



Healthy & Sustainable Living

A Global Consumer
Insights Project

2021 India Highlights

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evidence and ideas. applied.

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Introduction



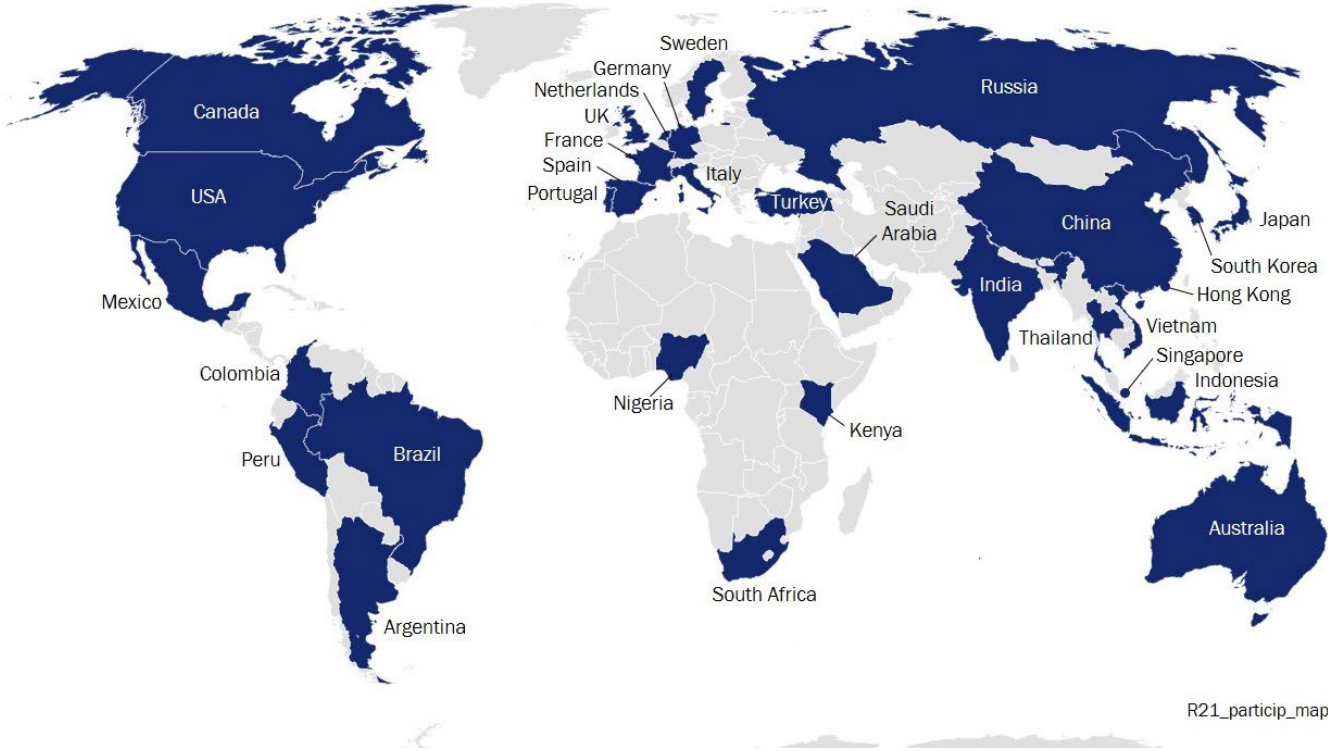
Enabling consumers to live more healthy and sustainable lives is crucial for our collective future, but also an enormous opportunity for brands to build more trust, loyalty, and advocacy among consumers.

GlobeScan's *Healthy & Sustainable Living: A Global Consumer Insights Project* was launched in 2019 to help companies better understand, engage, and mobilize consumers in this exciting yet challenging area of healthy and sustainable living. The research program builds on 20+ years of GlobeScan's public opinion research in the areas of sustainability, branding, and reputation, and is designed to help organizations better understand the diverse mindsets of consumers that shape their barriers to, and enablers of, more healthy and sustainable living.

The research program provides global insights with regional, audience-specific, and category-centric intelligence to companies through an evidence-led approach that also allows for networking and engagement with peers, ultimately aiming to create a center of excellence in the area of healthy and sustainable living.

The insights will serve the needs of colleagues in marketing, communications, and sustainability functions. They can be applied to drive leadership around healthy and sustainable living, to support strategy development, and to guide messaging and communications planning. This research also identifies key issues of importance to consumers so that organizations can develop stronger relationships with their customers by understanding their concerns and aligning with their priorities. GlobeScan is committed to augmenting this vital practice area over the coming years.

