

GREEN POWER

to the people

2024



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Are you concerned about the environment? The Britons and Greeks clearly are..
Something must be done, but what exactly?

Most people are now interested in environmentally friendly products and brands.
Buying such products and brands is the least anyone can do to play his/her part in addressing environmental issues.

Many brands ride on this trend and are going environmentally friendly, at least in their marketing.

Our survey reveals interesting insights about people's relationship with 'eco-friendly' claims, in the UK and Greece.



Humanity and the Environment: Friends or Foes?

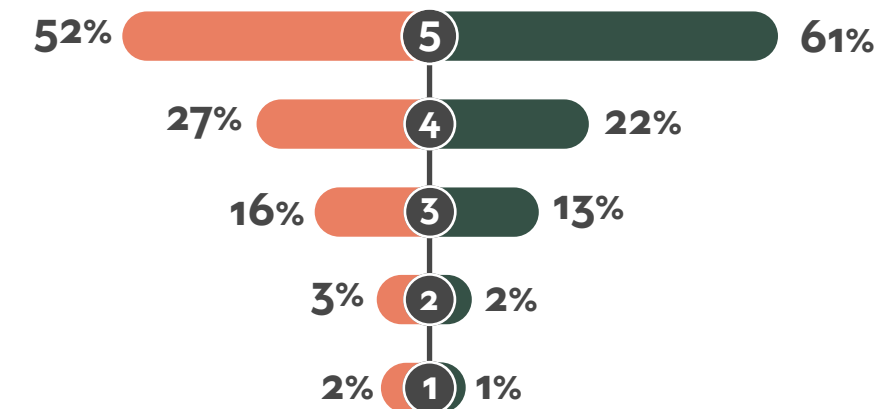


UK

Our actions have significant impact on the environment. We need to be mindful of the consequences.



Greece



Our actions have a minimal impact on the environment. There's no need to worry.



Climate Change: Myth or Reality?

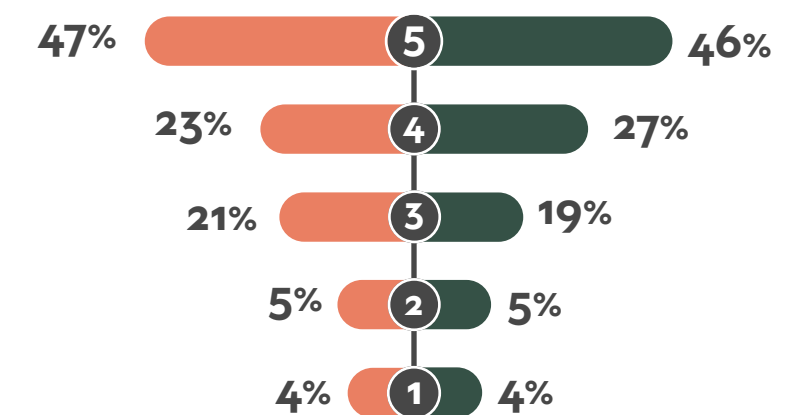


UK

We live in a time of climate change caused by human activity.



Greece








We see only natural climate variations, and human activity has little, if any, impact.



The Sea of Green Claims

"Green" claims are increasingly common. We grouped them into 5 categories:

-  Sustainable / Responsible / Conscious
-  Environmentally / Eco / Climate friendly or neutral
-  Natural / Eco / Green / Organic (or "Made with Natural / Eco / Green / Organic" Ingredients)
-  Durable / Long-lasting
-  Repairable / Easy to repair



Interest in "Natural / Eco / Green / Organic" products



Many products or brands are described as 'Natural / Eco / Green / Organic' or 'Made with Natural / Eco / Green / Organic' ingredients or materials. Such descriptions are mostly used for food and food ingredients, beverages, personal care & cosmetics (e.g. soap, toothpaste, makeup, fragrances), and for some clothing and footwear products.

These Natural / Eco / Green / Organic products also generate a rather high level of interest and conversation.

UK 955 GR 1000

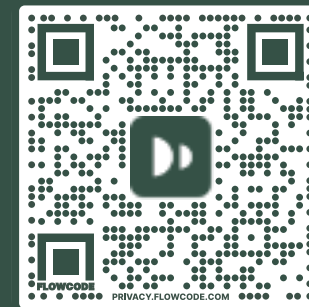


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Do you want to learn more about the people's experiences with the 'green' claims they are bombarded with? Are you wondering how different the Britons' and Greeks' perspectives are?

Fill out the form on our [resources page](#) to get the full report.



We invite you to scan our QR code to discover what other studies and reports we've got prepared for you.

Or you can visit our www.datadiggers-mr.com/resources page.

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