New Consumer Segment #8

**ACTIVE AMBASSADORS**

Segment Size 8%

**CHANGE INDEX**
- 47% plan to change at least two things to live in a more environmentally sound way
- 68% plan to change their exercise or food habits or both to live more healthily

**LIFESTYLE**
- 93% believe environmental issues have a high impact on health
- 80% actively try to influence their friends with their views
- 20% already have a fully healthy lifestyle
- 21% already have an environmentally sound lifestyle

**PRODUCT ATTITUDES**
- Will pay more for environmentally sound packaging
- Believe recyclable and reusable packages are good for health
- Will buy more sustainable packaging

**BEHAVIOUR**
- I engage with communities that really stand for improving the environment
- I express my thoughts and beliefs around the environment on social media, blogs etc
- I actively seek new experiences with less impact on the environment

**OVER-INDEXING COUNTRIES**

<table>
<thead>
<tr>
<th>Country</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Indonesia</td>
<td>11%</td>
</tr>
<tr>
<td>India</td>
<td>11%</td>
</tr>
<tr>
<td>China</td>
<td>14%</td>
</tr>
<tr>
<td>Brazil</td>
<td>12%</td>
</tr>
</tbody>
</table>

**ENVIRONMENT**

<table>
<thead>
<tr>
<th>Barrier</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lack of waste management where I live</td>
<td>11%</td>
</tr>
</tbody>
</table>

**HEALTH**

<table>
<thead>
<tr>
<th>Barrier</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Healthy food is not widely available where I live</td>
<td>11%</td>
</tr>
</tbody>
</table>

**BARRIERS**

- Would sacrifice convenience for environmentally sound products
- Strongly believe that meat-based is bad for health and the environment
- Will buy more environmentally sound products, eat more organic and buy more second-hand

**PRODUCT FEATURES**

- Natural ingredients
- Organic
- Locally sourced
- 100% juice

**SOURCES FOR ADVICE/INSPIRATION**

- Environmental NGO, scientists, brands
- Health NGO, scientists, school

High engagement in all aspects of health and environment. Very willing to take action, challenge boundaries and influence others. Top score on belief that environment issues impact on health.
**THE TETRA PAK INDEX_ 2019**

**NEW CONSUMER SEGMENT #2**

**PLANET FRIENDS**

**SEGMENT SIZE 14%**

**CHANGE INDEX**

- 42% plan to change at least two things to live in a more environmentally sound way
- 68% plan to change their exercise or food habits or both to live more healthily

**GENDER**

<table>
<thead>
<tr>
<th></th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>45%</td>
<td>55%</td>
</tr>
</tbody>
</table>

**AGE**

<table>
<thead>
<tr>
<th></th>
<th>16-24</th>
<th>25-34</th>
<th>35-44</th>
<th>45-54</th>
<th>55-65</th>
<th>66+</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>15%</td>
<td>22%</td>
<td>24%</td>
<td>16%</td>
<td>12%</td>
<td>10%</td>
</tr>
</tbody>
</table>

**EDUCATION**

<table>
<thead>
<tr>
<th></th>
<th>Low</th>
<th>Medium low</th>
<th>Medium high</th>
<th>High</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2%</td>
<td>24%</td>
<td>56%</td>
<td>19%</td>
</tr>
</tbody>
</table>

**OVER-INDEXING COUNTRIES**

<table>
<thead>
<tr>
<th></th>
<th>Spain</th>
<th>Brazil</th>
<th>UK</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>28%</td>
<td>20%</td>
<td>18%</td>
</tr>
</tbody>
</table>

**LIFESTYLE**

72% believe environmental issues have a high impact on health

57% actively try to influence their friends with their views

18% already have a fully healthy lifestyle

22% already have an environmentally sound lifestyle

**PACKAGES**

- Will pay more for environmentally sound packaging
- Will use less plastic and buy more sustainable packaging
- Will recycle more

**PRODUCT ATTITUDES**

- Would sacrifice convenience for environmentally sound products
- Strongly believe that meat-based is bad for health and the environment
- Believe unprocessed/raw is good for health
- Will reduce overall consumption and reduce food waste

