

How do businesses achieve sustainability at commercial scale?

Accenture research into the US market gives us some interesting clues

Baby Boomers
Born 1946-1964

Generation X
Born 1965-1980

Generation Y/Millennials
Born 1981-1996

Generation Z
Born 1997-2012



Clue 01

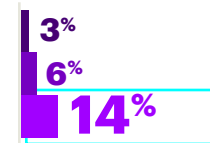
Gen Y and Z are driving greater social impact than Gen X

While quality, trust and safety have always featured in the food value equation, the pandemic has raised their importance, for all generations, who are now sharing an increased need for protection. **Sustainable solutions are increasingly seen as providing the protective assurances sought.**

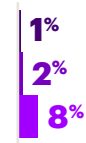
Social impact

● 2018 ● 2019 ● 2020

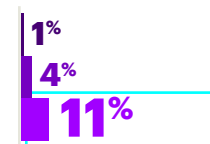
Under 40



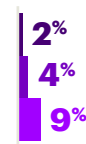
Over 40



<\$50,000 household income



>\$50,000 Household Income



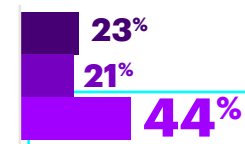
Clue 02

Gen X and Gen Y/Z are equally concerned about food being convenient

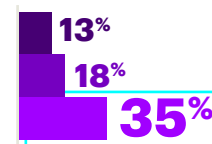
Convenience

● 2018 ● 2019 ● 2020

Under 40



Over 40



This sudden shift is perhaps being fueled by the **concerns over supply chain issues** during the global lockdowns and the realization of how fragile the food chain is, bringing a renewed sense of appreciation for how much they depend on manufacturers.

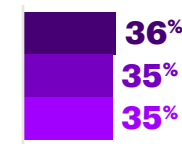
Clue 03

Gen X is surprisingly deprioritizing health and nutrition benefits, while for Gen Y and Z they are constant

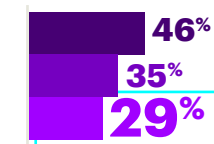
Health or nutritional benefits

● 2018 ● 2019 ● 2020

Under 40



Over 40

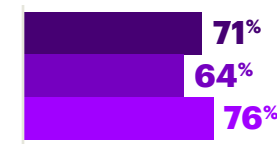


This is surprising given the under 40s ongoing importance here. However, **Taste has jumped in importance for the over 40s from 73% to 83%.** Could it be that pleasure in food has been a way of dealing with the impact of lockdowns?

Taste

● 2018 ● 2019 ● 2020

Under 40



Over 40



Clue 04

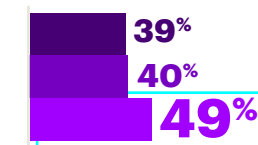
Post pandemic, all generations increasingly putting quality, trust and safety as an important part of the sustainability agenda

The Pandemic has heightened the need for protection for all generations. And it is sustainable solutions that increasingly add to the belief in the quality, trust & safety assurances sought.

Quality/Trust/Safety

● 2018 ● 2019 ● 2020

Under 40



Over 40

