



THE ORKLA SUSTAINABLE LIFE BAROMETER



Finland

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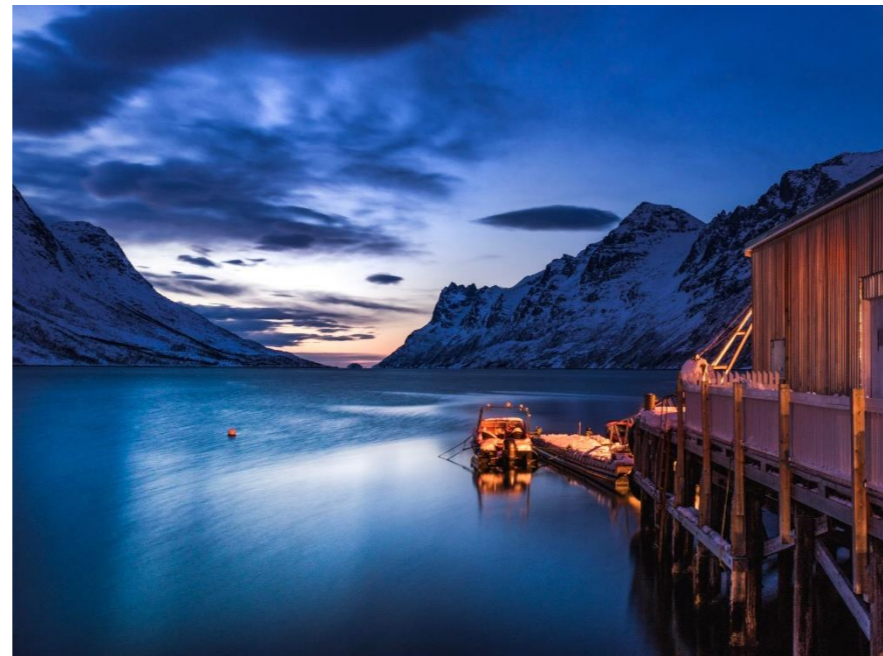