**BEHAVIOUR**

**ENVIRONMENT**

I am adopting ways of reducing my negative impact on the environment

I actively seek new experiences with less impact on the environment

I need to understand the impact of environmental issues before acting

**HEALTH**

Good health positively impacts my well-being: I feel less stressed

**PRODUCT FEATURES**

- Recyclable packages
- Plant-based
- Unprocessed/raw

**GOOD FOR HEALTH & ENVIRONMENT**

- Oat drinks
- Coconut drinks

**SOURCES FOR ADVICE/INSPIRATION**

**ENVIRONMENT**

- NGOs, scientists

**HEALTH**

- Scientists, doctors

**Engaged and willing to take action about the environment. Also high engagement on most aspects of health, particularly for peace of mind. Less inclined to challenge boundaries, try new things and act as influencers.**
New Consumer Segment #3
HEALTH CONSCIOUS
Segment Size 10%

Change Index
37% plan to change at least two things to live in a more environmentally sound way
70% plan to change their exercise or food habits or both to live more healthily

Gender
Male 49%
Female 51%

Age
16-24 20%
25-34 25%
35-44 25%
45-54 14%
55-65 9%
66+ 7%

Education
Low 1%
Medium low 20%
Medium high 60%
High 19%

Children under 18 in home 46%

Over-indexing Countries
China 24%

Lifestyle
70% believe environmental issues have a high impact on health
66% actively try to influence their friends with their views
15% already have a fully healthy lifestyle
16% already have an environmentally sound lifestyle
Strong personal views about health, e.g. “Looking good & being healthy are strongly

Barriers
Environment
No over-indexing attribute
Healthy food is not widely available where I live

Behavior
Environment
No over-indexing attributes

Health
I am using the latest trends and findings to improve my health

Packages
Believe packages from renewable sources are good for the environment

Product Attitudes
More willing to sacrifice convenience and pay more for healthier products
Will buy more environmentally sound products

Product Features
Organic
Natural ingredients

Good for Health & Environment
Soy drinks
White milk

Sources for Advice/Inspiration
Environment
Social media/forums, politicians

Health
Social media/forums

Aware and engaged about environment, but even more so about health. Prepared to try new things, and to pay more and sacrifice convenience for healthy products. Particularly influenced by social media and forums. Follow trends, but not trend-setters.
Engage enough with health and environmental issues to feel guilty about both, but not inclined to change behaviour or try new things. Need to know more and be persuaded and energised to act. Sizeable mainstream cohort with interesting potential.

**NEW CONSUMER SEGMENT #4**

**FOLLOWERS**

**SEGMENT SIZE 31%**

**CHANGE INDEX**

- 29% plan to change at least two things to live in a more environmentally sound way.
- 67% plan to change their exercise or food habits or both to live more healthily.

**GENDER**

- Male 51%
- Female 49%

**AGE**

- 16-24: 18%
- 25-34: 24%
- 35-44: 21%
- 45-54: 18%
- 55-65: 12%
- 66+: 8%

**EDUCATION**

- Low: 2%
- Medium low: 27%
- Medium high: 54%
- High: 17%

**OVER-INDEXING COUNTRIES**

- South Korea 52%
- Indonesia 36%

**LIFESTYLE**

- 59% believe environmental issues have a high impact on health.
- 40% actively try to influence their friends with their views.
- 12% already have a fully healthy lifestyle.
- 16% already have an environmentally sound lifestyle.

**BARRIERS**

- Environment: Costs too much.
- Health: Costs too much, Healthy food is not tasty.

**BEHAVIOUR**

- Environment: I randomly make choices that are good for the environment - but only when it suits me.
- Health: Good health positively impacts my well-being: I feel less stressed.

**PACKAGES**

- Believe that reused packs might be bad for health and the environment.

**PRODUCT ATTITUDES**

- Prioritise avoiding products that are bad for health over buying products that are good for health.
- Strongly believe that meat-based is bad for both health and the environment.
- Will eat more healthily, reduce food waste and decrease overall consumption.

**PRODUCT FEATURES**

- Seasonal food
- Fairtrade

**GOOD FOR HEALTH & ENVIRONMENT**

- Packaged water

**SOURCES FOR ADVICE/INSPIRATION**

- Environment: TV/radio or none
- Health: TV/radio or none
**NEW CONSUMER SEGMENT #5**

**SCEPTICS**

**SEGMENT SIZE 18%**

**CHANGE INDEX**
- 19% plan to change at least two things to live in a more environmentally sound way.
- 55% plan to change their exercise or food habits or both to live more healthily.

