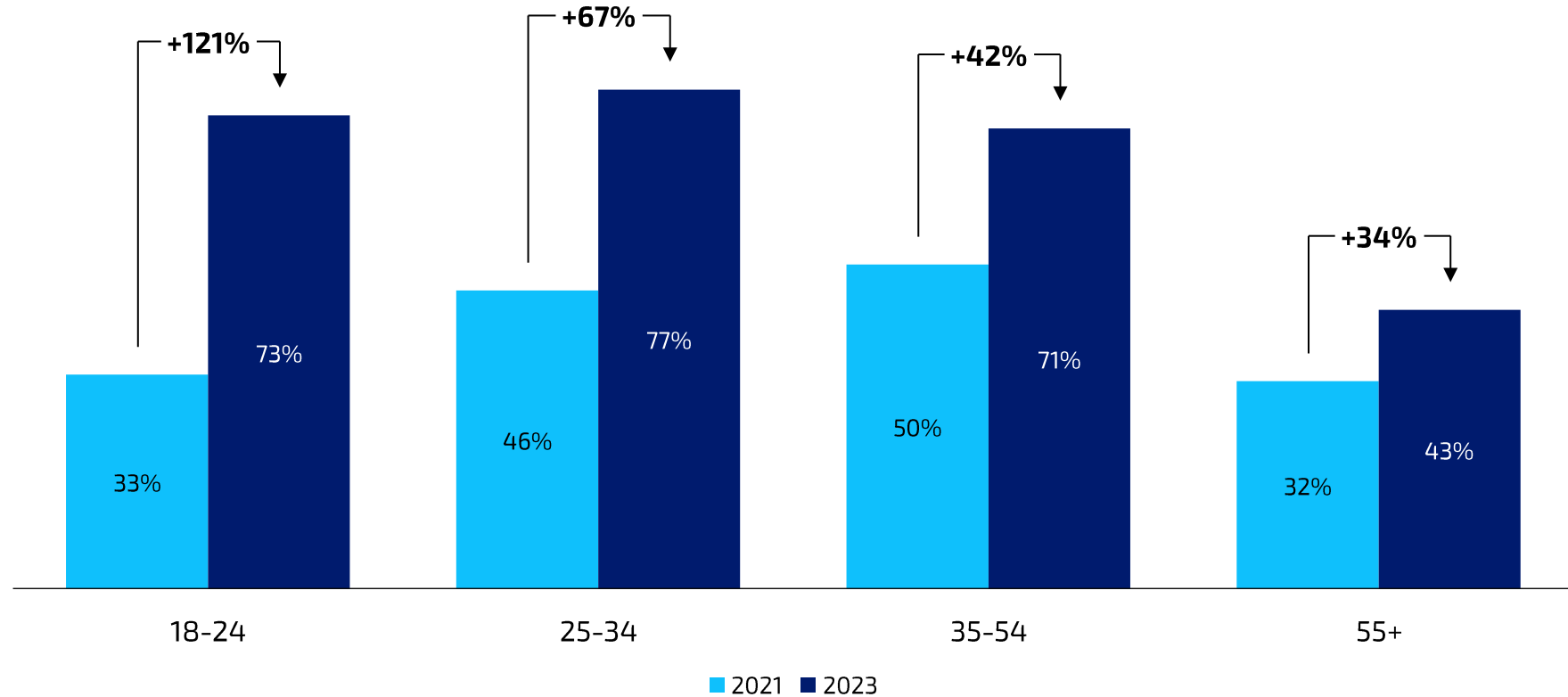
3. Opportunities to grow



Recognition among Gen Z and millennials has significantly increased since 2021 and is growing fastest.



