

## What Shoppers Want: Safe & Healthy Products

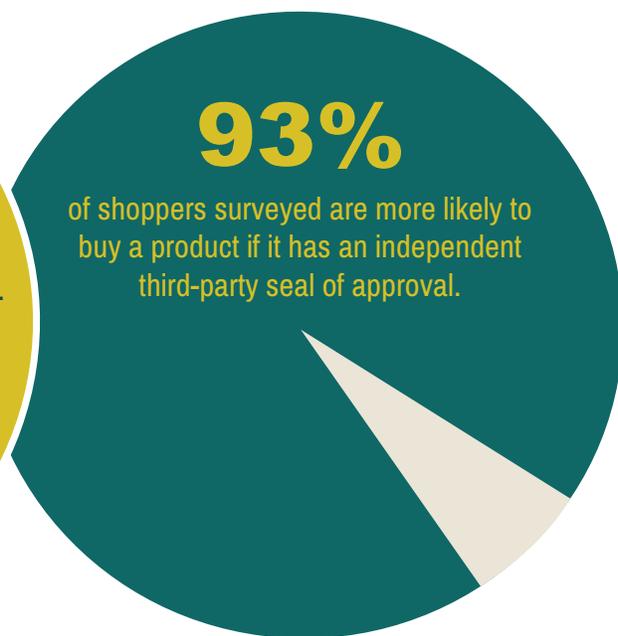
Survey results show that health-conscious shoppers<sup>1</sup> will shop differently if they know the retailer has taken steps to eliminate toxic chemicals from products they sell, and if products have an independent third-party seal of approval.

**Consumers are much more likely to shop at retailers that take steps to eliminate toxic chemicals from products**



**Question:** *Would you be more or less likely to shop from retailers that have taken steps to eliminate toxic chemicals from the products they sell?*

**Shoppers want to buy products with independent third-party seals of approval**



**Question:** *Are you more likely to buy a product if it has an independent third-party seal of approval?*

<sup>1</sup> Consumers who prioritize products being “free of certain toxic chemicals” and “health/safety of a product” according to the survey.

## Consumer demand for safe products & transparency is growing

Our survey respondents are the kinds of shoppers that are driving the growth in the natural, organic, and safer products market space, which has grown exponentially in recent years. For example, big box stores like Target have seen their sales in “organic and natural” products increase 17% in 2014<sup>2</sup>, four times faster than total grocery sales; IKEA saw a 58% increase in sales of “green” products in 2014<sup>3</sup>, exceeding \$1 billion; and Kimberly Clark saw revenue from sustainable products shoot up 296% from 2010-2013<sup>4</sup>.



Our findings are consistent with research documenting the growing demand for safer and more transparent products. A 2015 survey of 1,000 U.S. mothers found that 73% of those surveyed, “often do research to understand the safety of ingredients to which their family is exposed.”<sup>5</sup> A 2016 Harris poll found that “more than half of all women (55%) read beauty product labels prior to purchase, in order to avoid certain ingredients, including chemicals” and that, “more than one-third of women (35%) will

spend more money on green beauty products over the next two years, compared to what they currently spend.<sup>6</sup> In a consumer survey sponsored by major chemical and formulated product companies, 86% of respondents listed ingredient transparency as one of the most important issues companies should solve.<sup>7</sup>

2 Winston, Andrew. How Target is Taking Sustainable Products Mainstream. Harvard Business Review. August 4, 2015.

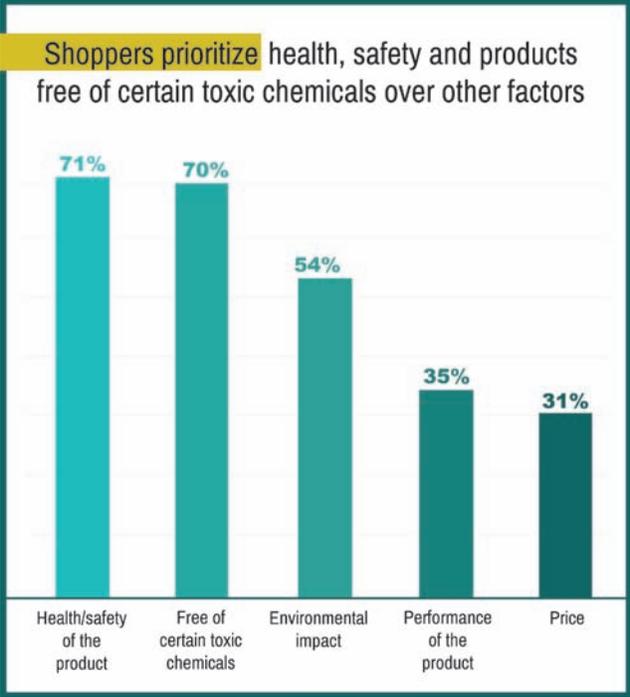
3 Ikea 2014 Group Sustainability Report, [http://www.ikea.com/ms/en\\_US/pdf/yearly\\_summary/ikea-group-yearly-summary-fy14.pdf](http://www.ikea.com/ms/en_US/pdf/yearly_summary/ikea-group-yearly-summary-fy14.pdf)

