



THE ORKLA SUSTAINABLE LIFE BAROMETER *FINLAND*

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SUSTAINABILITY

PACKAGING

DIET HABITS

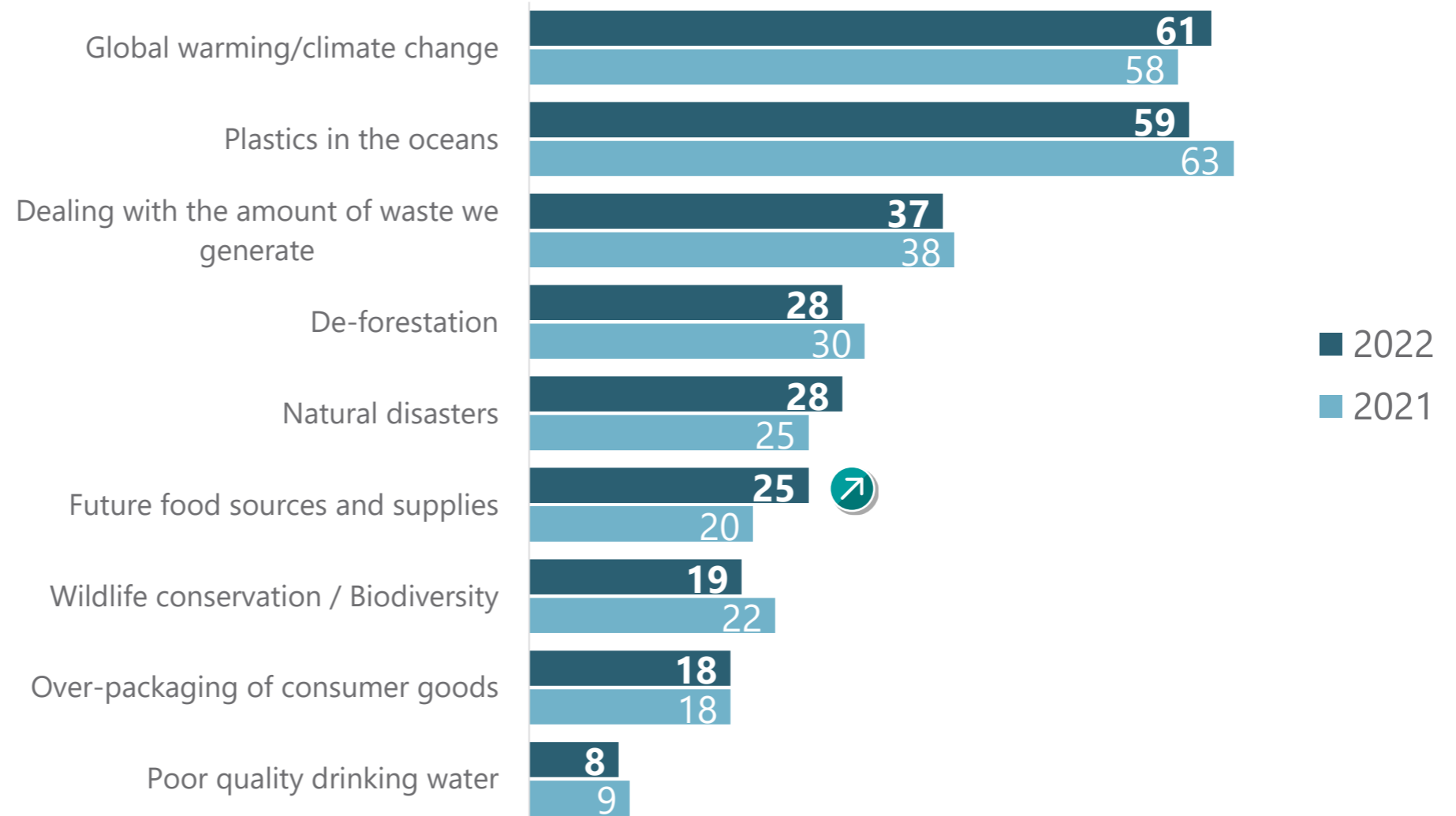
SUSTAINABILITY



Most important enviromental topics

In Finland the most important topics are global warming and plastics in the ocean. These two have switched spots since last year. Future food supplies jump significantly.