SUSTAINABILITY

DIET HABITS



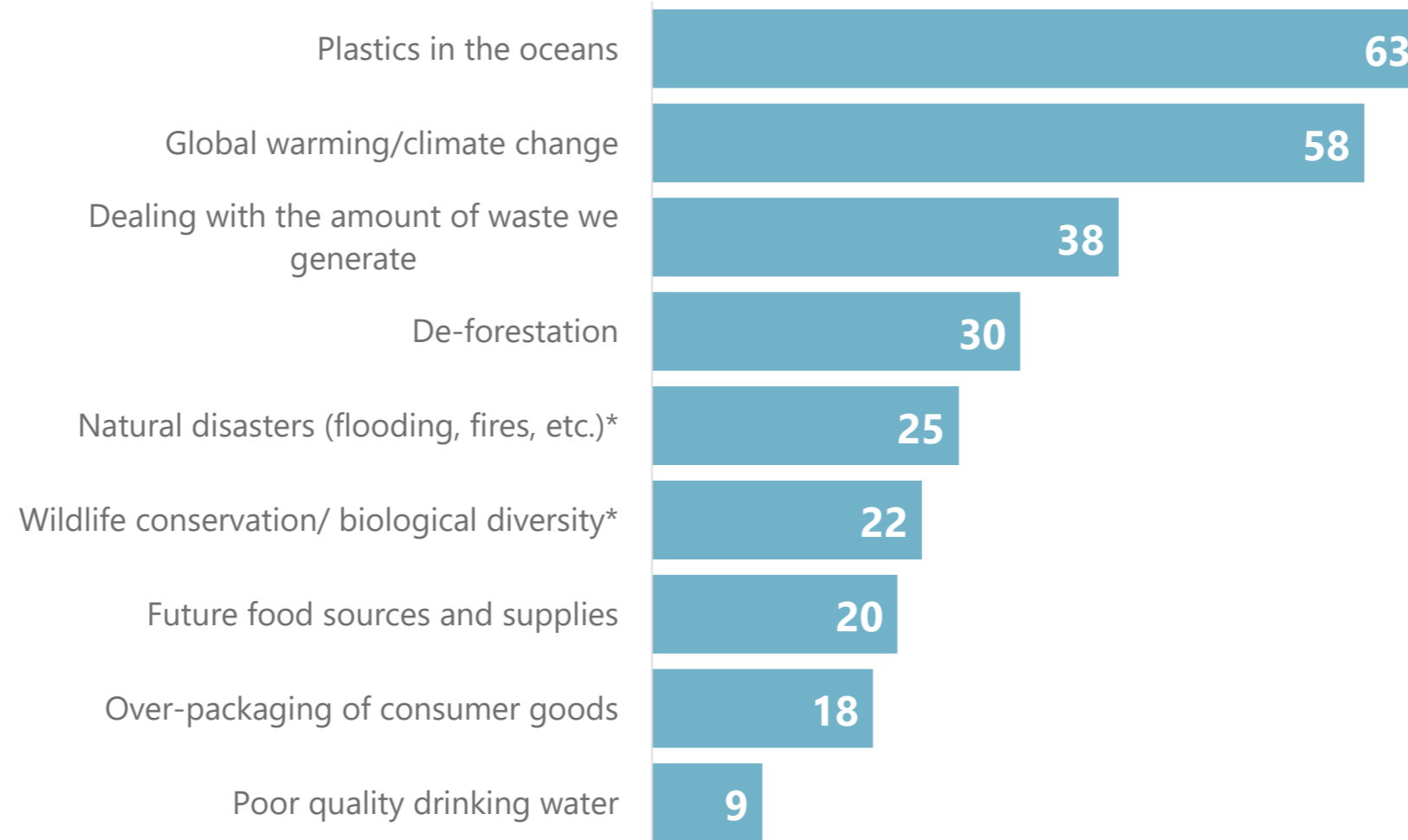
SUSTAINABILITY



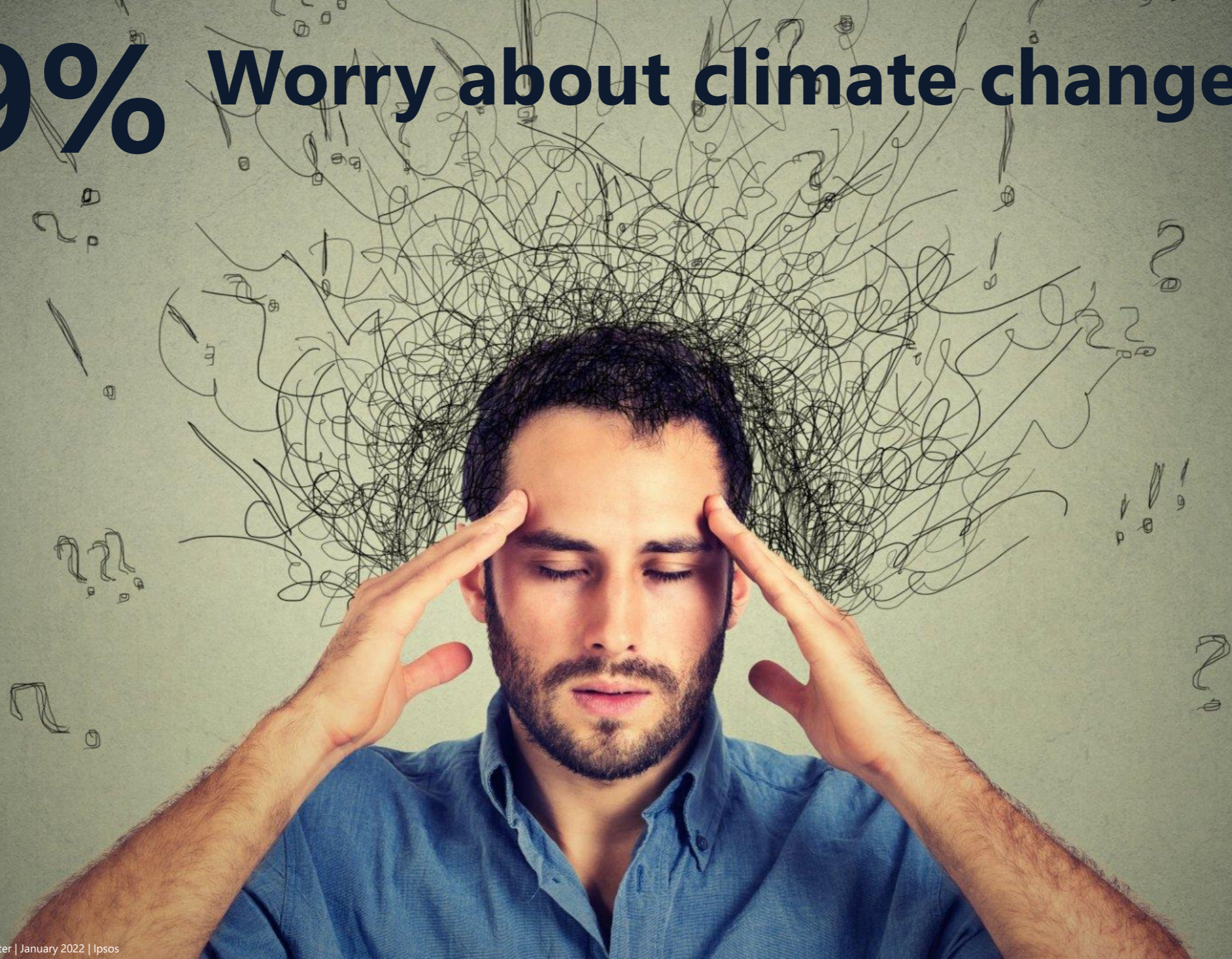
Most important enviromental topics

In Finland the most important topics are still plastics in the ocean and global warming. The first of the two is significantly higher in Finland vs. The other nordic countries

