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AGROALIMENTAR

PORTUGAL FOODS
Atlantic meets Mediterranean

Sustainable Food & Drink products in Europe

T: (+351) 220 966 021
geral@portugalfoods.org
www.portugalfoods.org

Knowledge Division
2023

PRR
Plano de Recuperação
e Resiliência

REPÚBLICA
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New Product Development of Sustainable Products

Date Published matches January 2020 to December 2022
Category matches Food & Drink
Market matches Europe
Product positioning matches Ethical - Environment, Ethical - Packaging or Ethical - Not Specific
Mentions any of the words: Sustainable, Sustainably or Sustainability

8 293 products found

Ethical - Environment

Includes all products claiming to protect the environment. Typical keywords include: carbon footprint, lower water consumption, lower energy consumption, FSC, EKO certified, sustainably harvested, respects the environment, sustainable agriculture, earth association, rainforest alliance, etc.

Ethical - Packaging

This positioning is given when the product clearly claims that the packaging is friendly to the environment. Look for keywords such as reduced weight packaging, recyclable packaging, re-usable packaging, made from recycled material, low carbon footprint, we plant a tree for every package we make, bio-degradable or a recyclable symbol, etc.

Ethical - Not Specific

Includes all products making the general ethical claims (not specific to the environment, animal, people or packaging included under other ethical positionings). Typical keywords include: eco product, 100% sustainable, ecofriendly, ethical product, ethically sourced, ethical company symbol, sustainable future, etc.