Methodology Summary



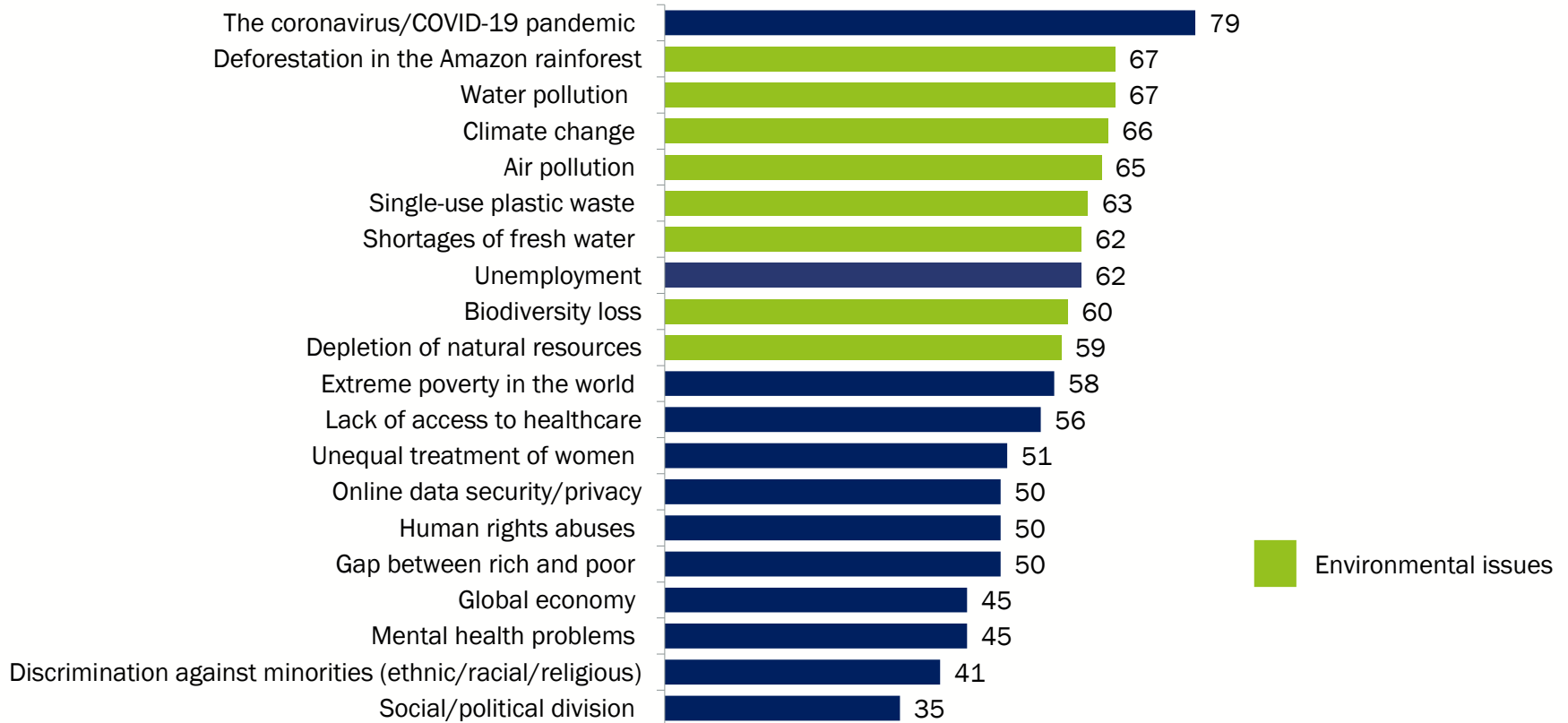
- Representative online samples of approximately 1,000 adults in each of 31 markets (500 each in Hong Kong and Singapore) ($n=30,352$)
- Samples representative of online population, weighted to reflect general population census data
- Online surveying in June and July 2021
- Where historical data are shown, questions were asked using an in-person and telephone methodology before 2019.



Healthy & Sustainable Living in Context

Concern about COVID-19 continues to dominate, but is followed closely by concerns about water pollution, deforestation in the Amazon, and climate change

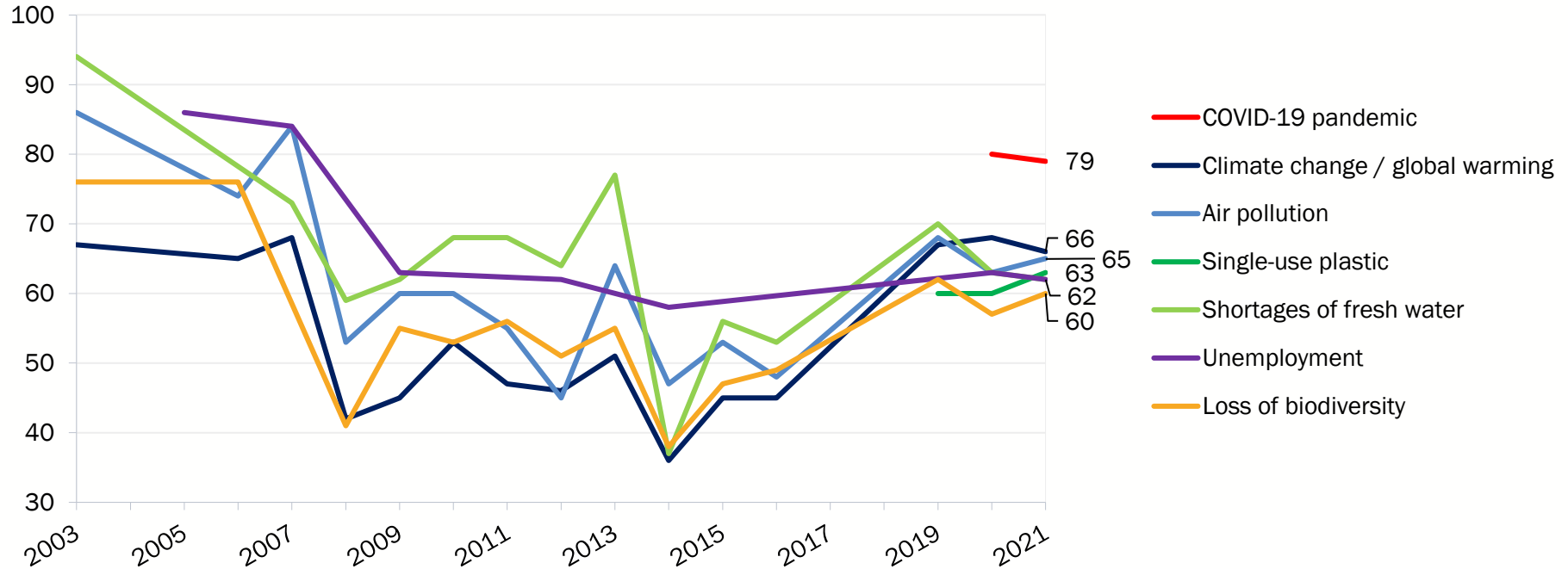
Seriousness of Global Problems, “Very Serious,” India, 2021