Mitkä ovat mielestäsi nykypäivän kolme merkittävintä ympäristökysymystä? Tällä tarkoitetaan ympäristökysymyksiä, joihin tulisi mielestäsi kiinnittää eniten huomiota



69% **Worry about climate change**

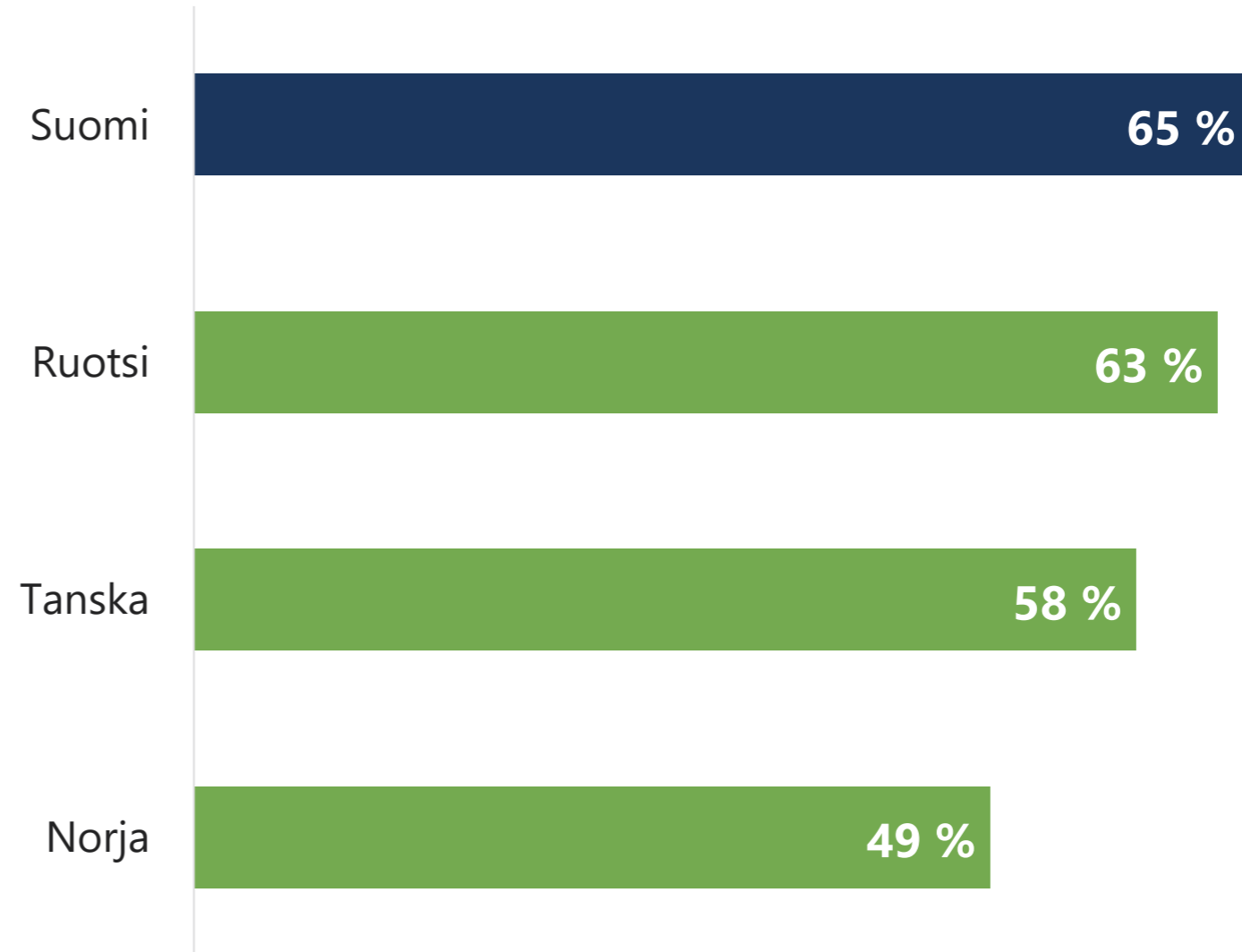


Clear preference towards buying low-impact products

In the Nordics, Finland has the highest shares that agree that they prefer to buy products that they know have a lower climate impact

Percentage who agree with the statement:

"Ostan mieluummin tuotteita, joiden ilmasto vaikutuksen tiedän olevan pienempi"





