

Americans Go Three Shades Greener in 16 Months

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Consumer survey finds more people regularly purchasing green products

Driven by increased environmental awareness, Americans are quickly moving to the greener end of the spectrum. Latest findings from Mintel, a leading market research company, reveal that over one-third of adults (36%) claim to "regularly" buy green products. Just 16 months ago, only 12% said they "regularly" purchased green products.

Furthermore, the number of people who "never" purchase green products has been cut in half over the past 16 months, according to Mintel. In August 2006, one in five Americans (20%) claimed to "never" buy green products. Now, only 10% of the population makes such claims.

"We're seeing the green movement rapidly transition from niche to mainstream," comments Colleen Ryan, senior analyst at Mintel. "Major companies have jumped onboard, promotional messages have changed, and the American public is increasingly looking at green products as a normal part of everyday life."

Ryan attributes the green movement's growth to young adults. In Mintel's latest survey, over half of 18-24 year olds (51%) claimed to "regularly" purchase green products. In contrast, only 31-36% of older adults said that they "regularly" buy green products. "Tech-savvy young adults have been key in the green movement's success," states Ryan. "This suggests a bright future for green products, as young adults will carry their habits and beliefs with them as they age."

Mintel expects vibrant growth for the green movement in coming years. Americans' concerns over climate change, energy costs and product safety create a need for more environmentally friendly products and services. Leading manufacturers have been quick to respond, offering green product options for large and small purchases alike.

Mintel Comperemedia, which analyzes direct mail and email advertising, has observed many green direct marketing campaigns for cars, trucks and SUVs, for example. Increasingly, auto manufacturers are boasting their green credentials--more hybrid models, better fuel efficiency and E85-compatibility--alongside traditional vehicles in advertisements.

"In our consumer survey, we saw a dramatic rise in people interested in buying 'green' for major purchases," notes Ryan. "Of adults who purchase green products, 84% said they would consider green factors the next time they shopped for a car or truck. Americans see greener purchases as a smart choice for both their pocketbooks and the planet. Green shopping, both major and everyday, is definitely here to stay."

Mintel's exclusive consumer survey was conducted online in December 2007 among a nationally representative sample of 3,085 Internet users aged 18 and over.

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