T1. For each of the following possible global problems, please indicate if you see it as a very serious, somewhat serious, not very serious, or not at all serious problem.

Perceived seriousness of air pollution and single-use plastic continues to increase, while concern about COVID-19 and climate change is slightly down

Seriousness of Global Problems, “Very Serious,” India, 2003–2021



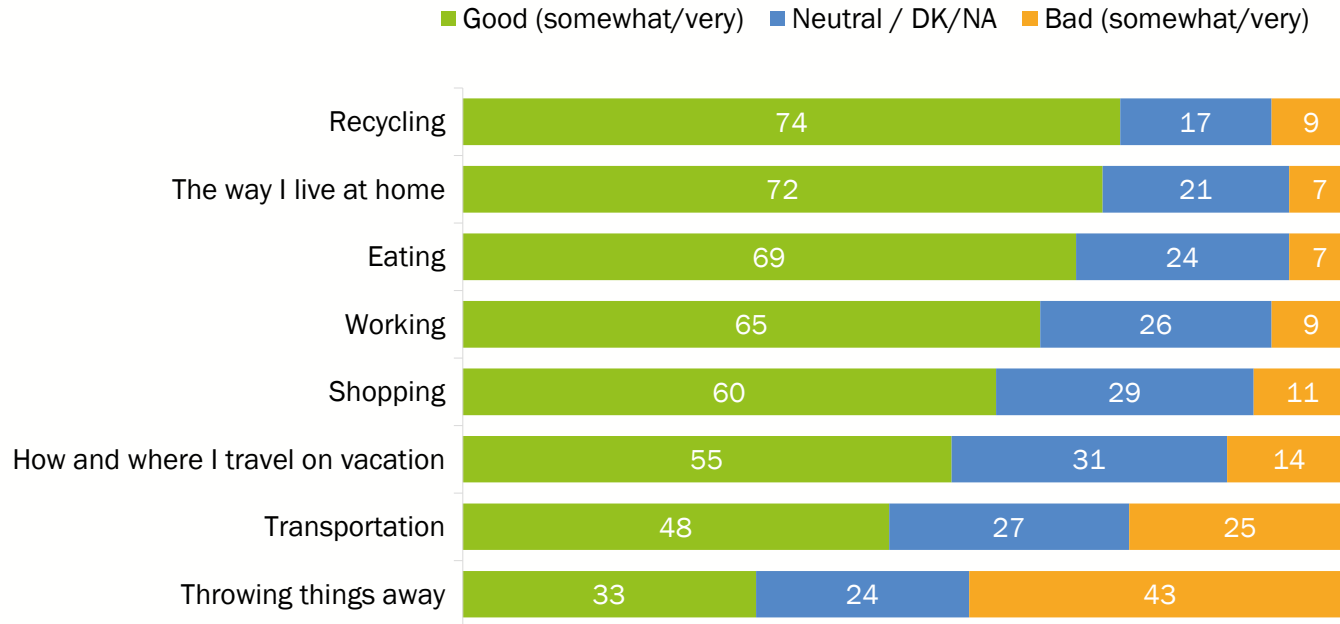
T1. For each of the following possible global problems, please indicate if you see it as a very serious, somewhat serious, not very serious, or not at all serious problem.