68%

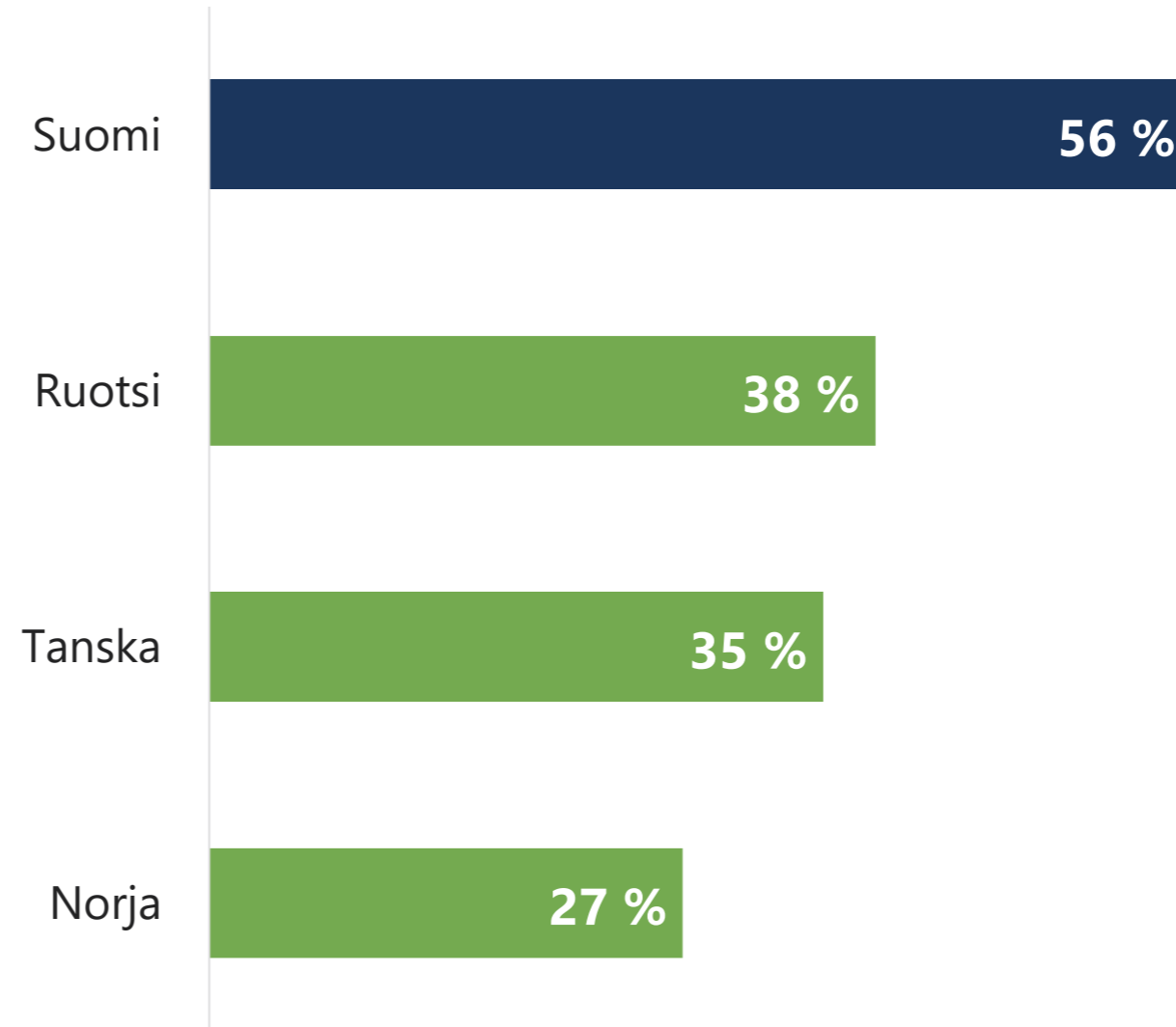
of finnish consumers
agree that they **try**
to buy brands and
products they precieve
as **sustainable...**

...and they also avoid companies with weak sustainability

In Finland our respondents seem to do more than just try to buy sustainable, they also to a much higher degree say they avoid companies with weak sustainability

Percentage who agree with the statement:

"Vältän tuotteita sellaista yrityksiltä, joilla on heikko vastuullisuusprofiili"





28%

amongst Finnish consumers agree that they are willing to **stop buying products from brands that are not climate friendly**

13%

Say they are **“not willing to make more climate-friendly choices in their everyday life”**.

This number is the lowest amongst all the measures countries.

Sweden tops out at 25%.



Difficult to know a product's climate footprint

The majorities in all countries respond that they find it hard to identify the climate footprint of a product. A clear lack of insight amongst consumers!

Percentage who agree with the statement:

"Tuotteen ilmastojalanjälkeä on vaikea tunnistaa"



“It’s not easy
being green.”

- Kermit the frog

68%

Agree that they think

it’s difficult to know if

a product is sustainable or not





41%

believe that **smaller producers** make **more climate-friendly** products than large companies

This is significantly higher than the rest of the Nordic countries



According to our data, the youngest age group seems to be the most engaged overall



We do however owe a lot of credit to the older generations who persistently have been recycling their waste, and teaching the generations following them the same.

DIET HABITS



A top-down view of a group of people sitting around a dark wooden table in a restaurant. The table is filled with various dishes, including bowls of soup, plates of meat, and baskets of bread. Several people's hands and forearms are visible, some with tattoos. The atmosphere appears to be a casual dining experience.