Sustainable product launches, by Year, in Europe, 2020 - 2022
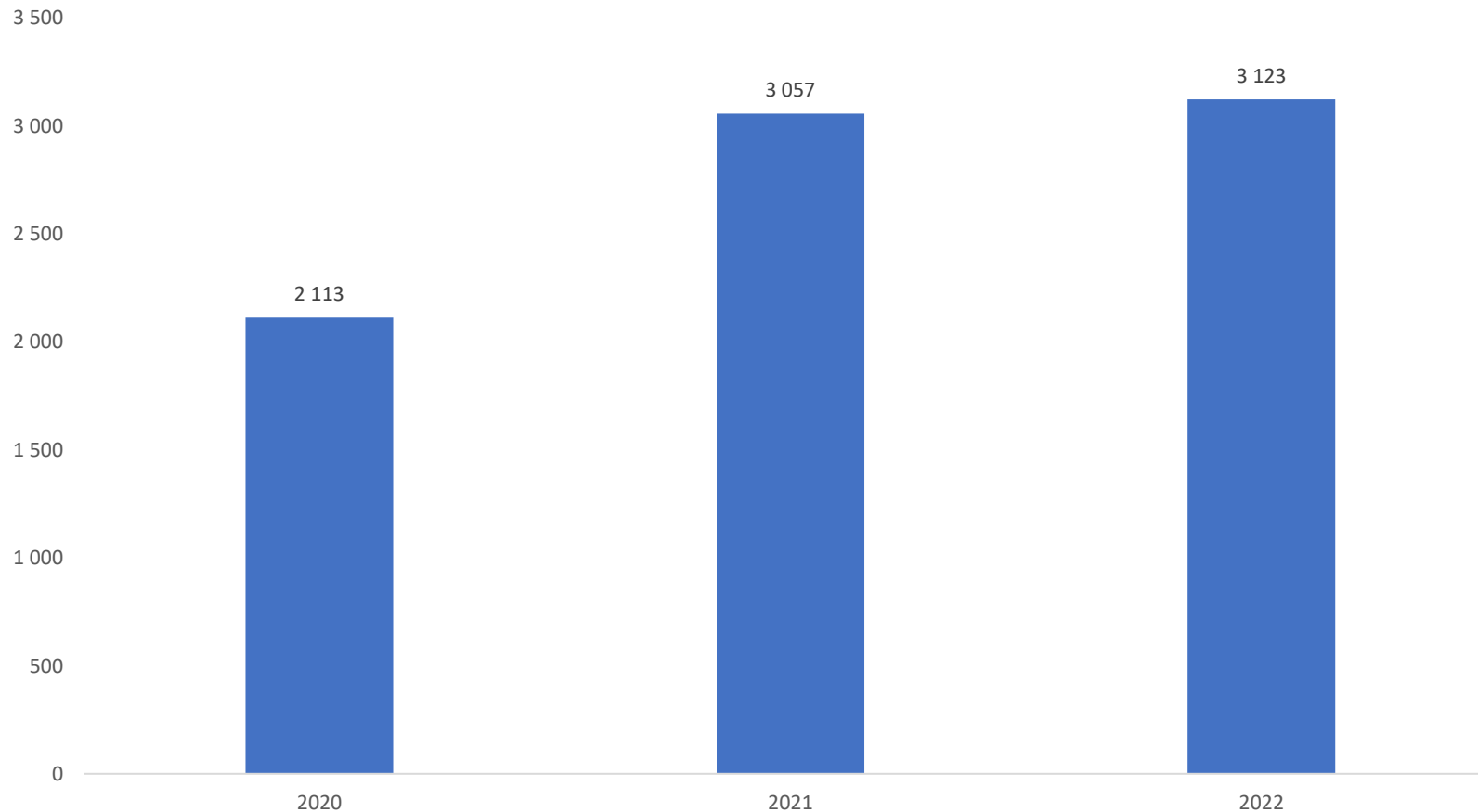
Sustainable Food & Drink product launches registered a jump of 48% in the last three years, with 3123 new products launched last year, in European retail markets.
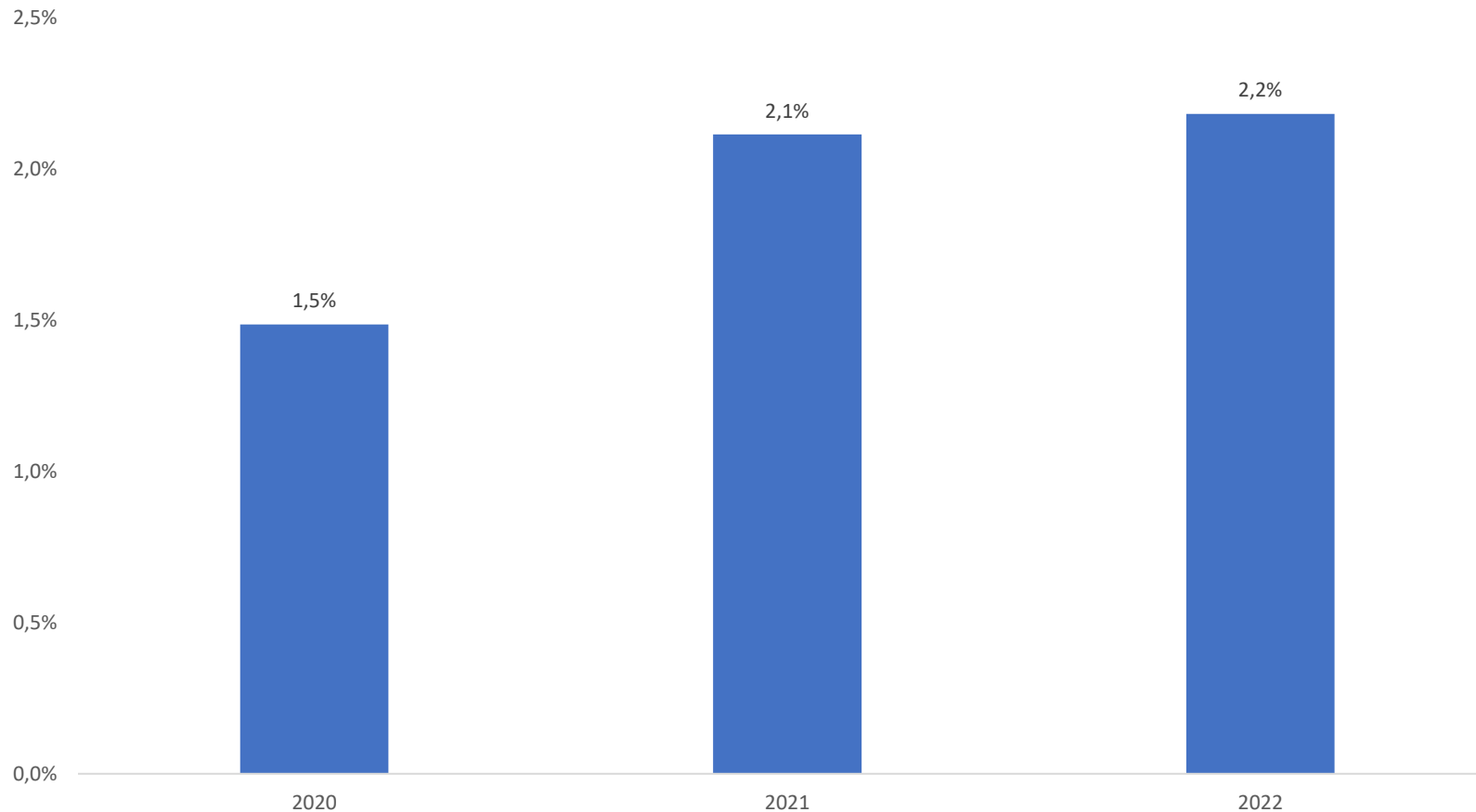
Date Published - Percentage of Food & Drink