% "Seen" the label

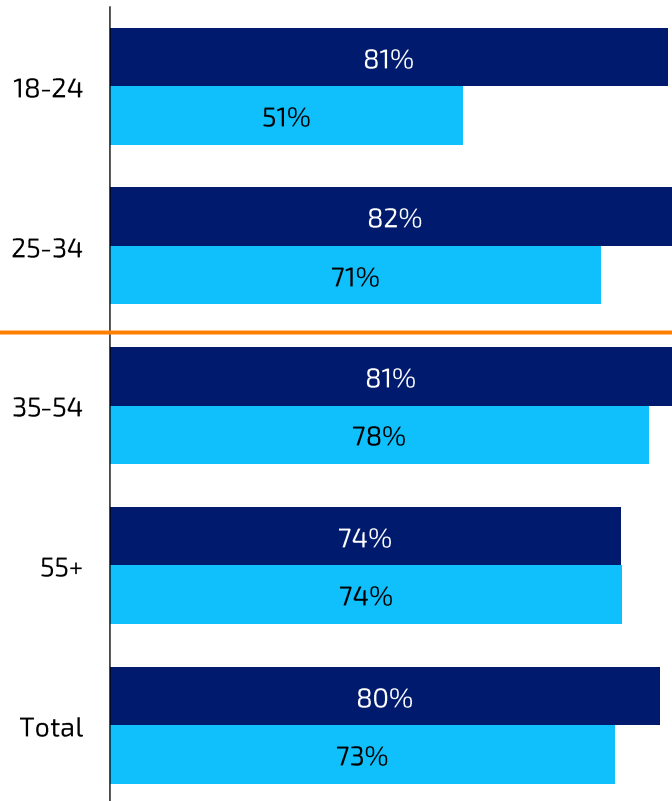


Emotional connection to Fairtrade among younger shoppers has strengthened significantly since 2021.



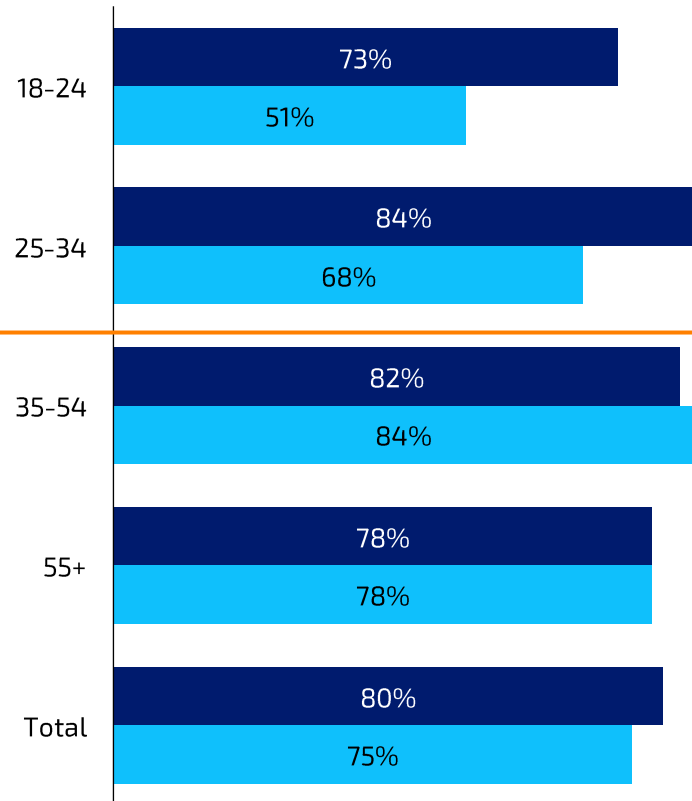
"By buying Fairtrade I feel part of a community standing up for fairness and justice."

■ 2023 ■ 2021



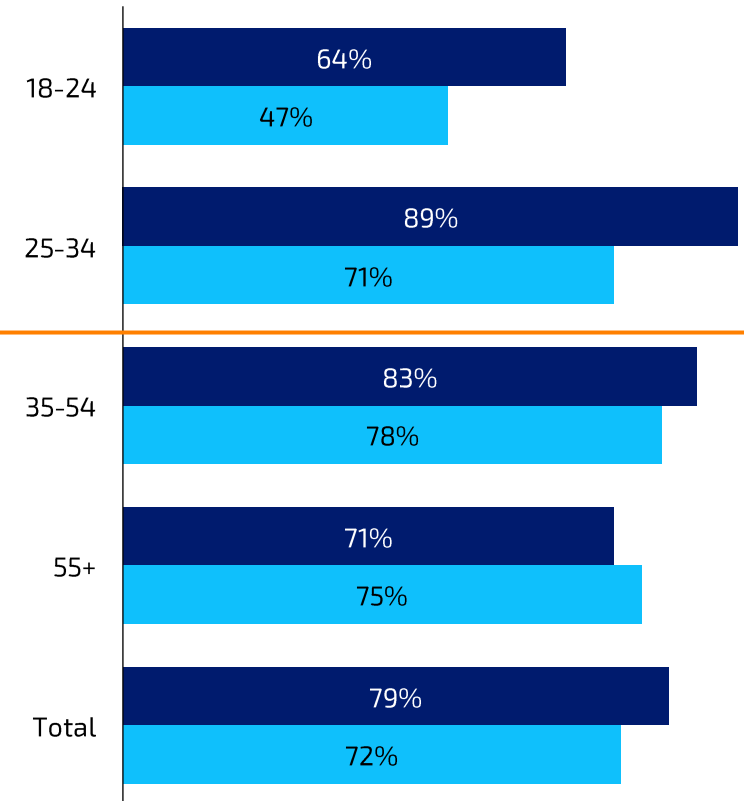
"When I buy Fairtrade, I feel I am standing together with the farmers and producers who grow our food."

