

CONSCIOUS CONSUMER PROGRAM



Firmenich
for good, naturally

CONSUMER RESEARCH PROGRAM



FINE FRAGRANCE
BODY CARE
HOME CARE

CROSS-
DIVISION &
CROSS-
CATEGORY



BEVERAGES
SWEET GOODS
SAVORY FOODS

5000
CONSUMERS

4
COUNTRIES



Online U&A
1000/country

UNDERSTAND

Sniff & Taste test
200/country

DELIGHT

Focus Groups
6 groups/country

COMMUNICATE

6 BIG IDEAS AROUND NATURAL





4 FACETS OF CONSCIOUS CONSUMPTION



— NATURAL & SUSTAINABILITY —



3 TENSIONS AND DILEMMAS



— NATURAL & SUSTAINABILITY —



HOW IMPORTANT IS NATURAL & SUSTAINABILITY FOR HER?

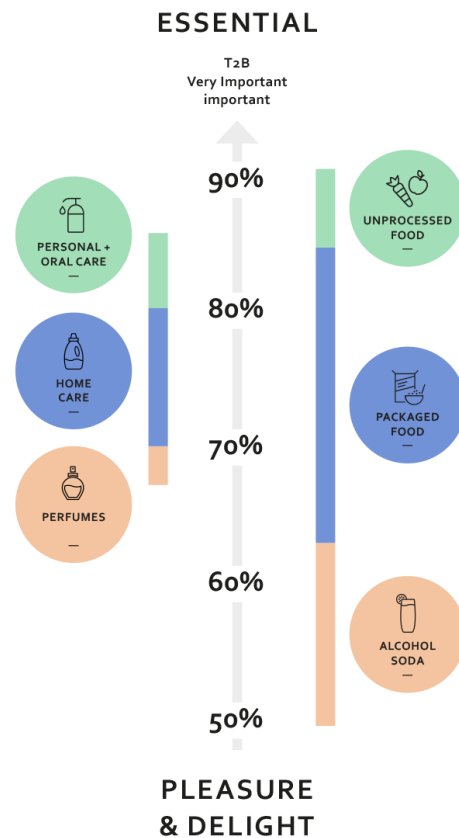




NATURAL & ECO-FRIENDLY VALUES ARE CONSIDERED CRITICAL FOR MOST PRODUCT CATEGORIES

FROM 50% TO 90%

IMPORTANT + VERY IMPORTANT



NATURAL & SUSTAINABILITY

Q12. According to you, how important is Natural or Eco-friendly for each of the following type of Personal and Home Care products ?

Q13. According to you, how important is Natural or Eco-friendly for each of the following type of Food and Drinks products ?

MARKET & PRODUCTS

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WHAT DOES SHE EXPECT FROM CONSCIOUS PRODUCTS?

CONSCIOUS
CONSUMER

NATURAL & SUSTAINABILITY





**SHE WANTS A MEANINGFUL,
SENSORIAL, TRUSTFUL AND
INFORMED EXPERIENCE**

TOWARDS A CONSCIOUS PROPOSITION



—
CO-DESIGN
A SUSTAINABLE FUTURE