Percentage of Sustainable product launches, by Year, in Europe, 2020 - 2022

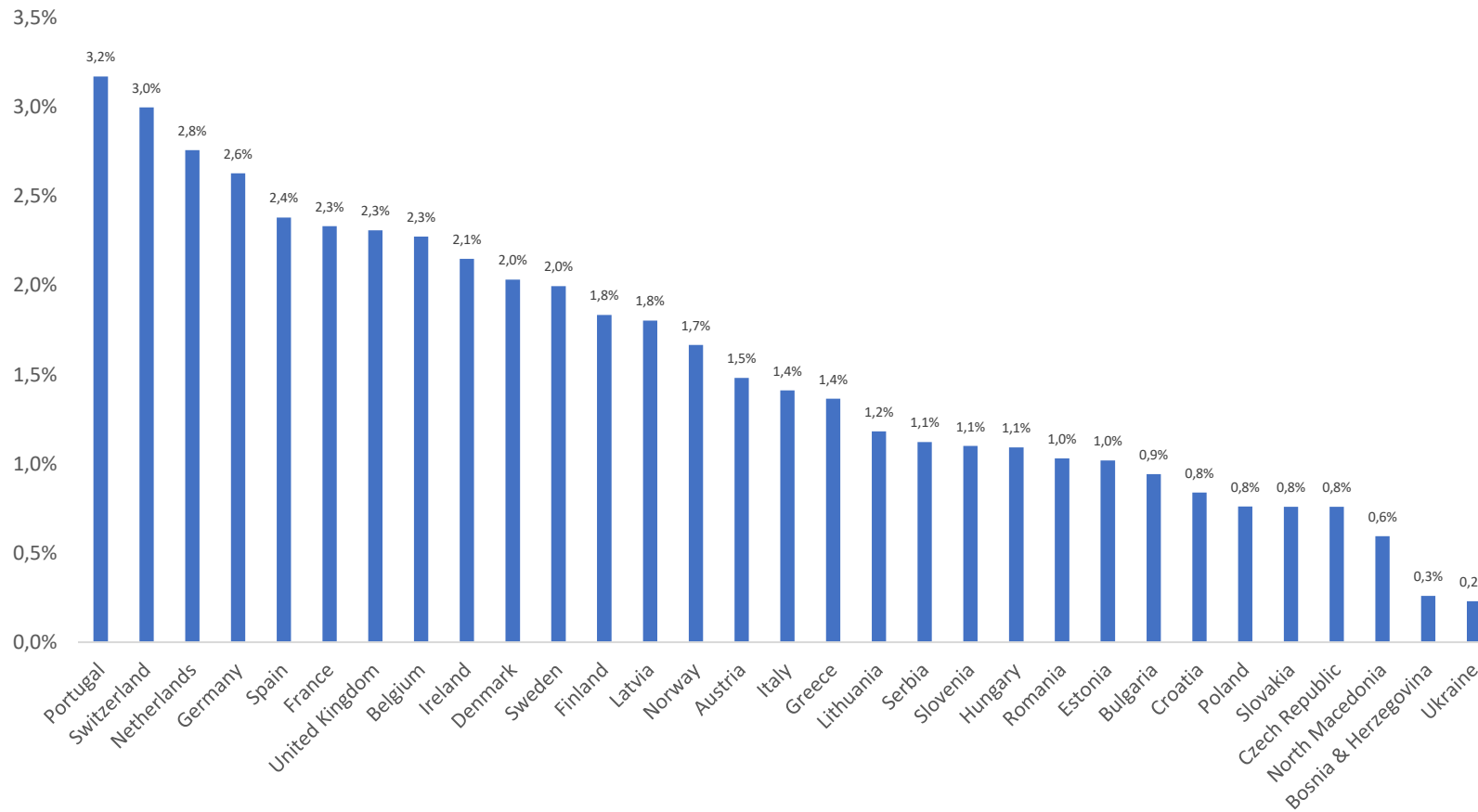In 2022, a little over 2% of all Food & Drink products launched featured a Sustainability mention.

