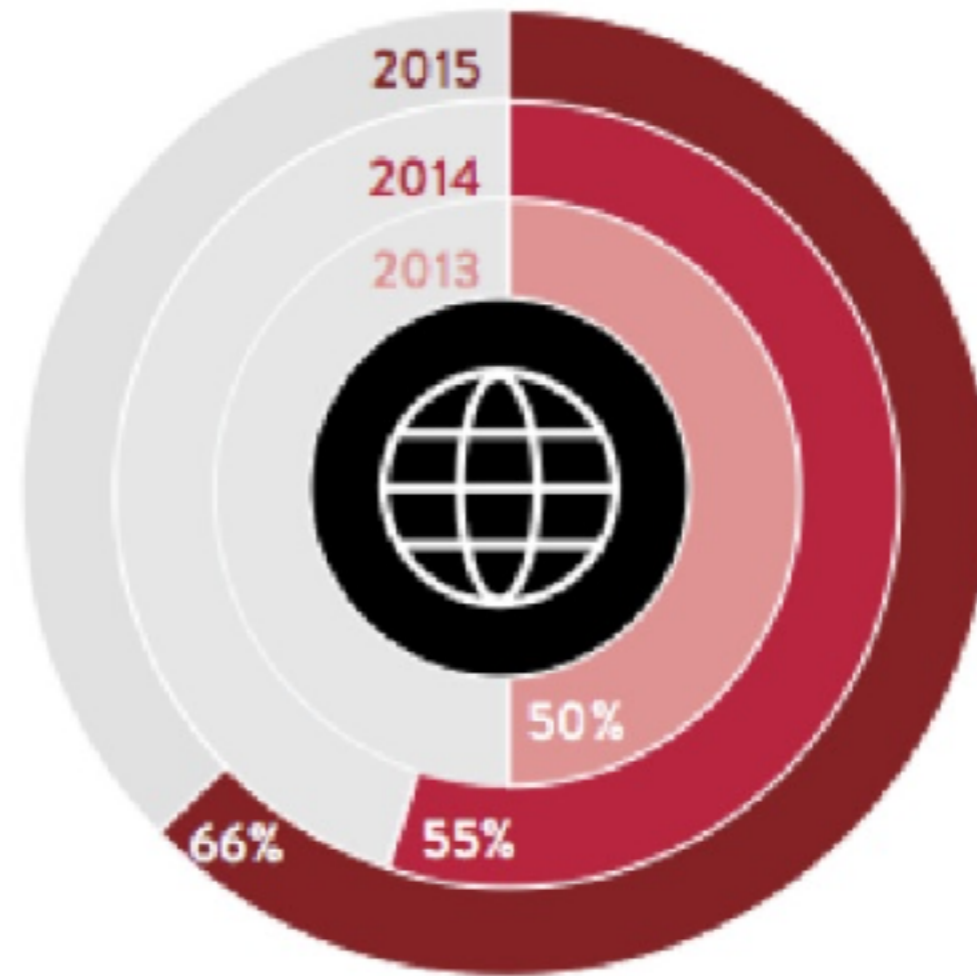




I am willing to pay extra for products and services that come from companies who are committed to positive social and environmental impact?"