Tracking Attitudes

Consumers tend to feel the worst about their waste and transportation impact

Feelings About Environmental Impact, India, 2021

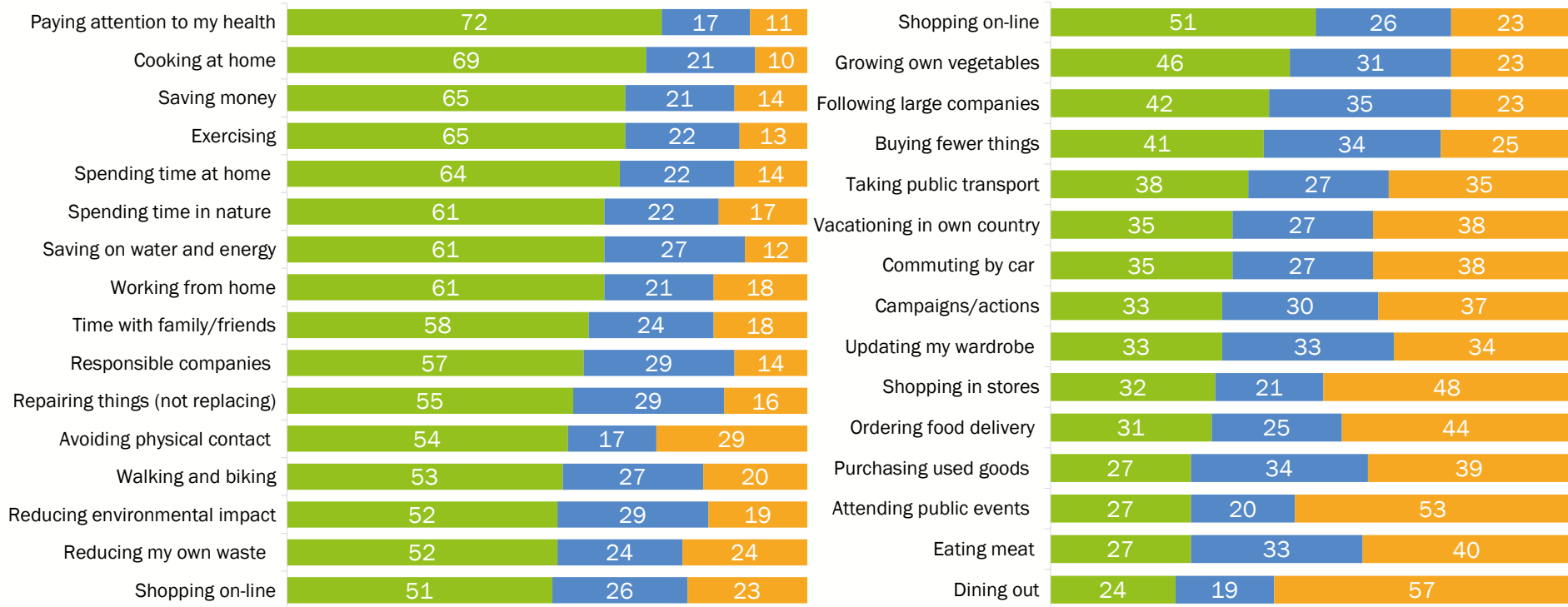


Q19. How do you feel about your environmental impact of the following activities?

Post-pandemic, many consumers plan to continue a wellness- and home-centered lifestyle; many also plan to reduce their environmental impact

Daily Life after the Pandemic, India, 2021

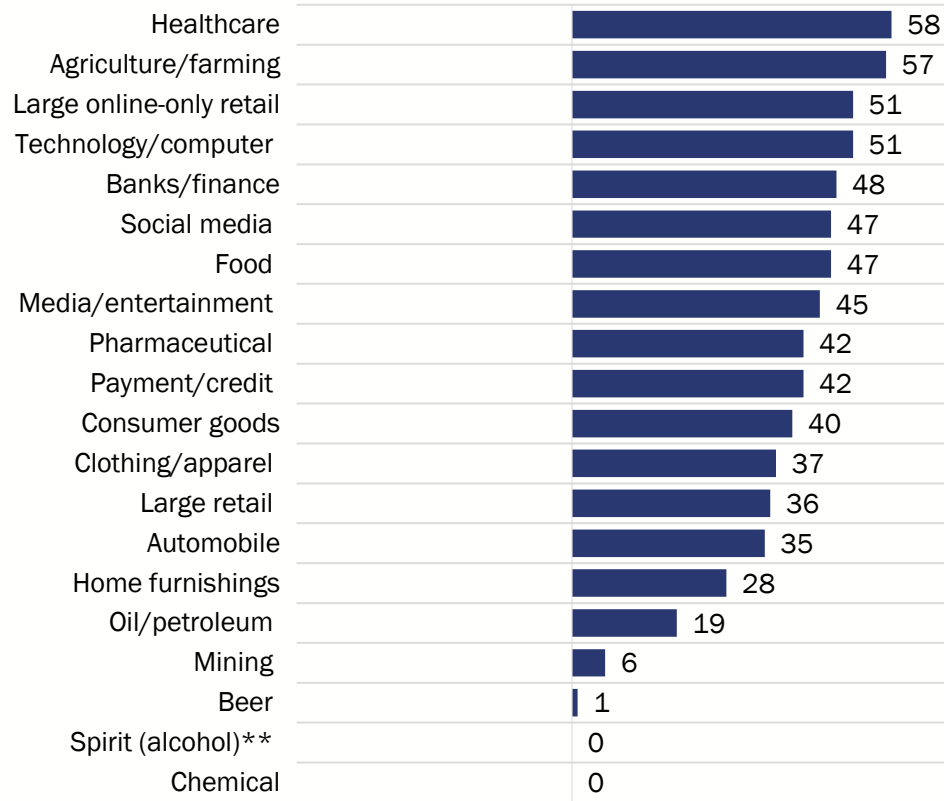
■ Will do more (much/somewhat) ■ Same ■ Will do less (much/somewhat)



Q5. There are a lot of discussions about what people's life will be like when the pandemic is over. We would like you to think of your/your family's daily life going forward. After the pandemic, will you/your family be doing more or less of each of the following, compared to before the pandemic started?

