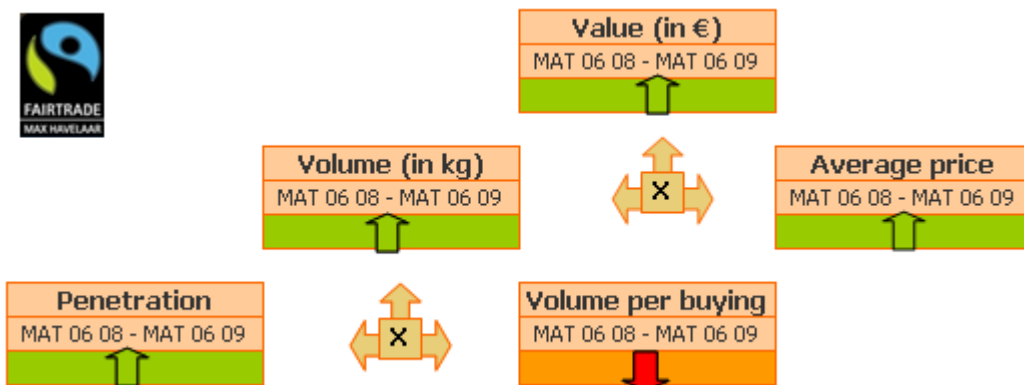


“Fairtrade consumers = valuable buyers!” Really?

According to the yearly Cies study, corporate responsibility is the 3rd most important issue that keeps retailers and manufacturers awake at night. Not only companies, but also the Belgian consumer is susceptible to the social subject.

When it comes to fairtrade shopping, a considerable part of the consumers are involved. Almost 1 out of 3 Belgian consumers has bought at least one fairtrade product this past year. The latest evolutions show us that the fairtrade market is growing. A price increase has played a part in this growth, but more importantly is the recruitment of new buyers: we notice a double-digit increase of fairtrade buyers. Thanks to new product launches in the fairtrade supply and the conversion from ‘regular’ to ‘fairtrade’ of some products, the market has been able to attract a lot of new buyers.

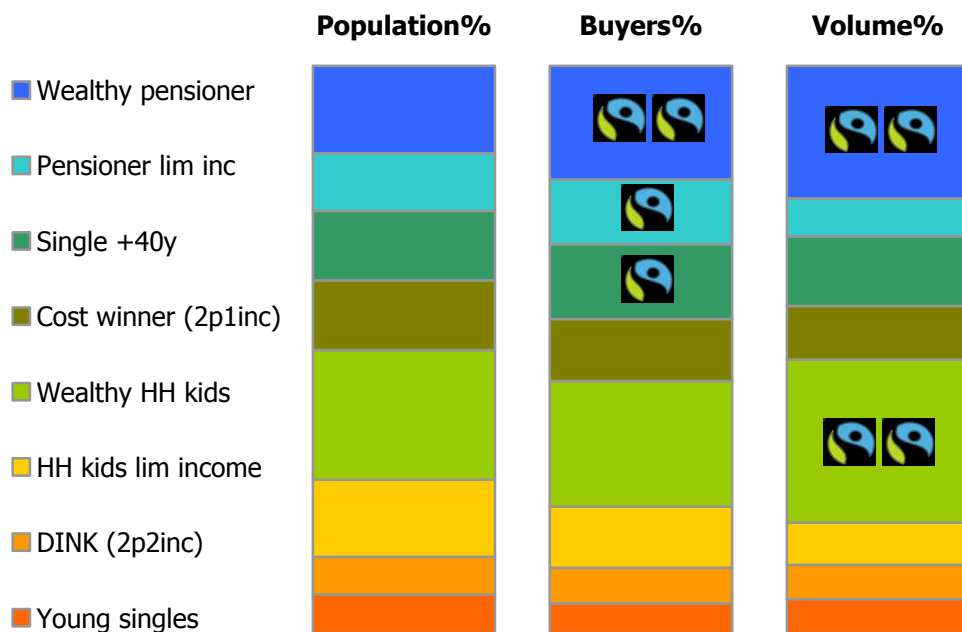


A fairtrade buyer spends more on FMCG in general than an average consumer. And their shopping frequency is higher too. So it could be smart to attract fairtrade shoppers, as they seem to be quite valuable shoppers and consumers.



But who are those consumers who buy fairtrade? Especially the older Belgians care about fairtrade. The core group is the wealthy pensioners, but also the older singles and pensioners with limited income are fairtrade buyers. Wealthy pensioners and wealthy families with kids represent 1/3rd of the total fairtrade volume. There is still some potential to develop amongst the Dinkies (double income no kids).





Is fairtrade an option or a fact for your brand? Then you should think about how to make people buy more of your (future) fairtrade products. The average purchase frequency of a fairtrade product is 5 times a year. This has not changed a lot over the last years. It could be a challenge for (trade) marketers to make consumers opt for the fairtrade variant of a product, instead of the 'regular' variant. Image you want to launch a fairtrade product, of which the 'regular' variant is bought every 3 weeks on average. Knowing that the category is bought very often, image how much volume there is to win if you could make your customer switch to your 'fairtrade' variant.



5x

Fairtrade is anyhow a topic of the moment. And a lot of manufacturers and retailers are concerned. But how receptive is your buyer/shopper for (a possible switch to) fairtrade? Feel free to contact your GfK contact person for more information about this subject.