Countries

Percentage of Sustainable product launches, by Country, in Europe, 2020 - 2022

The Portuguese retail market was the most active, with 3,2% of products launched in the last three complete years featuring a Sustainable claim. This country was followed closely by Switzerland and the Netherlands.
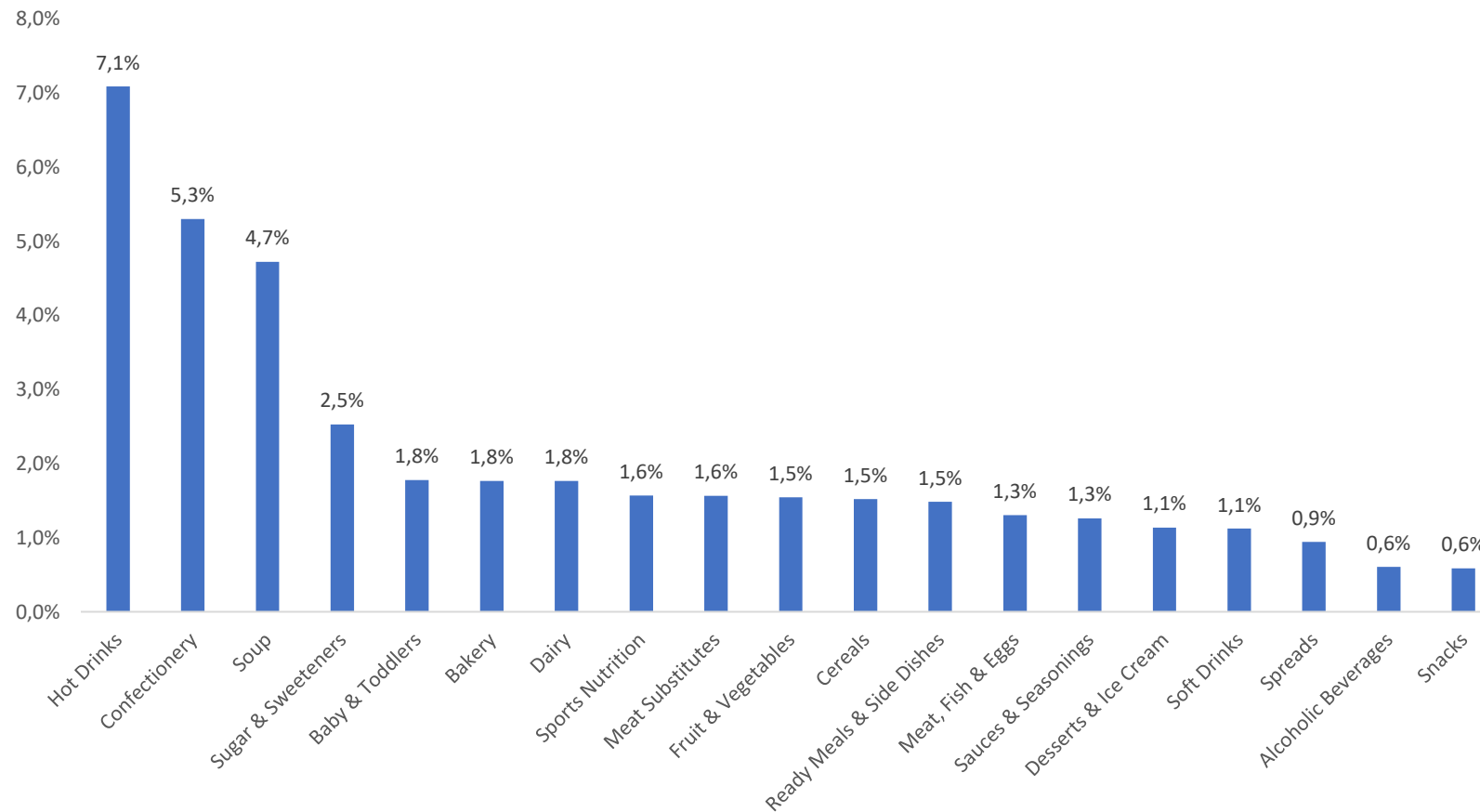
Product Categories