78%

of the Finnish respondents
define themselves as **omnivores**

Diet choices



Omnivore

78



I regularly eat both animal and non-animal products (omnivorous)



Vegetarian

7



I do not eat meat, but do eat other animal products (e.g. eggs, cheese, milk) (vegetarian)



Vegan

2



I do not eat any animal products at all (vegan)



Flexitarian

8



I only occasionally eat meat or fish (flexitarian)



Pescetarian

3



I do not eat meat but do eat fish (pescetarian)

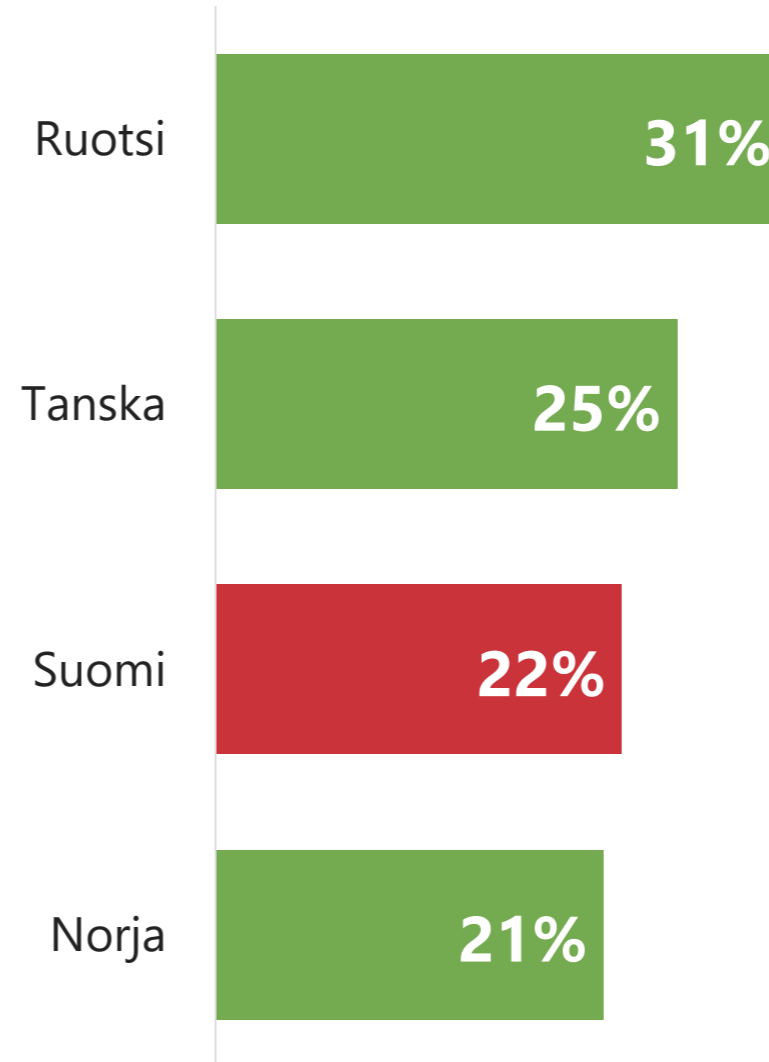
Diet Conscious

Finland has a smaller group of diet conscious

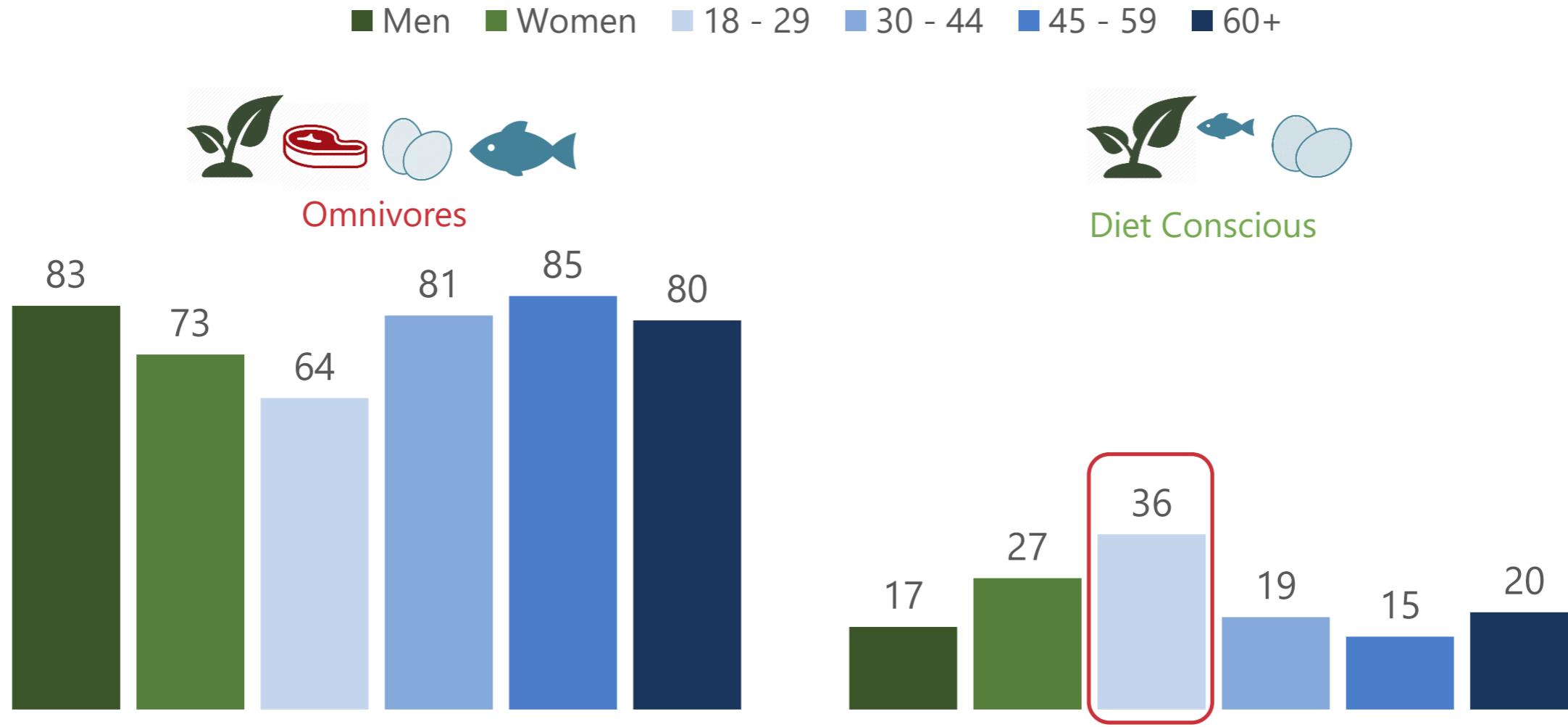
Mikä seuraavista väittämistä kuvaa parhaiten nykyistä ruokavaliotasi?

- Diet Conscious

Only Norway has a lower share of diet conscious respondents. Sweden is far ahead and Denmark has had the most positive movement the past years.



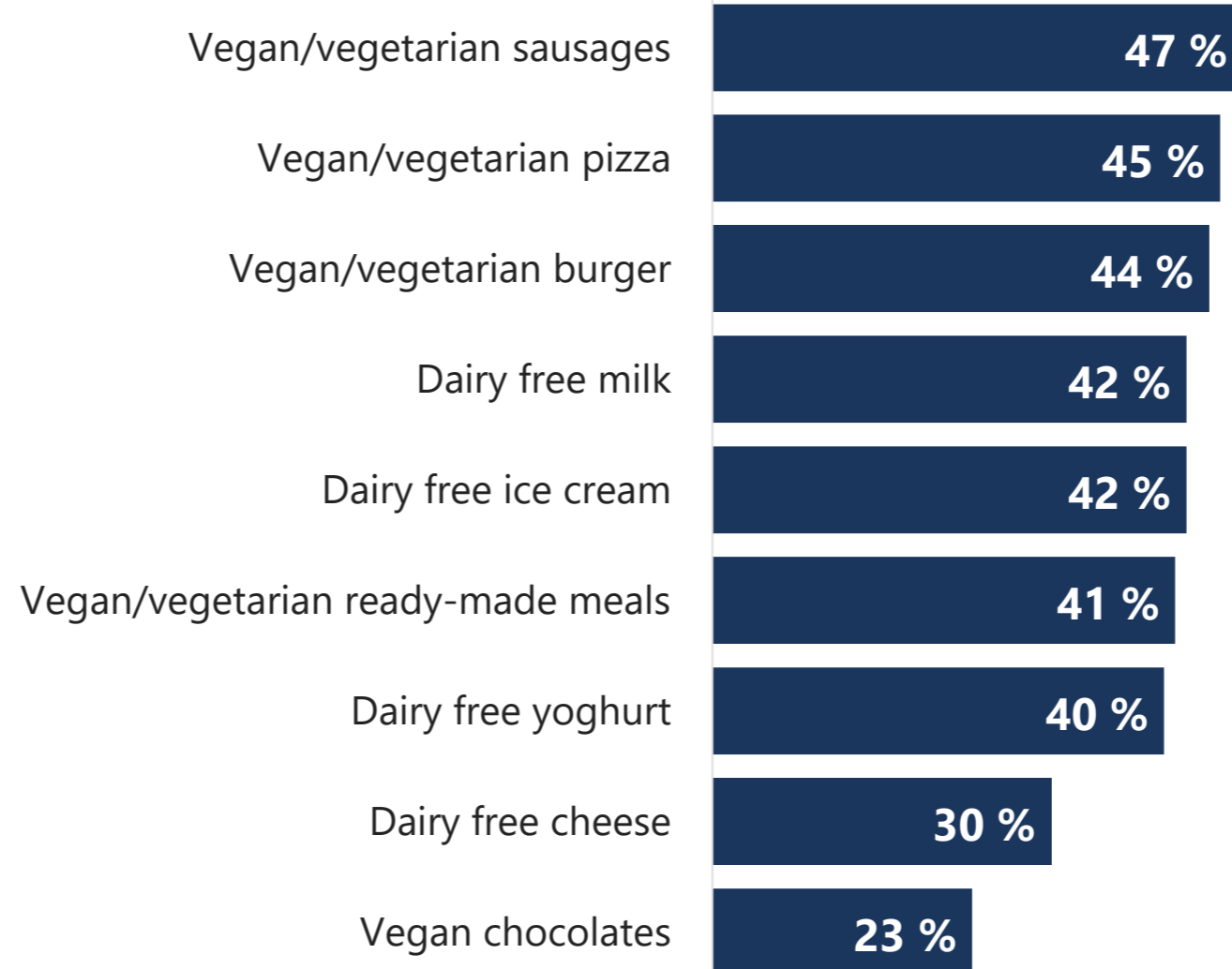
The youngest age group is clearly the most diet conscious Women are also overrepresented