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



= Significantly higher/lower than previous year (2022 vs. 2021, t-test @ 95% CL)



71%

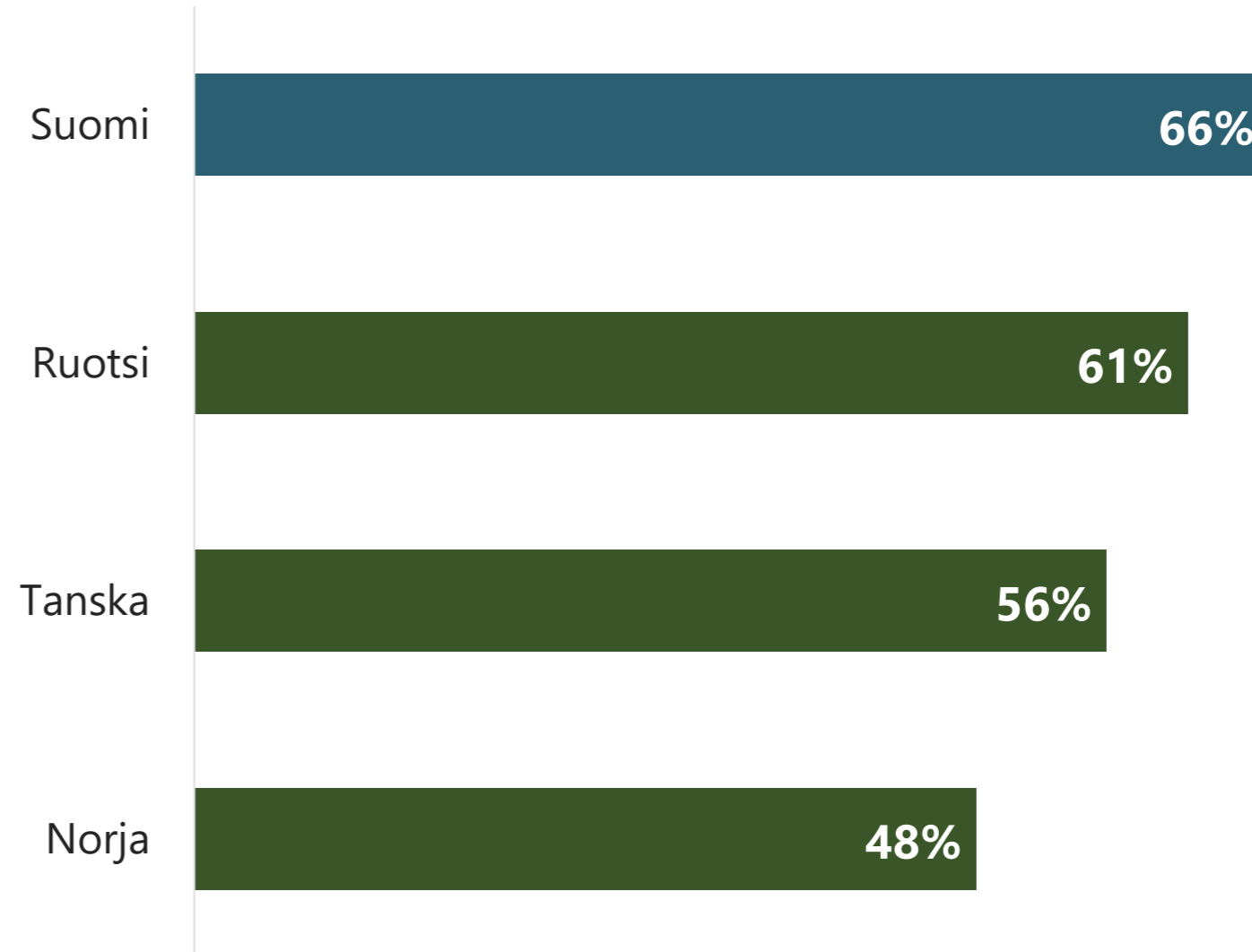
**Worry about
climate change**

Clear preference towards buying low-impact products

In the Nordics, Finland has the highest share who 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"