■ 2023 ■ 2021



"I feel proud to shop at supermarkets and stores / grocery stores and other retailers that support Fairtrade."

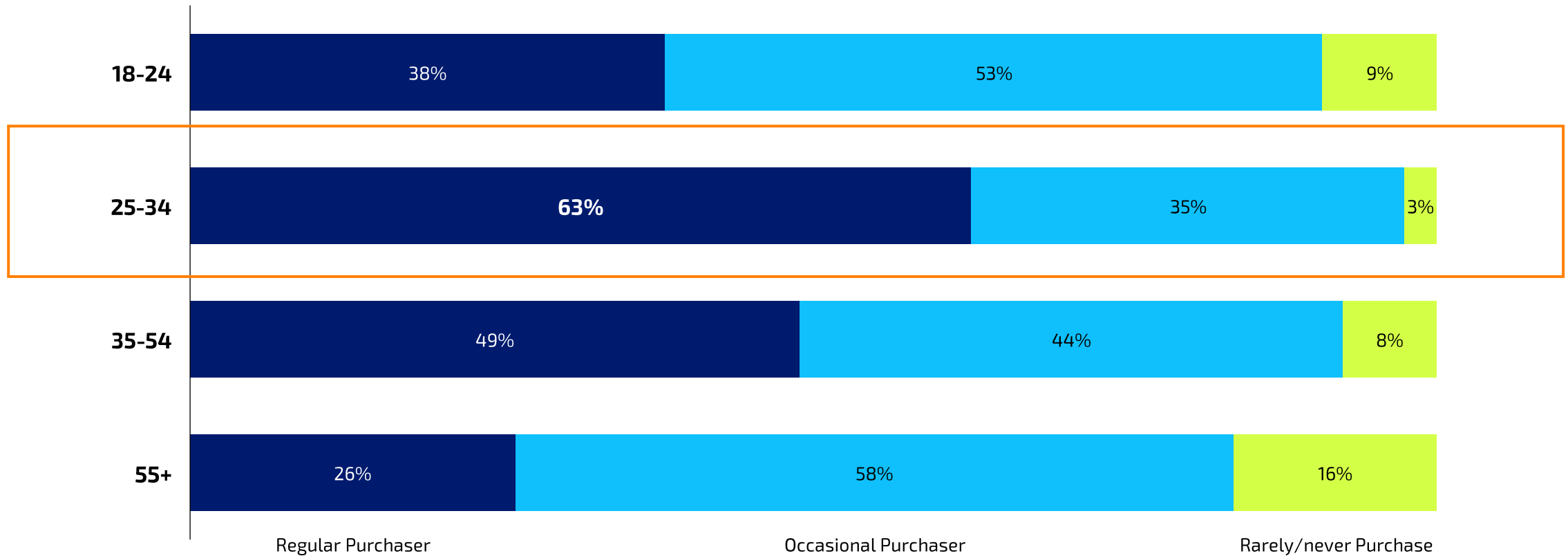
■ 2023 ■ 2021



All Who Recall Seeing the Fairtrade Mark and "Agree" with statements

