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Retail/Foodservice News

Greenbacks going for greener goods

By Lisa M. Keefe on Thursday, March 20, 2008

More consumers regularly buy products considered good for or less harmful to the environment and fewer consumers say they "never" buy such products, compared with just 16 months ago, according to research from Mintel International Group.

The trend is part of an overall awareness of the environment that also is fueling interest in alternative fuels, natural and organic products, and low carbon-footprint livestock raising and processing operations.

In its online survey of more than 3,000 consumers conducted in December, Mintel found that more than one-third said they "regularly" buy green products, compared with only 12 percent in August, 2006. Meanwhile, the percentage of respondents who said they "never" buy green products was cut in half, to 10 percent, the company reported.

Much of the enthusiasm for buying "green" was centered on young adults. Also, more environmentally conscious products, such as long-life, low-energy light bulbs, are more widely available to mainstream consumers than they were just a year or so ago.