Consumers perceive healthcare companies to be the most responsible and chemical companies to be the least responsible to society

Performance of Sectors in Fulfilling Their Responsibilities to Society, Net Performance, India, 2021



*“Among the very best” and “Above average” minus “Below average” and “Among the very worst”

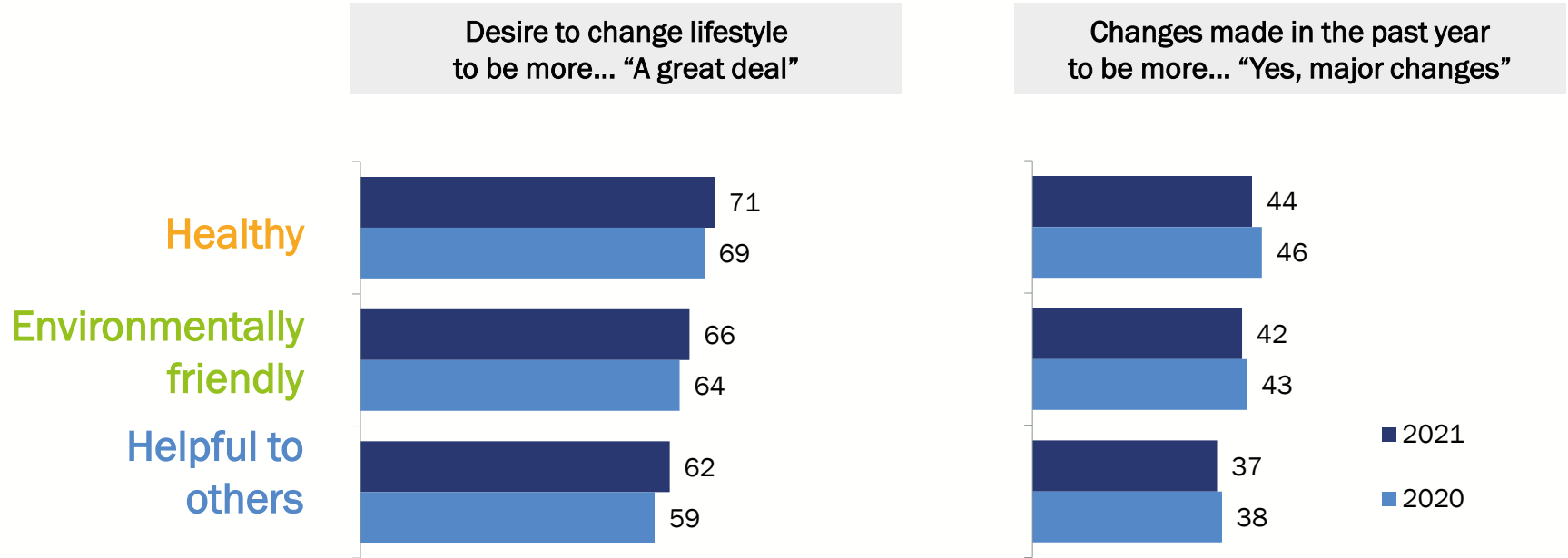
T22. Please rate each of the following types of companies on how well they fulfil their responsibilities to society compared to other types of companies...



Tracking Behavior

There has been a slight increase in aspiration to lead healthy, environmentally friendly, or altruistic lifestyles, but the wide gap between aspiration and action persists