*Research conducted and reported by GlobeScan, April 2023

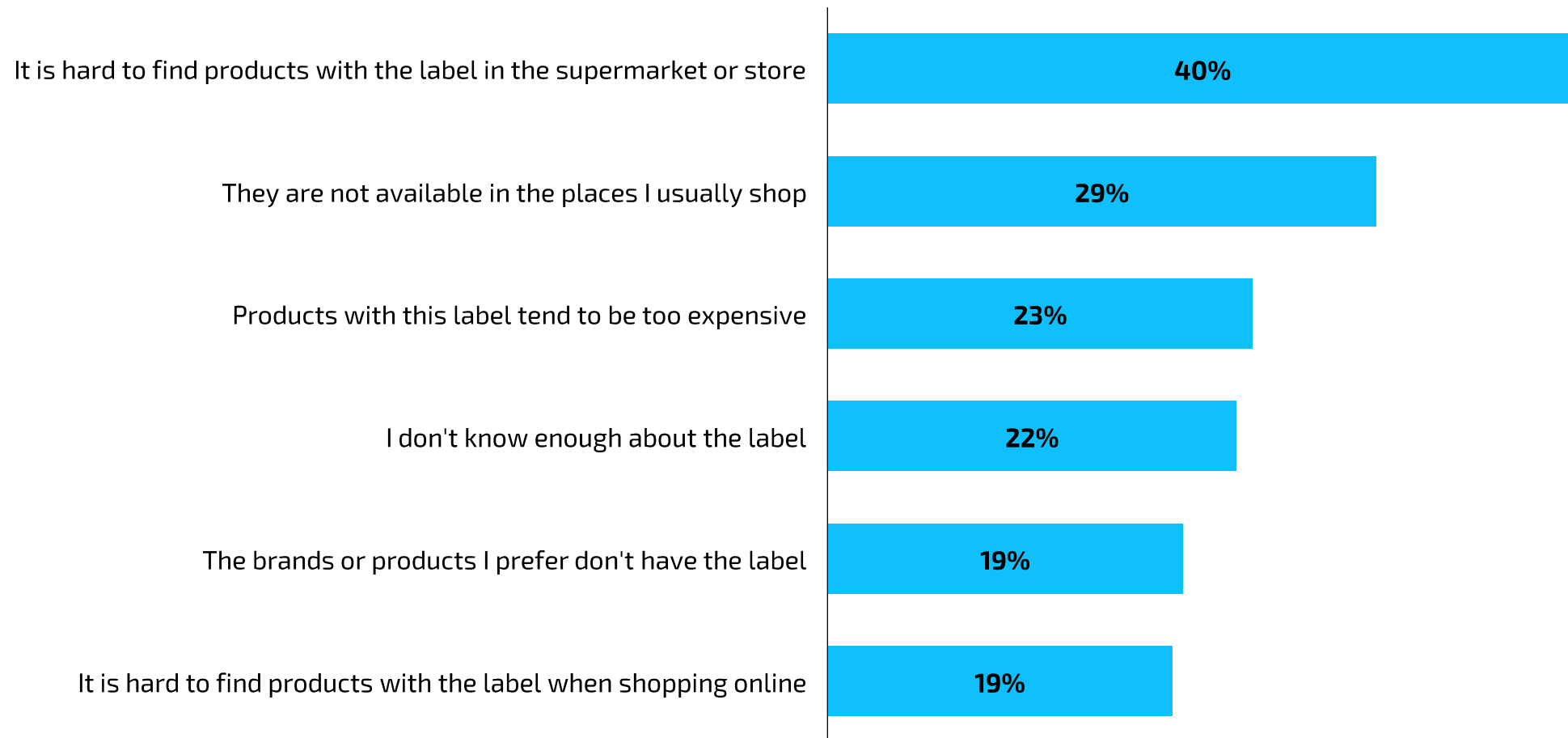
25–34-year-olds are the most likely to regularly purchase Fairtrade products.



Shoppers looking for Fairtrade would buy more if it was more accessible in their preferred stores.



