

THE GREEN REPORT: FOOD & DRINK

Food production generates 26% of global greenhouse gas emissions and Mail Metro Media readers are increasingly concerned about their impact in this sector. We asked them for their views on the topic to find out what affects their choices and learn how brands can tap into a market eager to do more.



3 IN 5

Mail Metro Media readers are concerned about the environmental impact of their food and drink choices



Women are **31% MORE LIKELY** than men to be concerned in this sector

ECO-FRIENDLY HABITS

What are readers already doing?

REDUCING PLASTIC

81%

Re-using bags/
using own bags

75%

Choosing products with less packaging

REDUCING WASTE

79%

Limiting food and drink waste

42%

Composting food and drink

REDUCING MEAT

44%

Eating less or no meat

ECO-FRIENDLY BARRIERS

What prevents readers doing more?

PRICE

68%

Cost of eco-friendly products

RANGE

31%

Lack of eco-friendly options

INFORMATION

25%

Gaps in knowledge of what is available

BELIEF

9%

Think their changes won't make a difference

KNOWLEDGE IS POWER



1 IN 2

readers would like eco-updates on the food and drink sector (18-34s 57%)

56%

Where to find eco-friendly deals

48%

Info on latest products

45%

Eco-friendly reviews

40%

Eco vs normal product claims

MAIL METRO MEDIA ENVIRO-CREDENTIALS

64%

of those who say 'eco-friendly' is important when buying food are Mail Metro Media readers



D.N.A

We have 3.2million people in our 'Shoppers' segment, ready to target

ECO₂

Our environmental magazine is launching in October 2020