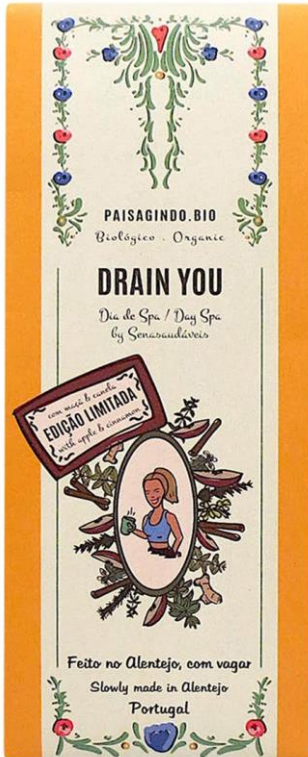Percentage of Sustainable product launches, by Category, in Europe, 2020 - 2022

The Hot Drinks category registered the highest ratio of Sustainable product launches. On the other hand, only 0,6% of the Snacks launched featured this positioning.
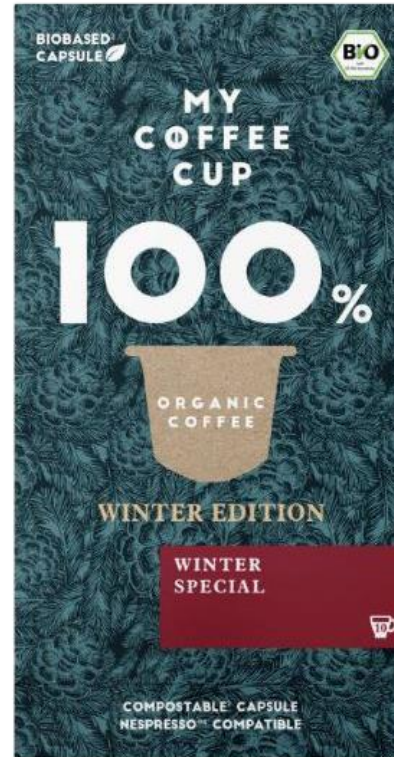
Product Examples - Hot Drinks