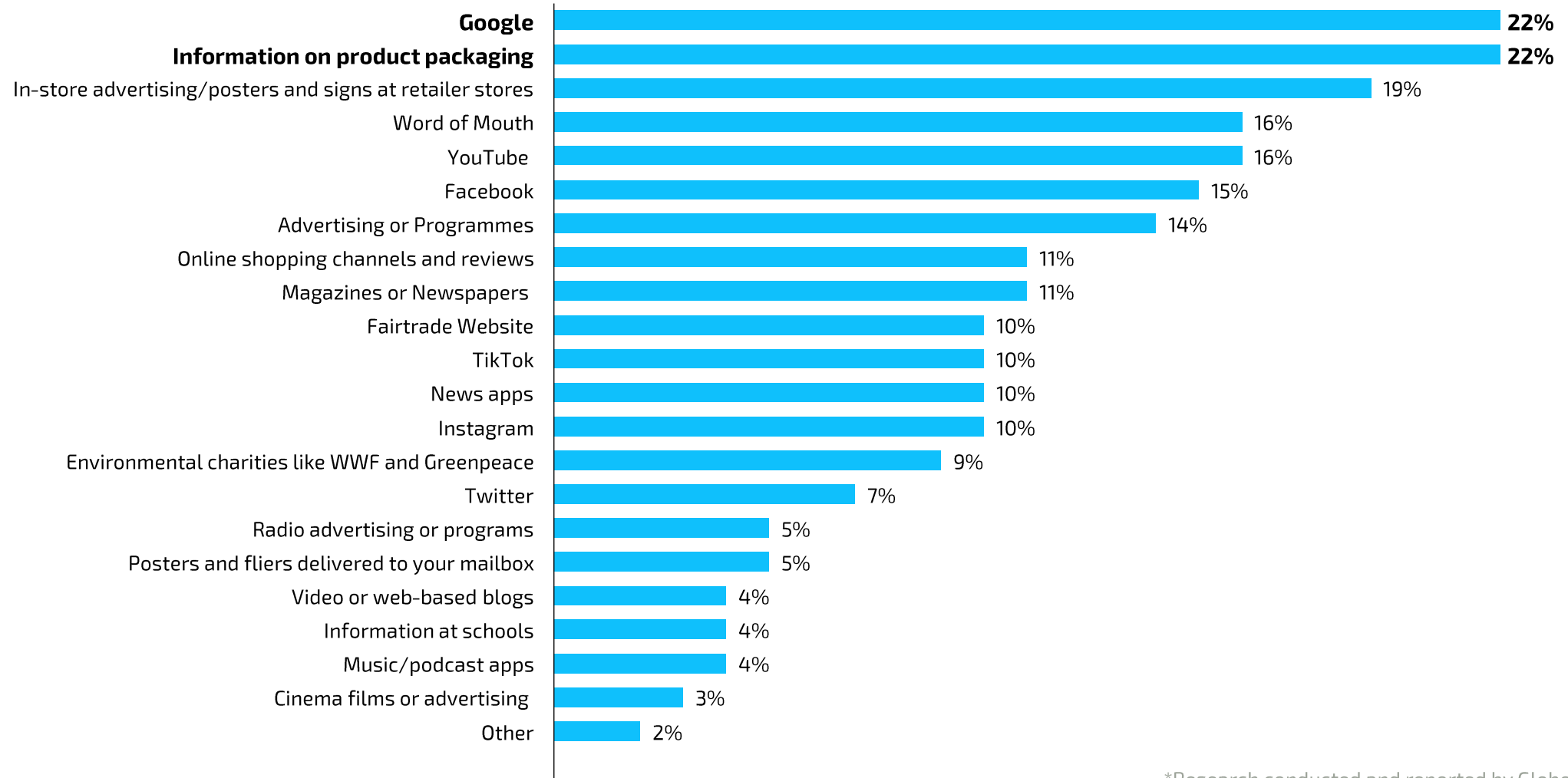
Why don't you buy Fairtrade certified products more frequently?



Google and product packaging are shoppers' main sources of information about Fairtrade.



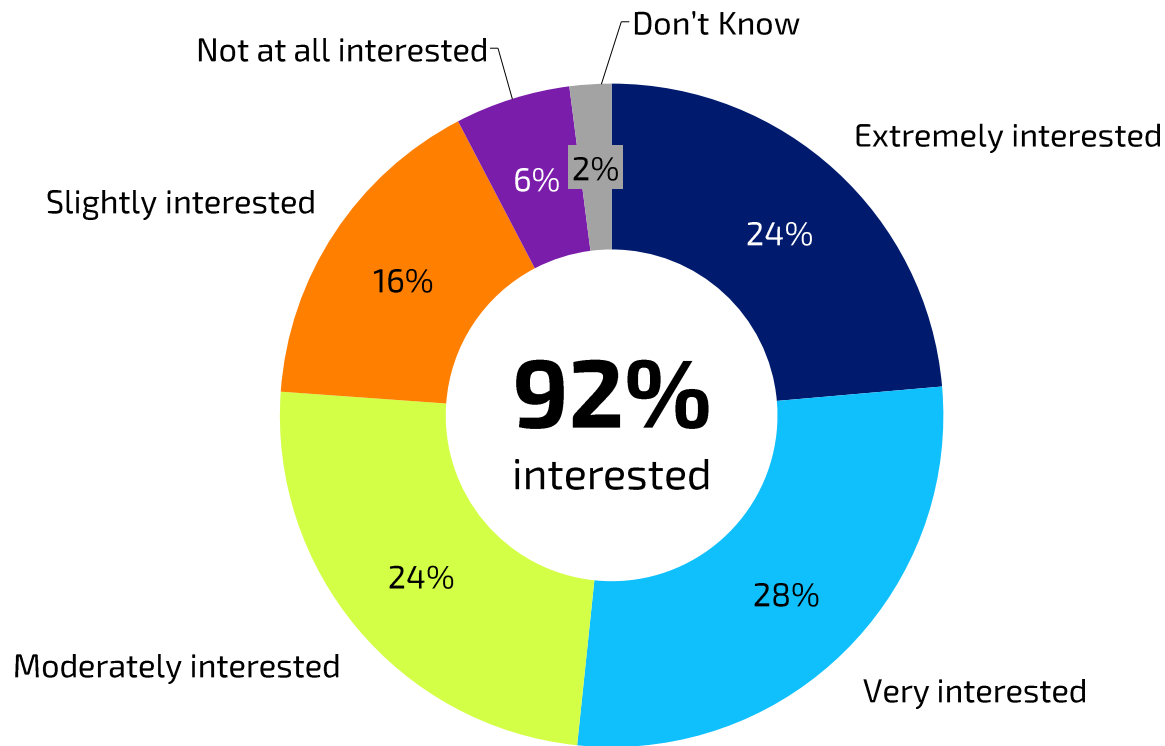
In the last six months where have you seen/read/heard about Fairtrade?