Desire to Change vs Changes Made to Lifestyle, India, 2020-2021

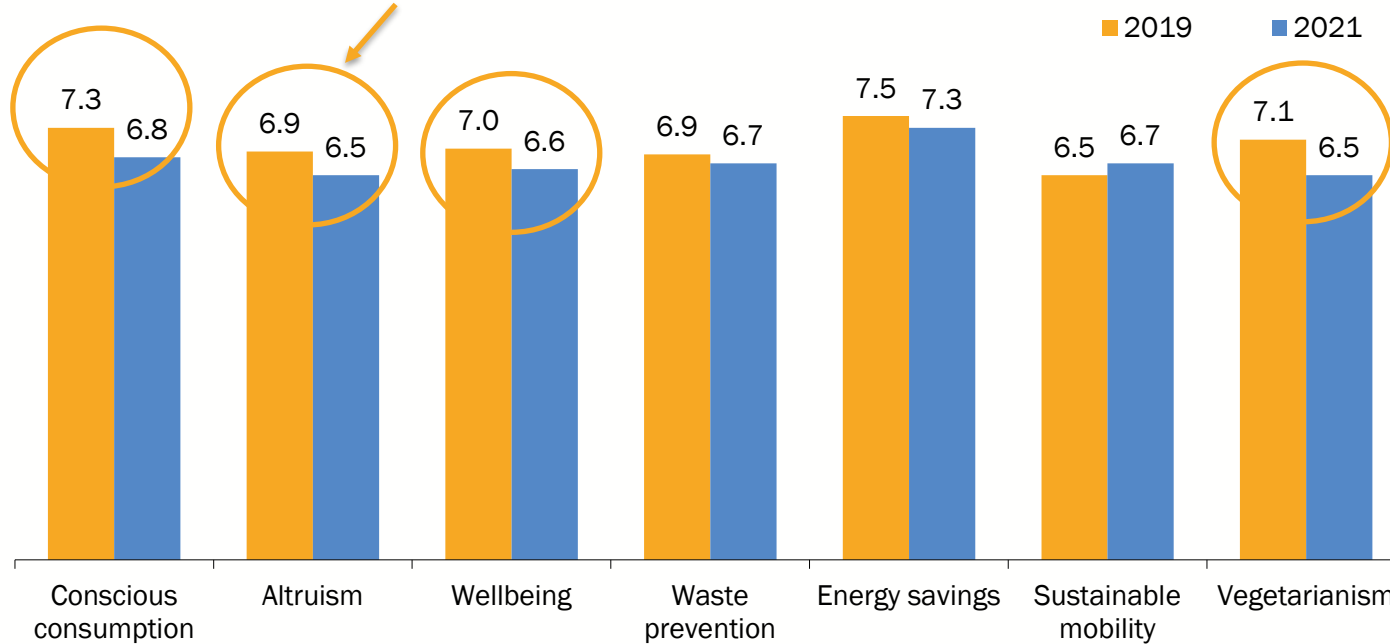


Q2. How much would you like to change your lifestyle to be more...? Q3. Have you made any changes to your lifestyle in the past year to be more...?

Decline in India's score is mainly driven by declines in areas of conscious consumption, altruism, wellbeing, and eating plant-based food

Sub-indices, India, 2019-2021

The results show that there has been a decline in India on behavioral aspects related to healthy and sustainable living over the course of the COVID-19 pandemic



Behavioral Index Scores (scores out of 10)

The higher the score, the more frequently consumers engage in each of these areas – actions have been grouped together statistically

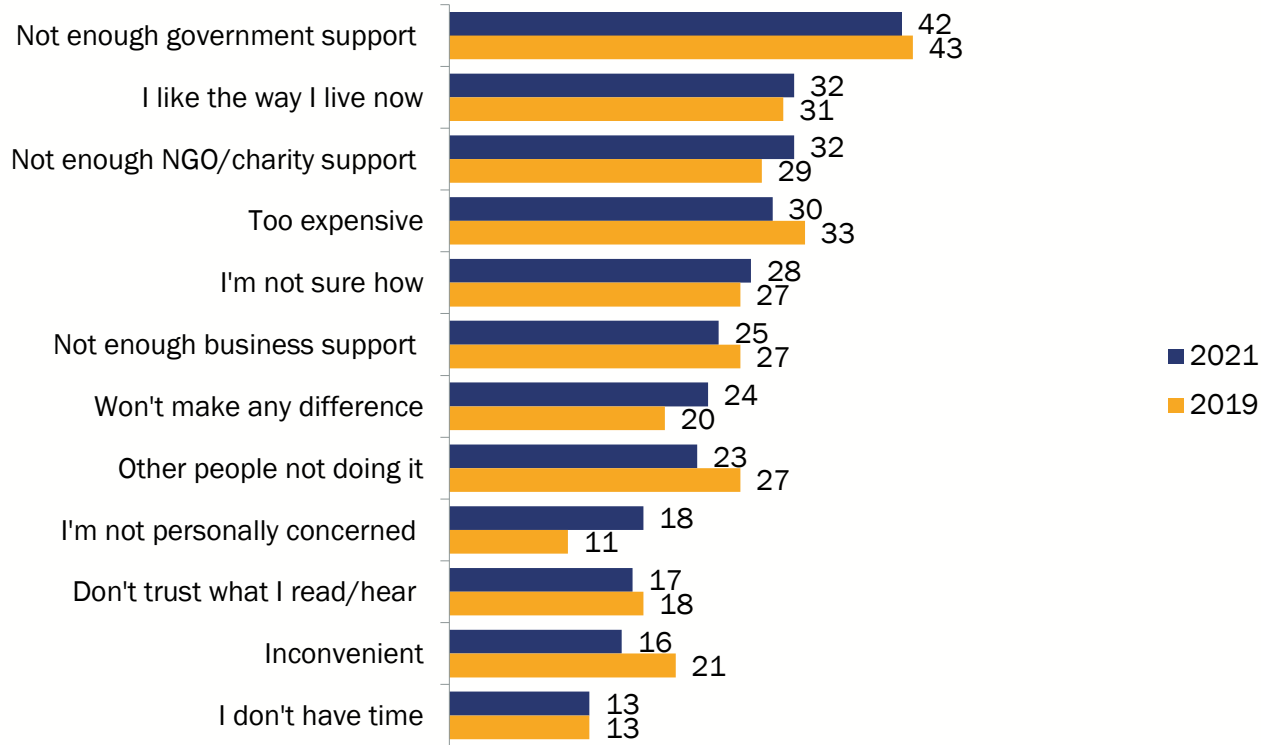
Q4. Now we would like you to answer a few questions about what you do in your everyday life. Please indicate how often you do each of the following.



