

Appendix B: Market Research

Consumer Market Study on Environmental Claims for Non-Food Products (European Commission, July 2014)

Overview

The European Commission's study conducted in 2014 provides an exhaustive analysis of environmental claims in the non-food sector across the EU. This study aims to assess the prevalence and impact of green claims, ensuring that businesses and consumers are informed, supported, and motivated to make sustainable purchasing decisions. It seeks to identify problems associated with green claims that might mislead consumers, analyzing compliance with EU legal requirements and consumer perceptions towards these claims.

Key Findings

Prevalence of Environmental Claims: Approximately 70% of the products evaluated displayed one or more environmental claims. Notably, 51% of these claims were voluntary, emphasizing a significant market trend towards environmental conscientiousness in product labeling and marketing.

Types of Environmental Claims: Environmental logos were the most common form of green claim, present in 45% of cases. The Green Dot and Mobius Loop logos were among the most frequently observed. The study also highlighted a considerable use of environmental colors (green and blue) and images (trees, water, etc.) across product websites, suggesting an effort to convey eco-friendliness implicitly.

Consumer Perception and Behavior: A substantial portion of the European population recognizes environmental change as a pressing issue, with a willingness to pay more for eco-friendly products. However, confidence in environmental claims is waning, with less than a third of consumers reporting that such claims influenced their purchasing decisions in 2011.

Compliance and Enforcement: The study underscores the necessity for clear, accurate, and reliable environmental claims to foster a properly functioning market for green products. Misleading or unsubstantiated claims, known as 'greenwashing', undermine consumer trust and the ability to make informed sustainable choices.

Recommendations: The findings advocate for improved guidelines and enforcement mechanisms to ensure that environmental claims are substantiated and not misleading. Enhancing consumer education and awareness is also crucial for empowering sustainable purchasing decisions.

Implications for Reeco™

Reeco dedication to sustainability is reinforced by the study's findings, highlighting the importance of verifiable and transparent environmental claims in the fashion industry. By leveraging third-party certifications and providing clear, substantiated claims about the sustainability of its products, Reeco™ positions itself as a trustworthy and innovative player in the market. This approach not only aligns with consumer expectations but also sets a standard for transparency and reliability in environmental claims within the fashion sector.

Conclusion

The 2014 Consumer Market Study on Environmental Claims for Non-Food Products underscores the critical role of accurate and reliable green claims in facilitating sustainable

consumer choices and fostering market integrity. Reeco™ commitment to these principles enhances its competitive advantage and contributes to a more sustainable fashion industry.