



Consumer's attitudes

Sterenn LUCAS – UMR SMART-Lereco – IA-INREA

Voluntary Sustainability Claims on Seafood Products

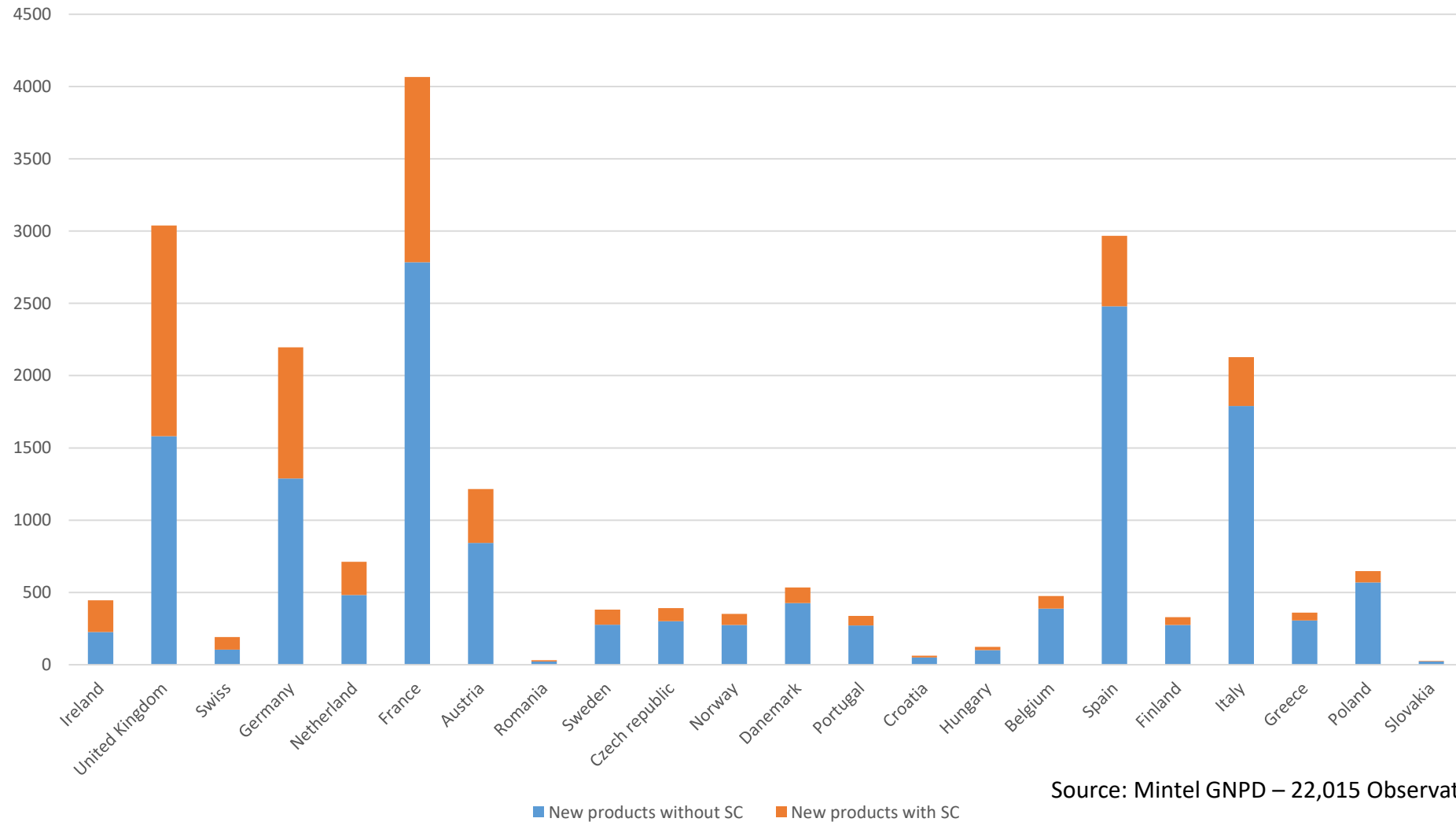
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Sustainable claims (SC) in European Market of seafood



Source: Mintel GNPD – 22,015 Observations from 2000 to 2015,
Own Elaboration



Sustainable claims (SC) in European Market of seafood

🐟 Seafood products launched in the market with sustainable claims are increasing across all European countries;

But : with heterogeneous contents, differences between countries and between species.

🐟 The markets driven by sustainable claims on seafood match with a higher sustainable consumption acceptance in general;

🐟 Multiple dimensions in sustainable claims and the use of sustainable claims puts environmental issues in competition with the other attributes that are taken into account in consumers decision-making.



Consumers' motivation to buy sustainable products

🐟 Sustainable claims inform the consumer on the environmental impact of the product they buy;

🐟 But consumers face multiple informations, on divers attributes

Sustainability, health, convenience, natural, sociodemographic, fair trade...

🐟 What are the motivations for consumer to buy more environmentally friendly products?

- Environmental preferences
- Health preferences

} Degree of Altruism

🐟 Sustainable claimed products are generally more expensive to produce -> higher price



Consumers Willingness To Pay (WTP) for sustainable products

🐟 WTP differ across:

▶ Countries	▶ Sustainable attributes
▶ Species	▶ Consumers characteristics

🐟 Multiple attributes influence WTP and preferences

▶ Storage and others products attributes	▶ Others credence attributes
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In all European countries, there is consumers categories that are willing to pay more for environmental attributes



To favour Sustainable claims in European Market of seafood

Barriers to sustainable consumption:

- ▶ Income constraint;
- ▶ Multiplication of information levels and of their understandings;
- ▶ Trust in certification schemes.

How to stimulate consumption of sustainable claimed products?

- ▶ Helping to understand environmental issues linked with seafood;
- ▶ Simplification of the information (only one European Label on sustainability);
- ▶ Using “nudge” based on consumers behaviour.



Thank You – Merci – Trugarez