私は社会課題や環境問題にコミットしている企業の商品やサービスに対してはより高い費用を払ってもよい。

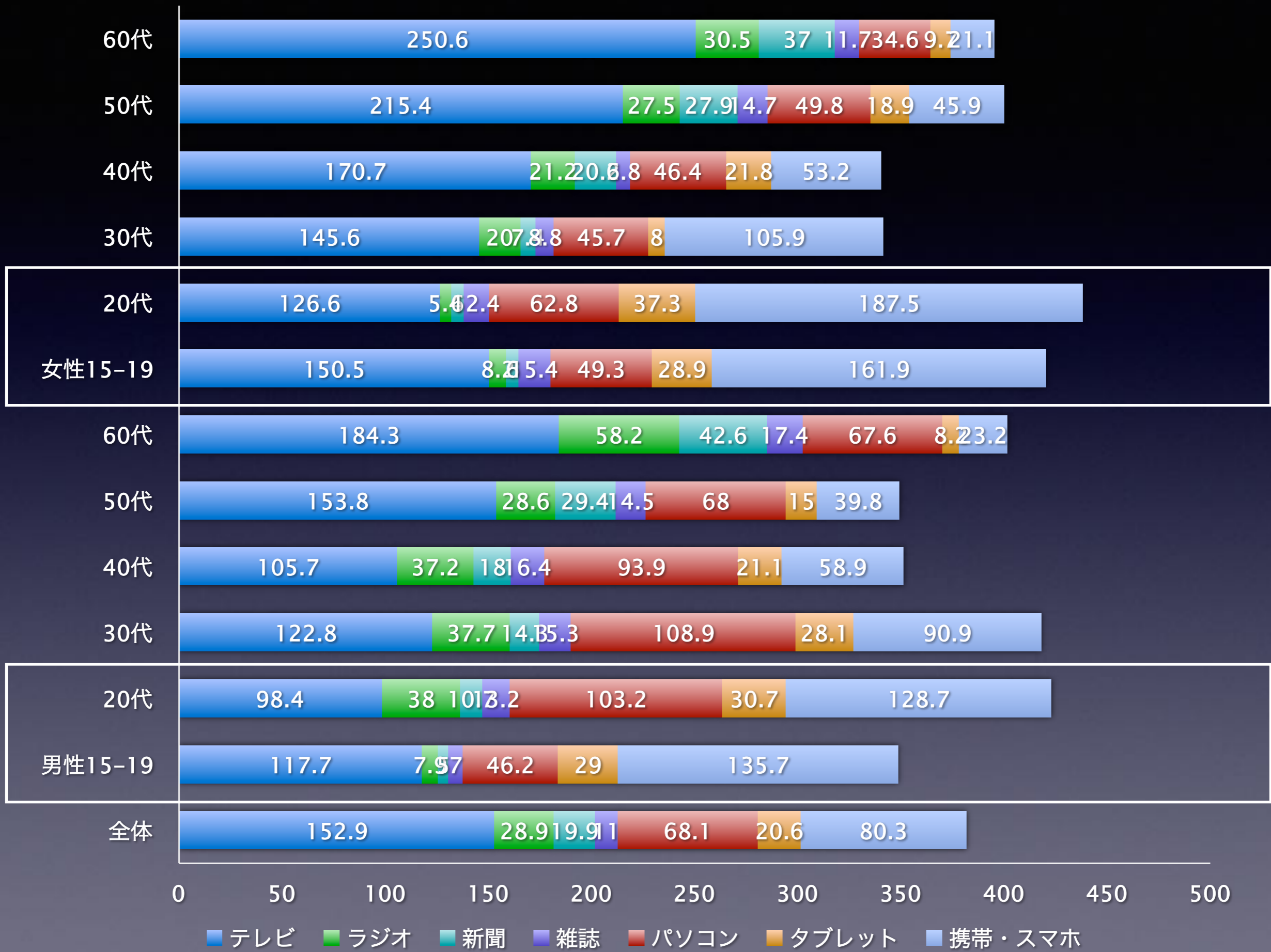




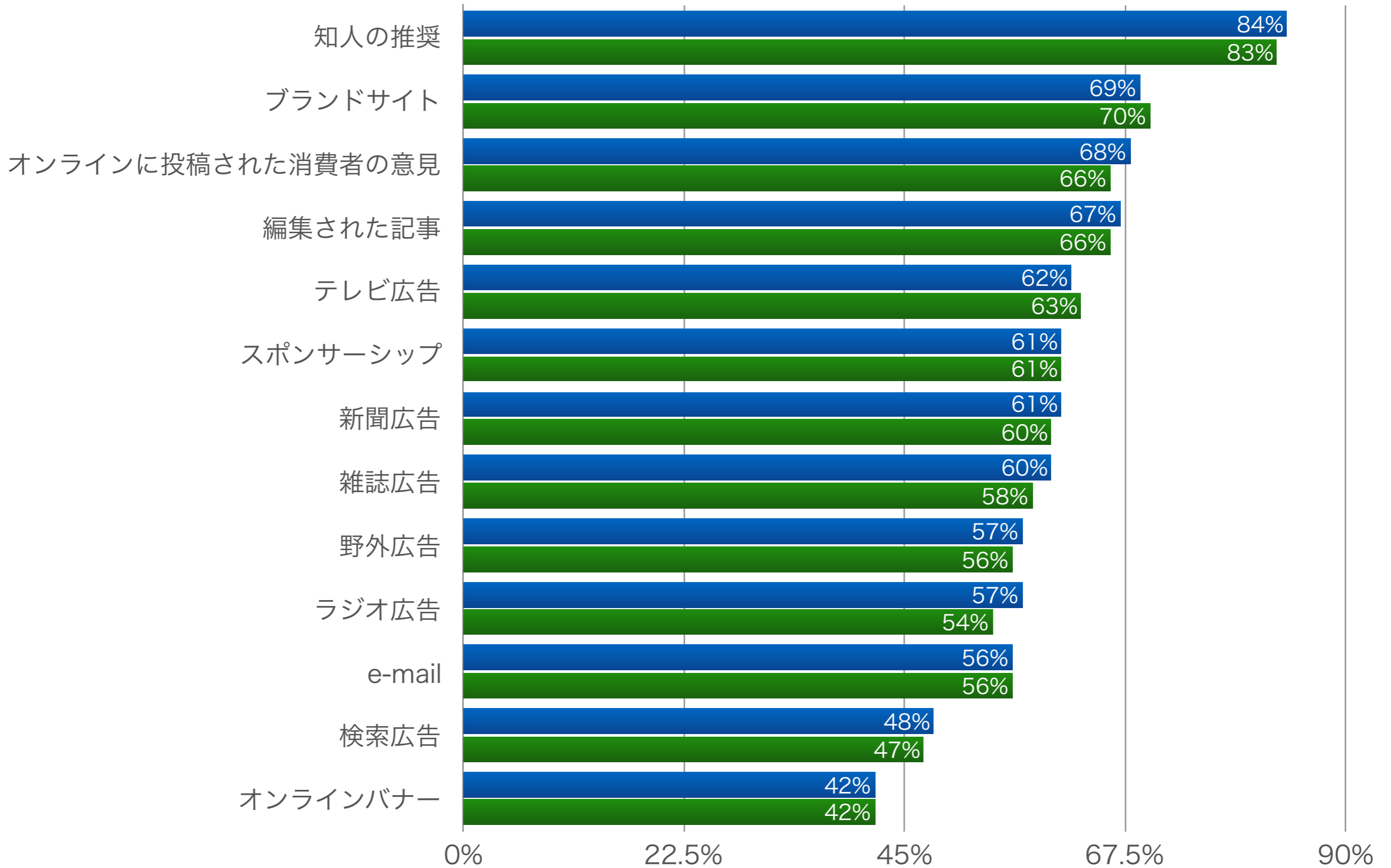
KEY PURCHASING DRIVERS AS WEIGHTED BY ALL SURVEY RESPONDENTS*

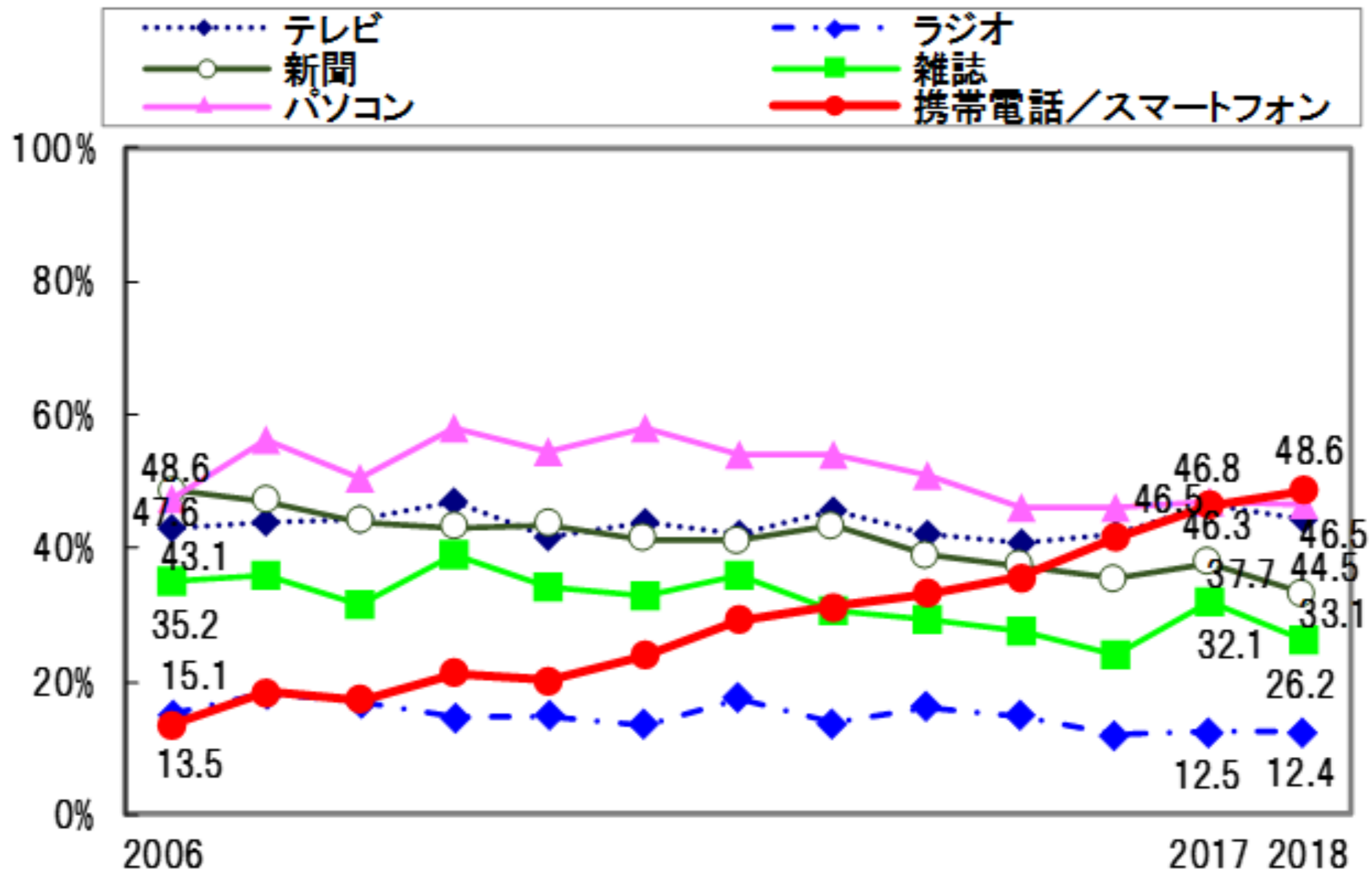
The products are made by a brand/company that I trust	62%
The product is known for its health & wellness benefits	59%
The product is made from fresh, natural and/or organic ingredients	57%
The product is from a company known for being environmentally friendly	45%
The product is from a company known for its commitment to social value	43%
The product's packaging is environmentally friendly	41%
The product is from a company known for its commitment to my community	41%
I saw an ad on television about the social and/or environmental good the product's company is doing	34%

消費者とのコミュニケーション



信頼する広告





企業事例

2025年までに世界中で容器を
100%リサイクル可能、再利用可能もしくは
堆肥化可能な素材に切り替える