4 Greenbiz. 2015. “Green product sales up average 91% for GE, Dow, others.” Online: <https://www.greenbiz.com/article/green-product-sales-average-91-ge-dow-others>

5 Media Post. 2015. “Navigating the Kaleidoscope of Green Moms.” Online: <https://www.mediapost.com/publications/article/248225/navigating-the-kaleidoscope-of-green-moms.html>

6 Kari Gran. 2016. “Green Beauty Barometer Survey.” Online: <https://karigran.com/pages/greenbeauty>

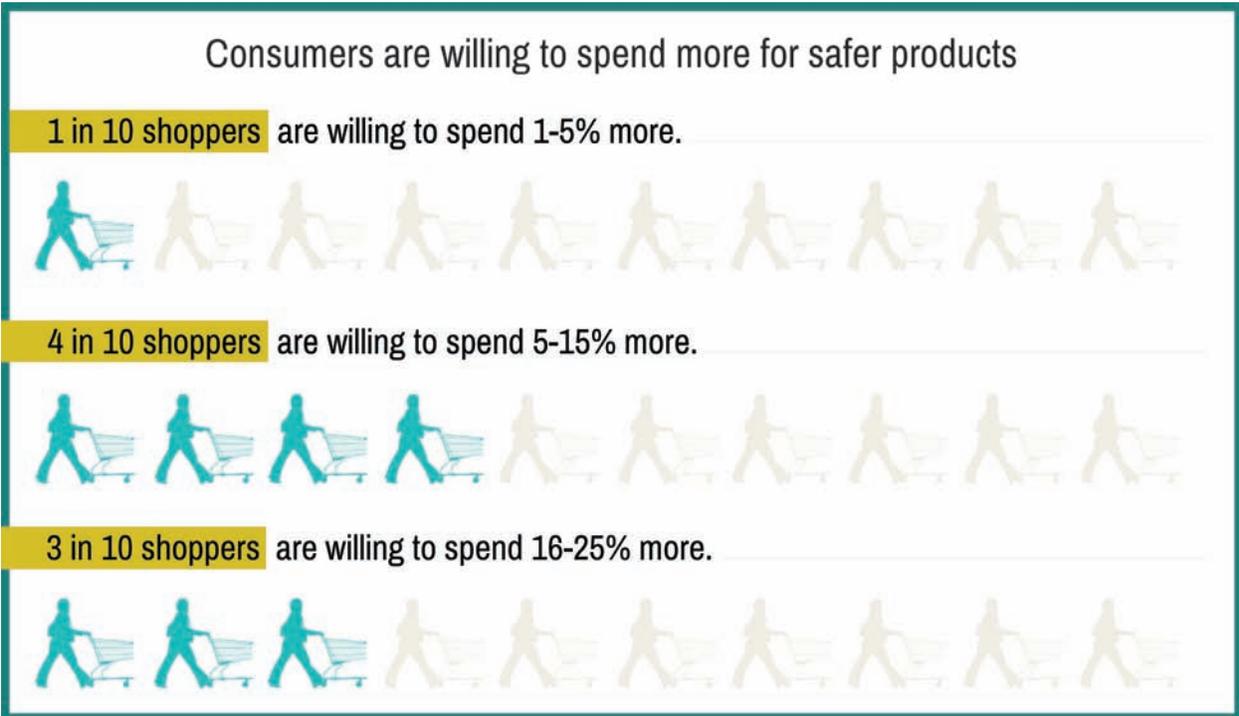
7 BBMG, GlobeScan and SustainAbility. 2012. “Re: ThInking Consumption - Consumers and the Future of Sustainability.” Online: [http://www.theregenerationroadmap.com/files/reports/TRR\\_Rethinking\\_Consumption.pdf](http://www.theregenerationroadmap.com/files/reports/TRR_Rethinking_Consumption.pdf)



**Question:** When deciding between products, which top three factors do you prioritize?

When asked to choose the top three factors they prioritize when deciding between products, the majority of consumers surveyed said they prioritize health/safety of products (71%) and products free of certain toxic chemicals (70%). These factors won out over convenience, country of origin, environmental impact, product performance, price and social/human rights/labor impact.

The majority of shoppers surveyed are willing to spend more for a product they know is safer, with 42% willing to spend 5-15% more, 36% willing to spend 16-25% more and 17% willing to spend 1-5% more.