Widespread testing of plant based

Finland has a very wide spread of testing plant based alternatives, meaning there are high shares in a lot of food categories. Especially for Dairy-free categories, Finland is way above average.

Mitä seuraavista valmiista kasvis- tai vegaanituotteista olet ostanut tai maistanut?

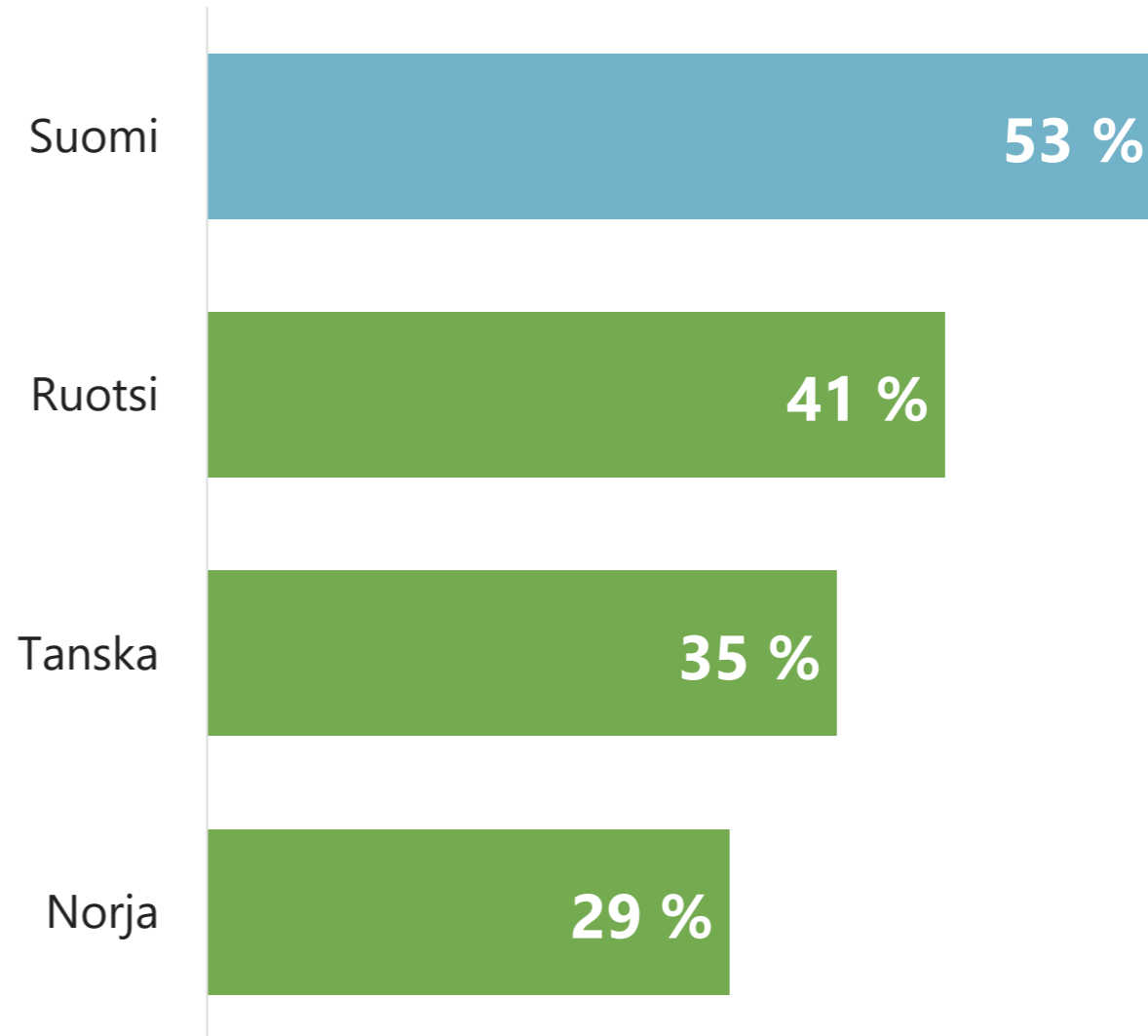


Finland has the most sufficient range of plant based

Percentage who agree with the statement:

«Ruokakaupassani on riittävä vegaani- ja kasvituotteiden valikoima»

As this graph shows, no other Nordic country has a more sufficient perceived range of plant based alternatives in their grocery stores than Finland. But still few vegetarians...