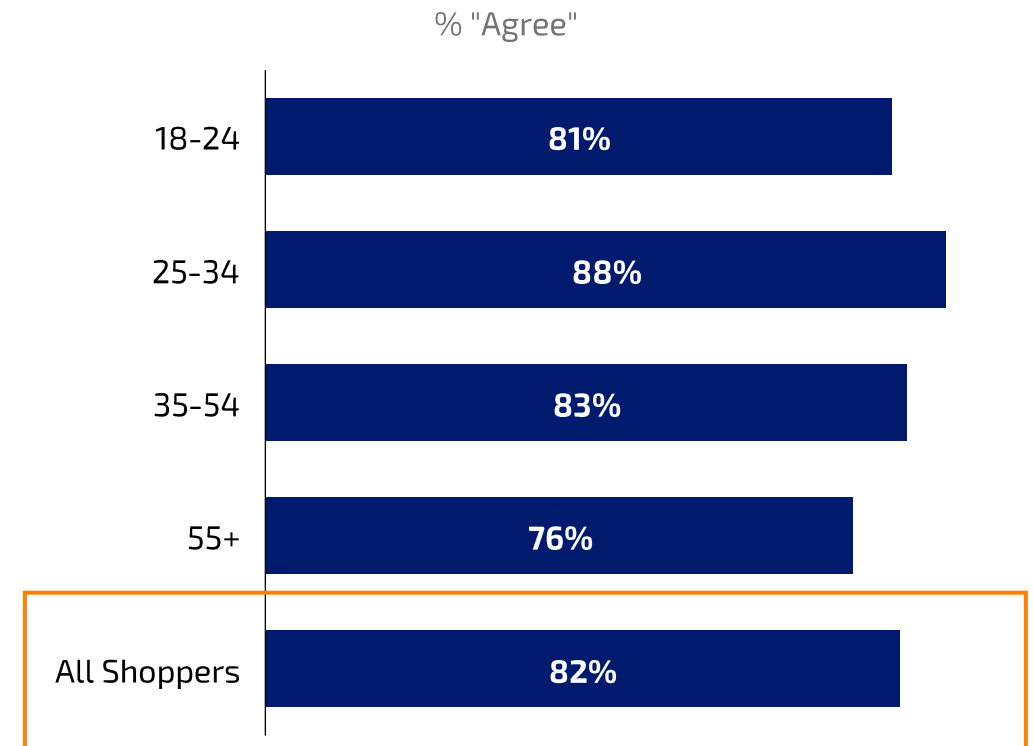
Consumers are eager to know more about the source of their favorite products and would be more likely to buy if they did.



How interested or not are you in learning more about the farmers who grow the ingredients in your preferred products like coffee, tea, chocolate and fruit?



"I am more likely to buy a product when I can see where it comes from / was produced."





FAIRTRADE
AMERICA

Let's Talk!

Curious how Fairtrade can support you on risk assurance and marketing and communications about your commitment to farmers and workers?

You can reach us at questions@fairtradeamerica.org