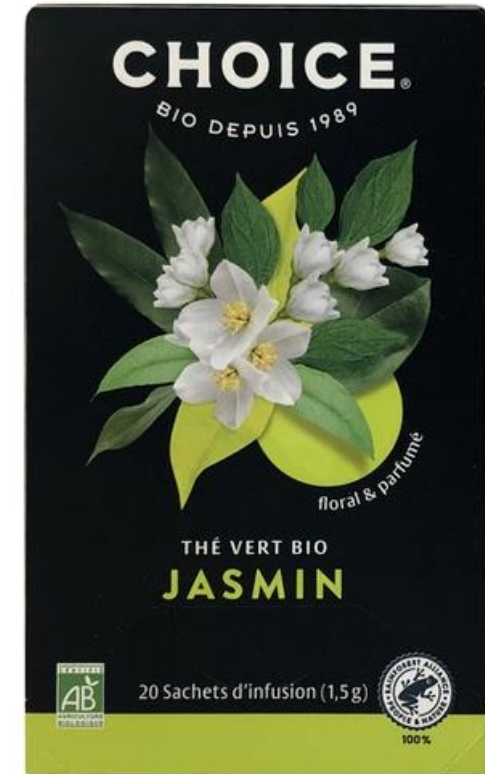Herbal tea with apple and cinnamon. Limited edition. "Our plants are grown on organic farms, following ecological and sustainability principles". (Portugal)

Ten biobased capsules of organic roast and ground coffee. Winter special edition. Compostable capsules. Sustainably produced. (Germany)

Twenty sachets of organic jasmine green tea. Certified AB organic. Rainforest Alliance certified, ethical, fairtrade, sustainable. (Switzerland)

INNOVA MARKET INSIGHTS

Product Examples - Confectionery

Assortment of individually wrapped mini chocolate blocks. 100% certified sustainable cocoa sourcing. (Germany)

Individually packs of strong ginger candies. Made with responsibly sourced and sustainable palm oil. (Spain)
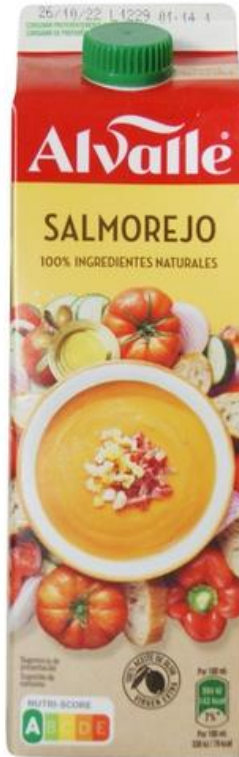
Ten artisan milk chocolate stars with sugar decoration. Albert Heijn supports sustainable cultivation with Rainforest Alliance certified products. (Netherlands)

INNOVA MARKET INSIGHTS

Product Examples - Soup

Cold vegetable soup. Traditional recipe. Sustainable Agriculture. Green Dot Certified. Recyclable packaging. (Portugal)

Dehydrated vegetable and legume soup. Vegetables grown sustainably and harvested at the optimum point of ripeness. (Spain)