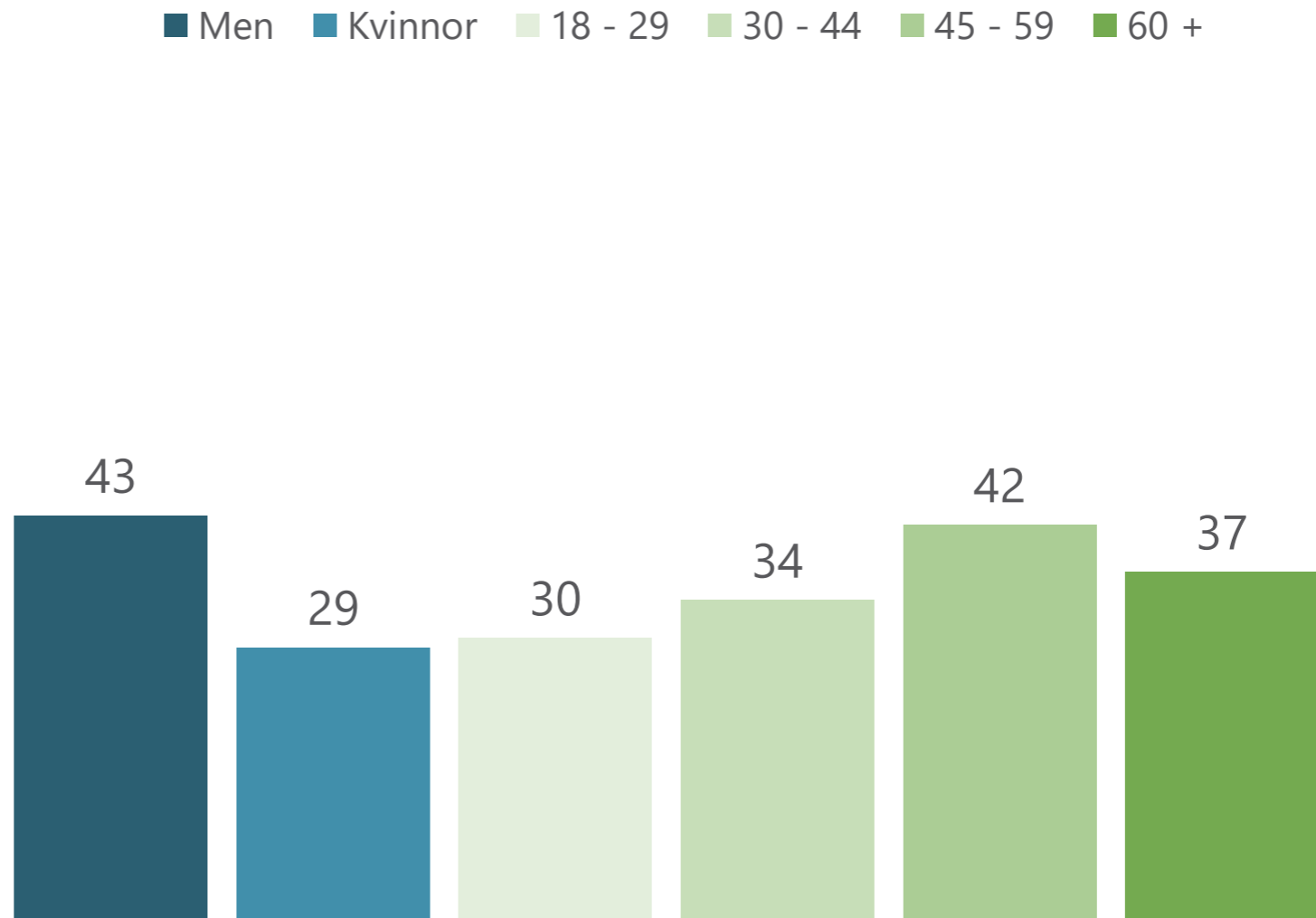


Hard to convince men and the elderly

Men and the older generations have a much harder time being convinced to eat more vegetarian food. These numbers are also reflected in the share who thinks vegetarian food does not taste good, and that it offers too little variation.

Percentage who agree with the statement:

"En halua syödä enemmän vegaanista tai kasvisruokaa"





73%

of finnish consumers
say that good taste
is most important when
buying plant-based food



49%

say that **good texture**
is most important when
buying plant-based food
this is way above average!

**BE
SURE.
ACT
SMARTER.**

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GAME CHANGERS