**GENDER**
- Male: 55%
- Female: 45%

**AGE**
- 16-24: 18%
- 25-34: 23%
- 35-44: 20%
- 45-54: 17%
- 55-65: 11%
- 66+: 11%

**EDUCATION**
- Low: 2%
- Medium low: 30%
- Medium high: 49%
- High: 18%

**OVER-INDEXING COUNTRIES**
- US: 30%
- UK: 25%
- Saudi Arabia: 20%

**LIFESTYLE**
- 51% are tired of the fuss about the environment.
- 34% actively try to influence their friends with their views.
- 16% already have a fully healthy lifestyle.
- 13% already have an environmentally sound lifestyle.

**BARRIERS**
- **ENVIRONMENT**
  - “They put my sorted waste together anyway so why bother?”
- **HEALTH**
  - A healthy lifestyle would be too boring
  - Healthy food is not tasty

More than average say they don’t care about the environment or don’t believe their lifestyle affects it. But many say that a healthy lifestyle is important. Score low on changes for the future.

**BEHAVIOUR**
- **ENVIRONMENT**
  - I go with the flow and do what my friends do
  - I randomly make choices that are good for the environment – but only when it suits me
  - I am aiming at going back to basics and detaching from technology and social media
- **HEALTH**
  - No over-indexing attributes

**PACKAGES**
- Believe that reused packs might be bad for health

**PRODUCT ATTITUDES**
- Prioritise avoiding products that are bad for health over buying products that are good for health
- Believe new technology is a risk for health and plan to reduce time online
- Believe meat-based food is good for health

**PRODUCT FEATURES**
- Locally sourced
- Seasonal food
- Vitamins-added

**GOOD FOR HEALTH & ENVIRONMENT**
- Cheese

**SOURCES FOR ADVICE/INSPIRATION**
- **ENVIRONMENT**
  - Retailers, family/friends, politicians, doctors – or none
- **HEALTH**
  - Retailers, politicians, family/friends
**NEW CONSUMER SEGMENT #5**

**LAGGARDS**

**SEGMENT SIZE 18%**

**CHANGE INDEX**

- 16% plan to change at least two things to live in a more environmentally sound way.
- 42% plan to change their exercise or food habits or both to live more healthily.

**GENDER**

- Male: 52%
- Female: 48%

**AGE**

- 16-24: 20%
- 25-34: 31%
- 35-44: 25%
- 45-54: 15%
- 55-65: 5%
- 66+: 3%

**EDUCATION**

- Low: 4%
- Medium low: 23%
- Medium high: 50%
- High: 22%

**OVER-INDEXING COUNTRIES**

- Saudi Arabia: 46%
- India: 22%
- Brazil: 20%

**LIFESTYLE**

- 42% believe environmental issues have a high impact on health.
- 57% actively try to influence their friends with their views.
- 12% already have a fully healthy lifestyle.
- 8% already have an environmentally sound lifestyle.

**BARRIERS**

- **ENVIRONMENT**
  - They put my sorted waste together anyway.
  - I'm too busy to focus on the environment.
  - I don't know how to be more environmentally sound.

- **HEALTH**
  - A healthy lifestyle would be too boring.
  - I want to live a healthy life but don’t know how.
  - I have more focus on my children’s health than mine.

**BEHAVIOUR**

- **ENVIRONMENT**
  - I go with the flow and do what my friends do.
  - I randomly make choices that are good for the environment – but only when it suits me.
  - I am aiming at going back to basics and detaching from technology and social media.

- **HEALTH**
  - No over-indexing attributes.

**PACKAGES**

- No over-indexing attributes

**PRODUCT ATTITUDES**

- New technology is a risk for personal health.
- Strongly believe that meat-based food is good for health and the environment.

**PRODUCT FEATURES**

- Vitamins-added
- Meat-based

**GOOD FOR HEALTH & ENVIRONMENT**

- Flavoured milk

**SOURCES FOR ADVICE/INSPIRATION**

- **ENVIRONMENT**
  - Retailers, brands, family/friends, politicians, doctors, school – or none.

- **HEALTH**
  - Retailers, politicians, brands, school – or none.

Low knowledge of/interest in all aspects of health and environment. Sceptical of new technology. Claim willingness to take action and challenge boundaries, but score low on planned changes for the future and high on “live for today”. Actively try to influence others.