Barriers and Solutions

Lack of government support and being content with current lifestyle remain the greatest barriers; consumers also increasingly call for more support from NGOs

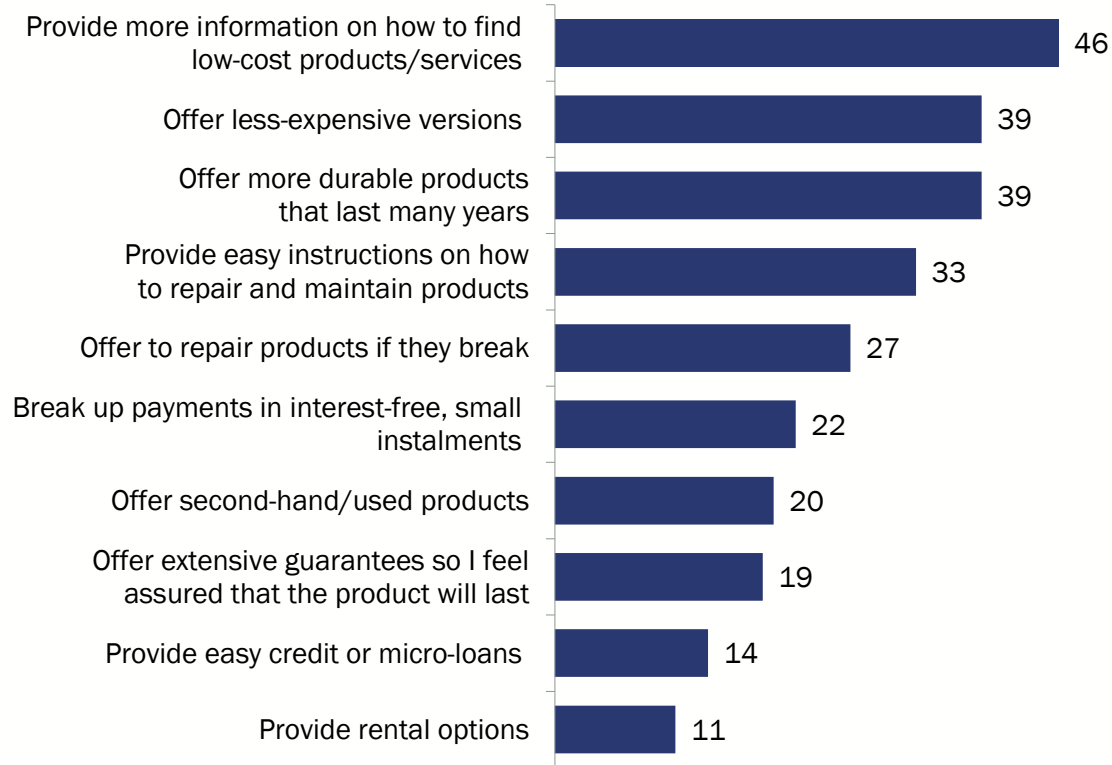
Barriers to Improving Lifestyle to Be Healthier and More Sustainable, Total Mentions, India, 2019-2021



Q7. What is preventing you from living in a way that is good for you, good for other people, and good for the environment? Please select three things from the following list in order of importance, with 1 being the most important, 2 the second most important, and 3 the third most important.

Consumers want companies to provide more information and offer less-expensive versions to improve affordable access to healthy and sustainable items

Best Ways to Make Healthy and Sustainable Products More Affordable, India, 2021





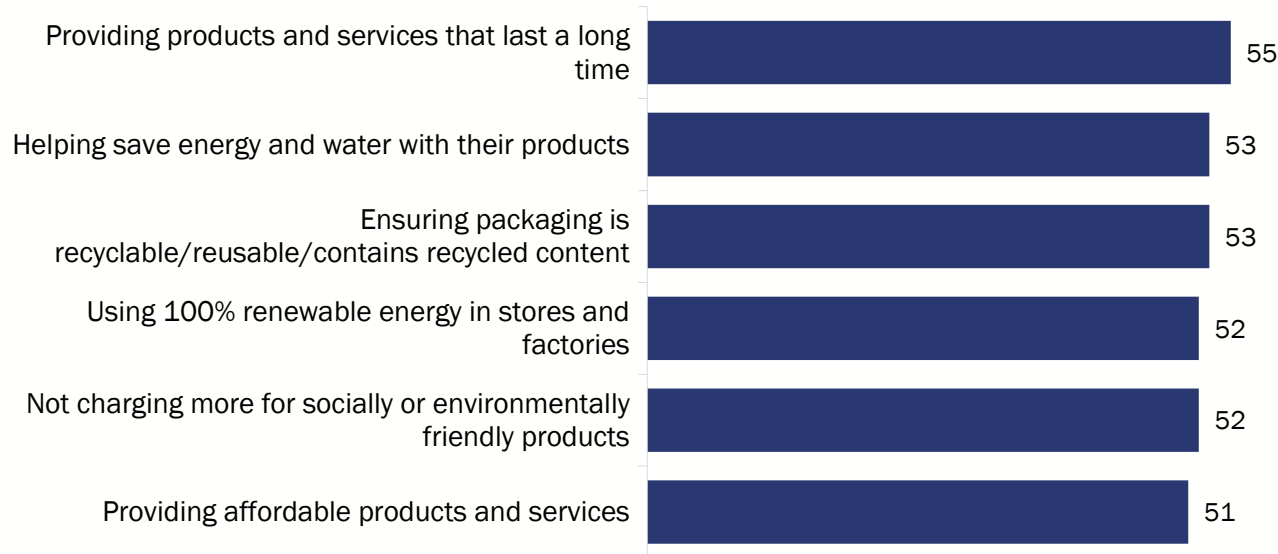
Company Actions and Consumer Engagement

Consumers say that providing durable products is a key enabler for healthier and more sustainable living

Helpfulness of Actions to Enable Healthy and Sustainable Living, “Very Helpful,” Top Actions, Average of 31 Markets, 2021

How can companies and brands help you live a healthy and sustainable lifestyle?