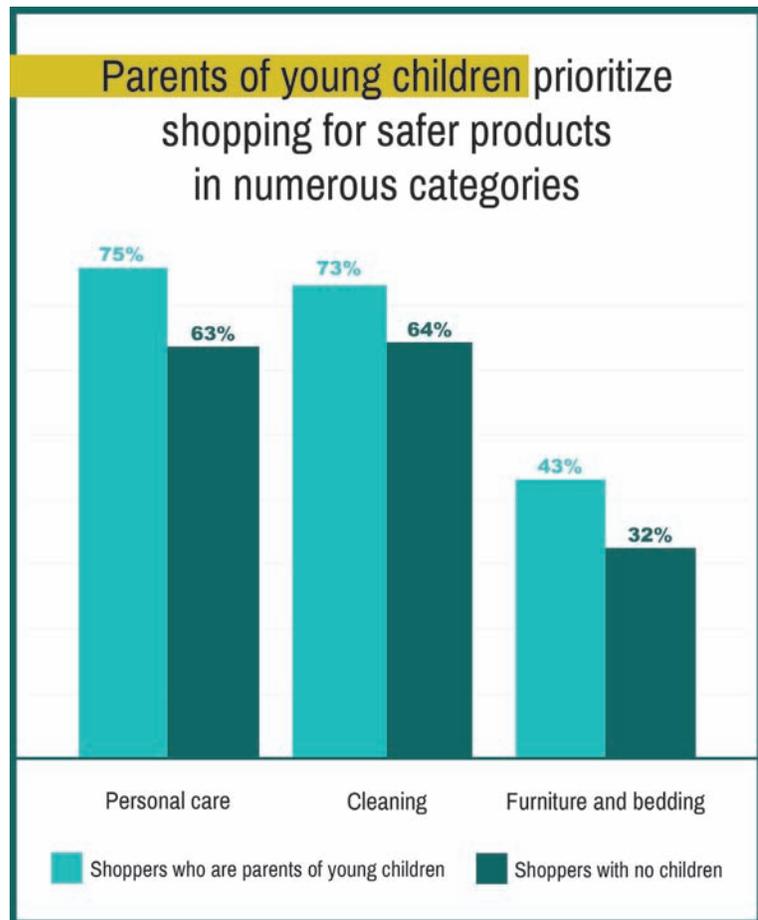


**Question:** How much more are you willing/able to spend for a product you know is safer?

## Other key findings

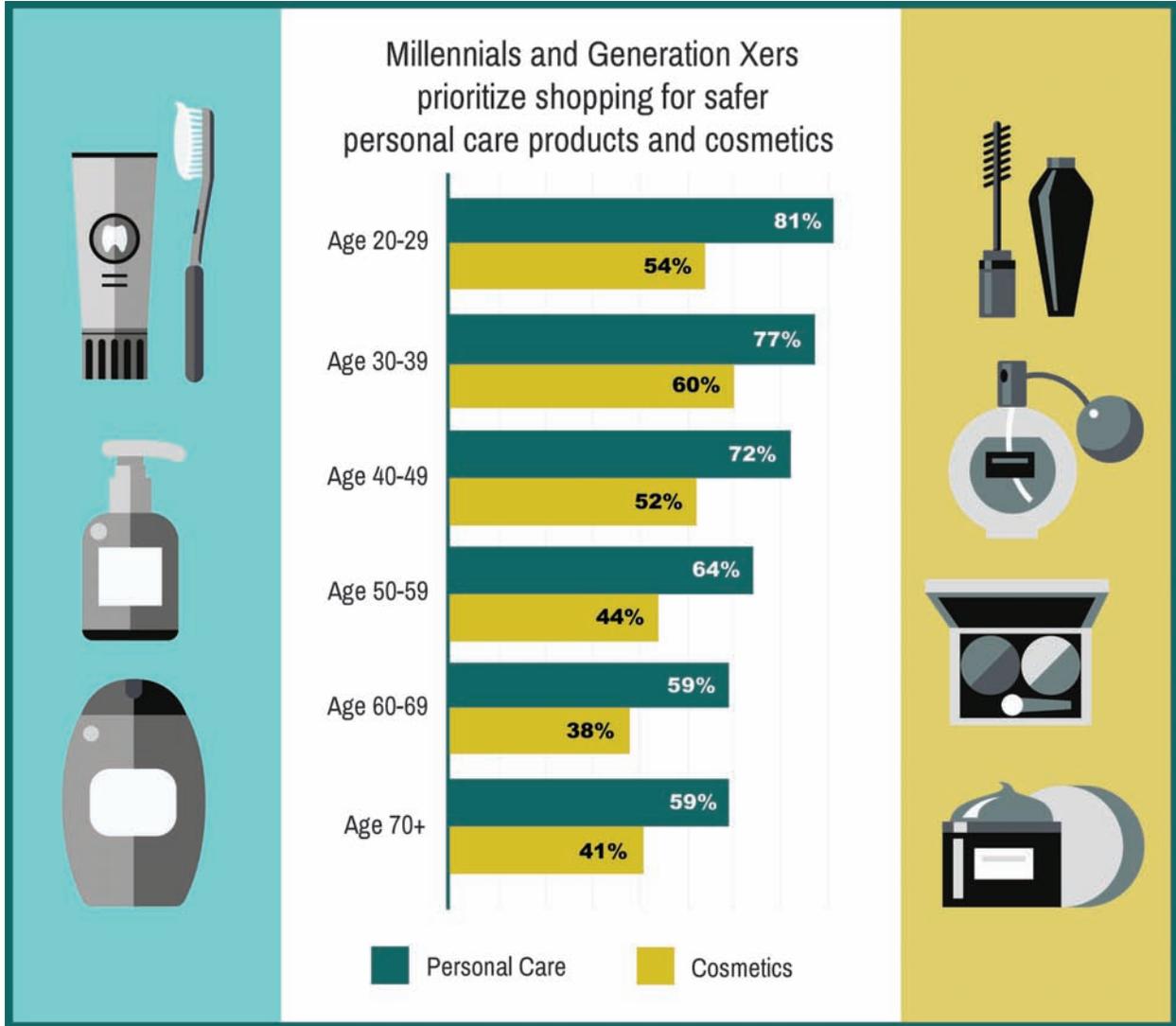
- The top three chemicals that respondents avoid are bisphenol-A (BPA), formaldehyde and lead.
- The top three categories in which respondents prioritize buying products made of safer or healthier ingredients are cleaning, personal care and food packaging & storage.
- 76% of parents of children age 0-5 prioritize buying baby care products made of safer or healthier materials.
- Compared to older shoppers, younger shoppers are also more likely to avoid certain chemicals of concern: fragrance chemicals, parabens, phthalates & triclosan.