Yeast free organic Mediterranean vegetable broth. Organic, sustainable, fair, for enjoyment. (Germany)
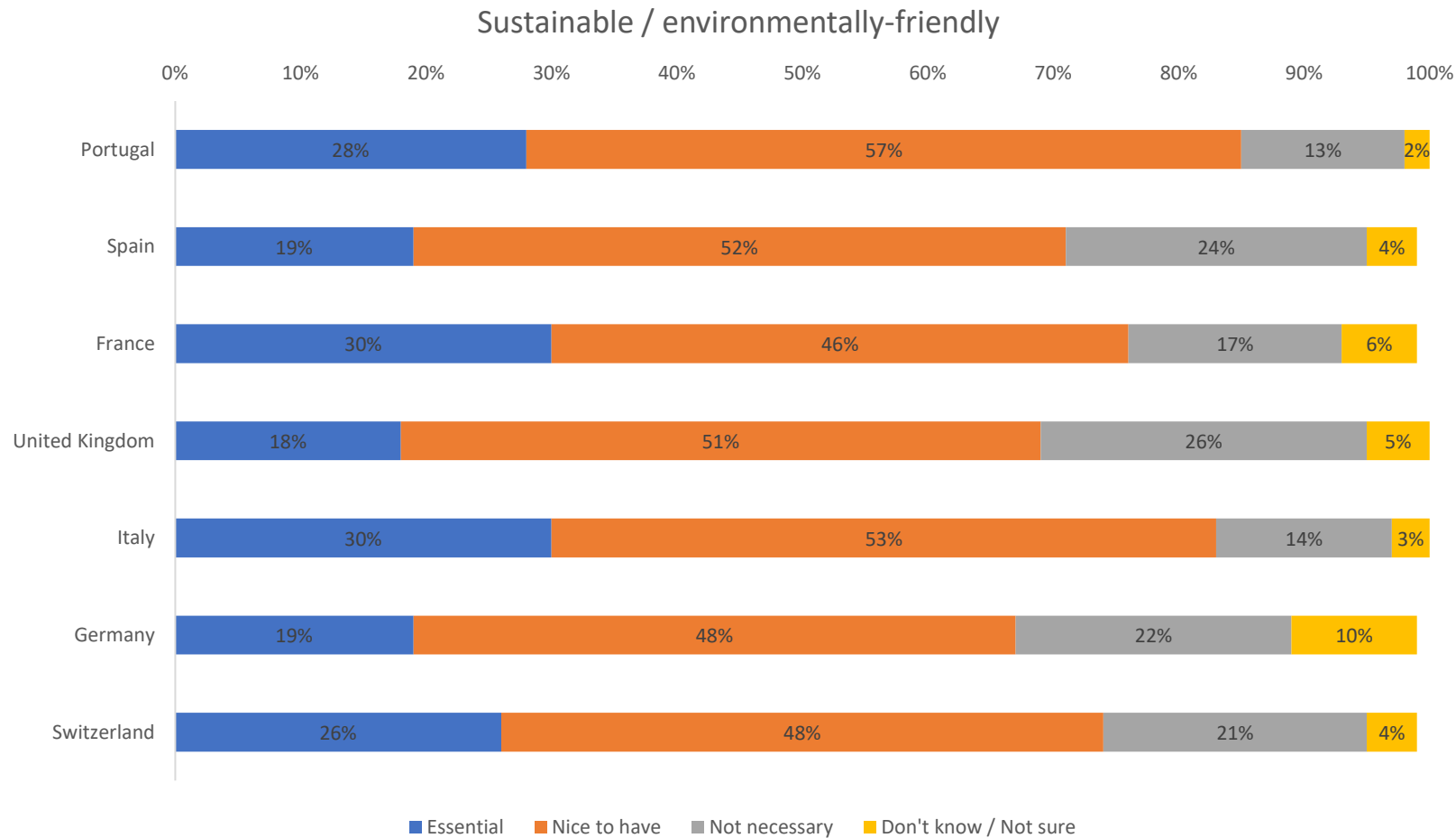
Consumer Research

Consumer Data - Most desired feature of products

Sustainable / environmentally-friendly

Country	Essential	Nice to have	Not necessary	Don't know / Not sure
Portugal	28%	57%	13%	2%
Spain	19%	52%	24%	4%
France	30%	46%	17%	6%
United Kingdom	18%	51%	26%	5%
Italy	30%	53%	14%	3%
Germany	19%	48%	22%	10%
Switzerland	26%	48%	21%	4%