Average of 31 markets



The top five actions to enable healthy and sustainable living in India

- Energy savings
- Protect animals
- Information on ingredients
- Circularity
- Affordability/durability

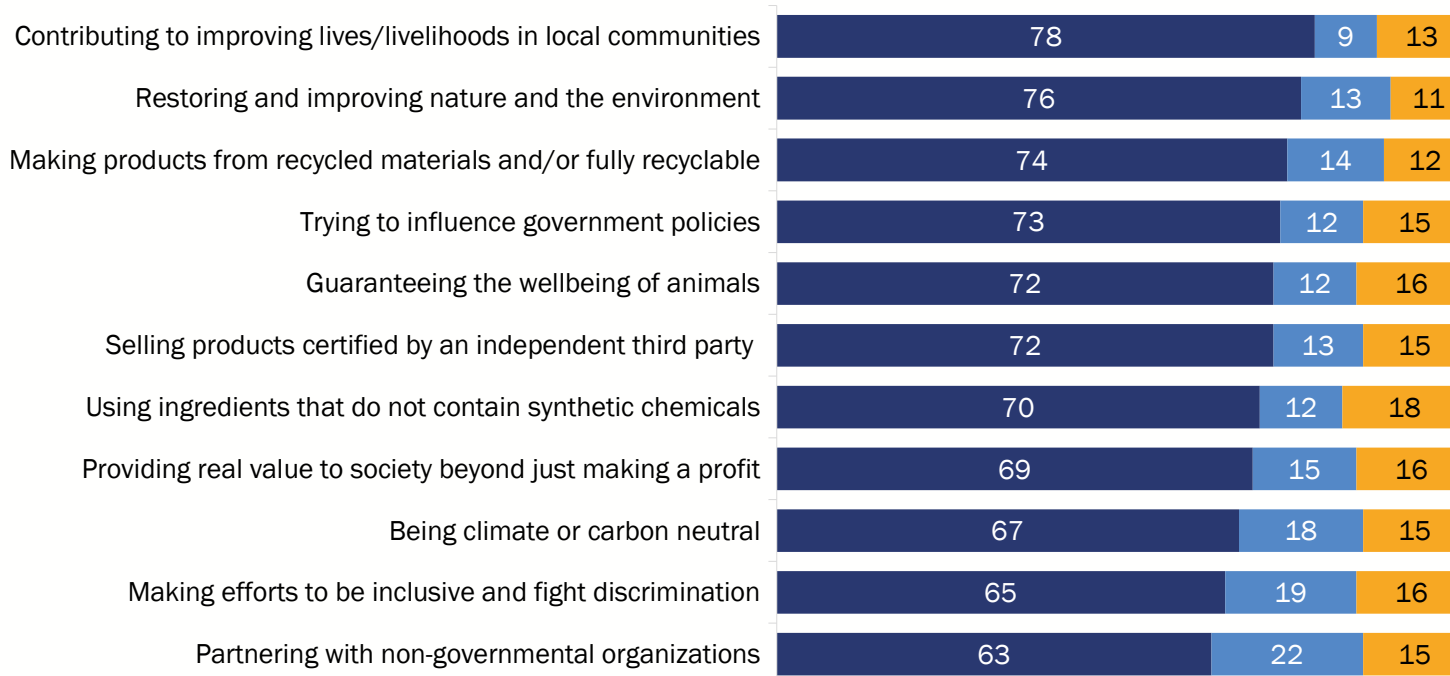
Q13. Now we would like to ask you how companies and brands can help you live in ways that are healthy, environmentally friendly, and socially responsible. Please rate each of the following actions as very helpful, somewhat helpful, a little helpful, not very helpful, or not at all helpful.

Consumers tend to be most interested in hearing about company actions towards improving livelihoods in local communities

Interest in Learning More about What Companies/Brands Are Doing, India, 2021

How interested are you in learning more about what companies and brands are doing in...?

■ Very/somewhat interested ■ Neither interested nor not interested ■ Not very/not at all interested





e-Commerce

Consumers value convenience and easier access of products; they are most critical of worker treatment and impact of transport on the climate

Performance of Online Shopping, India, 2021

How would you rate the performance of each of the following aspects of online shopping?

■ Good (4+5) ■ Neither good nor poor (3) / Don't know ■ Poor (1+2)



GlobeScan is an independent, international insights and advisory consultancy.

We partner with leading companies, NGOs, and governmental organizations to deliver insights that guide decision-making and build strategies that contribute to a sustainable and equitable future.

We combine over 30 years of data-driven insights with a global network of experts and the ability to engage any stakeholder or consumer. Our unique research programs and global capabilities help to know what's new, what's next, and what's needed. And our advisory services help turn that knowledge into smart, strategic decisions

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