Parenthood, particularly having children aged 0-10, increases the likelihood that consumers will shop for products they consider to be safer or healthier in numerous categories (specifically cleaning, furniture/bedding and personal care).

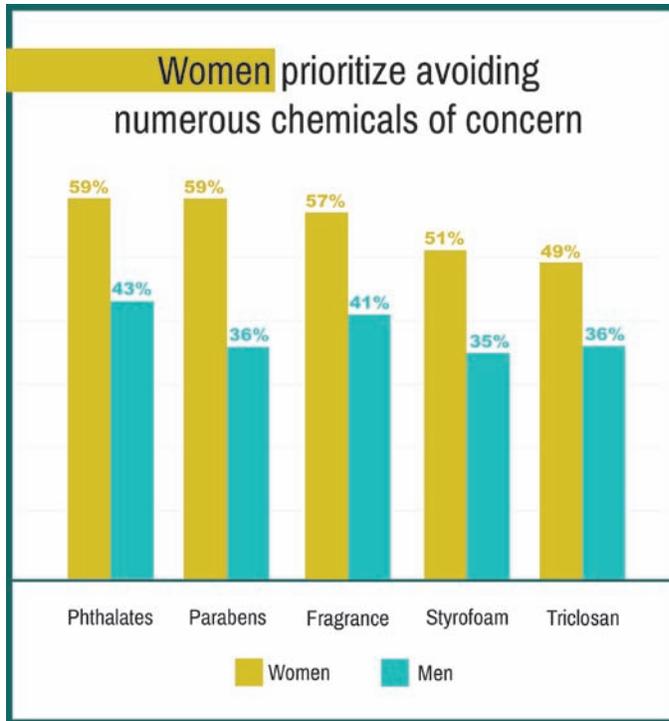


**Question:** In which categories do you prioritize buying products made of safer or healthier materials?

Compared to older shoppers, millennials and generation Xers (age 20-49) are more likely to shop for personal care and cosmetic products they consider to be safer or healthier.



**Question:** In which categories do you prioritize buying products made of safer or healthier materials?



Women are more likely to avoid certain chemicals of concern (specifically fragrance chemicals, parabens, phthalates, styrofoam & triclosan).

*Question: Which of these chemicals do you recognize and avoid?*

## Survey Methodology

This 12-question survey was conducted online on Survey Monkey for two weeks from February 28-March 14, 2017 with 1,627 respondents. Made Safe and Safer Chemicals, Healthy Families advertised the survey to our followers, as did partner organizations and Made Safe member brands. Due to the audience, this survey was intentionally designed to query habits of health-conscious shoppers. For answers cross-tabulated by demographic group, differences were considered statistically significant when the Student's t-test achieved a value of  $p < 0.05$ .



Full survey results can be found at [madesafe.org/what-shoppers-want](http://madesafe.org/what-shoppers-want) or <http://saferchemicals.org/sc/wp-content/uploads/2017/06/SCHF-Made-Safe-survey-data.pdf>.