Legend: ■ Essential ■ Nice to have ■ Not necessary ■ Don't know / Not sure

When shopping for a product, 85% of the Portuguese consumers say that sustainable and environmentally-friendly are features that are essential or nice to have. On the other hand, 26% of consumers in the United Kingdom say that these are not necessary features.
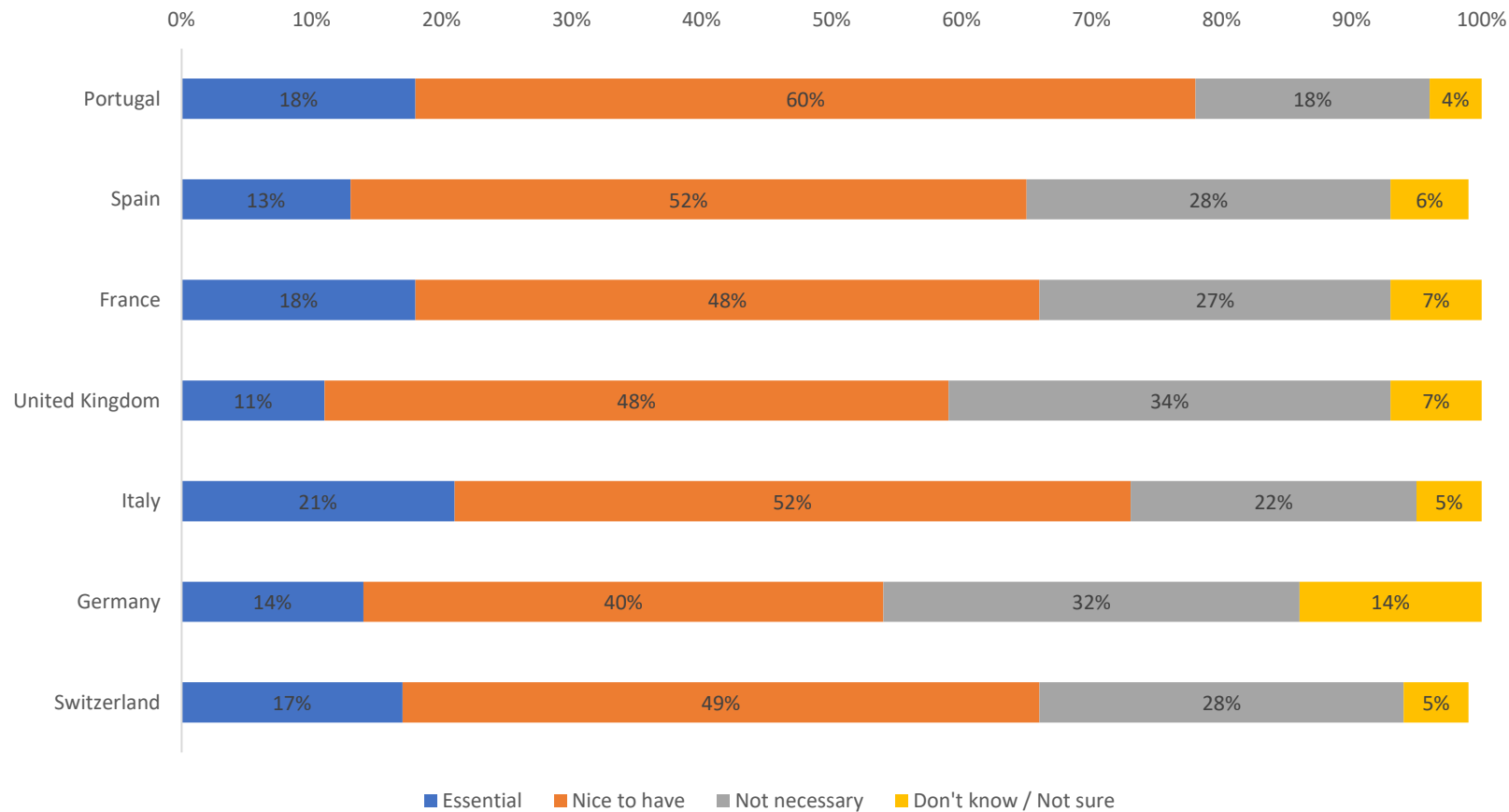
Consumer Data - Most desired feature of products

Ethical / supports social causes

	Essential	Nice to have	Not necessary	Don't know / Not sure
Portugal	18%	60%	18%	4%
Spain	13%	52%	28%	6%
France	18%	48%	27%	7%
United Kingdom	11%	48%	34%	7%
Italy	21%	52%	22%	5%
Germany	14%	40%	32%	14%
Switzerland	17%	49%	28%	5%

When it comes to the ethical side of products, and if they support social causes, the Portuguese consumers stand out again, with 78% of respondents saying that these are essential or nice to have features.

Consumer questionnaire from Q4 2022, 500 - 1000 respondents per country

Para qualquer questão e/ou feedback, por favor contactar knowledge.division@portugalfoods.org

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