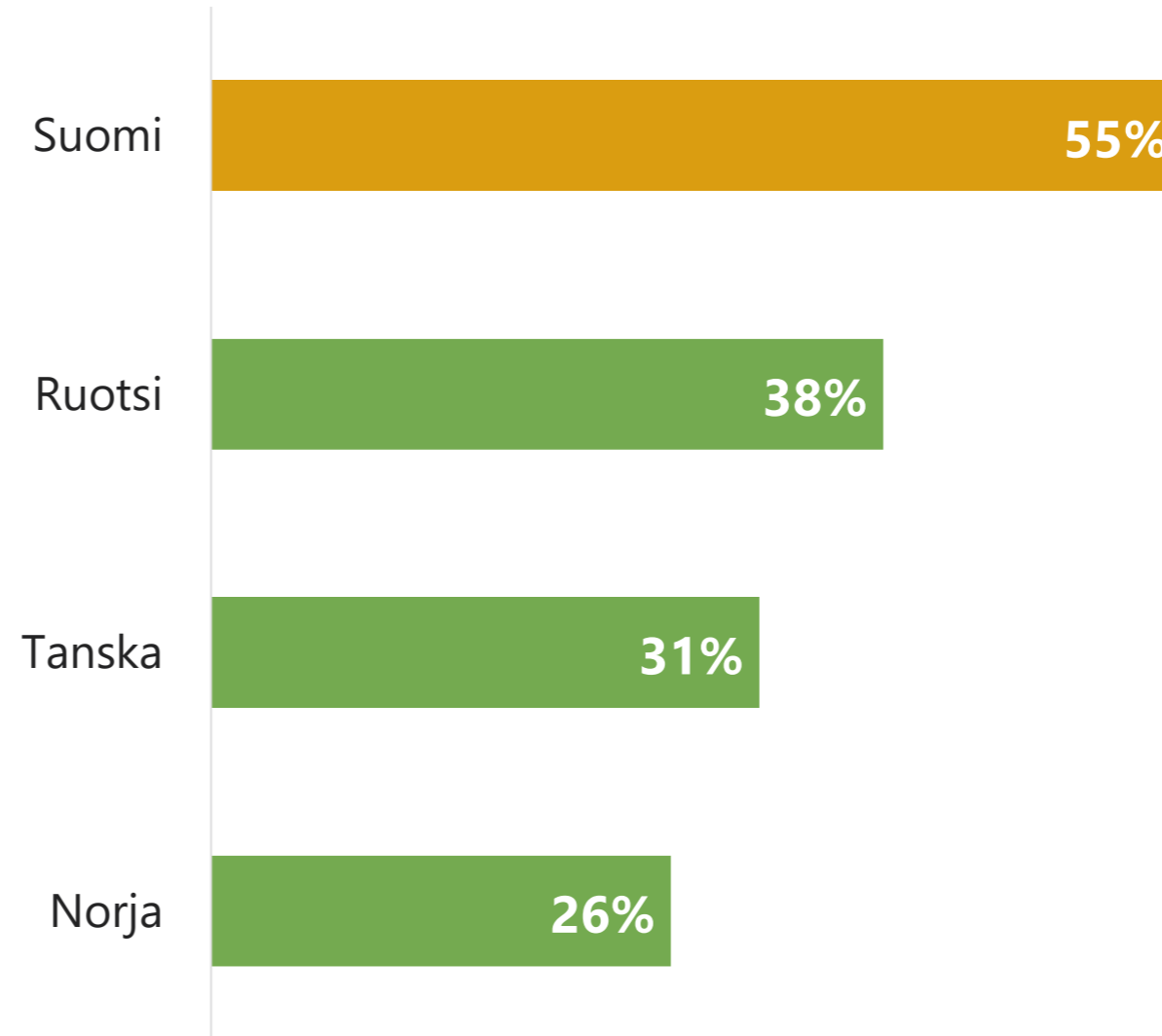


...and they also **avoid** companies with **weak sustainability**

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"





69%

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



7 out of 10

**Agree that they think
it's difficult to know if
a product is sustainable**

An illustration of a farmer with a beard, wearing a white shirt, a purple apron, and orange gloves, watering green plants in a field with a yellow watering can. A rainbow is visible in the background. The scene is set against a light blue sky with stylized clouds and a brown ground area with some green bushes and a yellow pot with a green plant.

41%

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

This is significantly higher than
the rest of the Nordic countries

A man with a beard and long hair, wearing a green t-shirt and light-colored pants, is sleeping on a brown, tufted couch. His arms are stretched out behind his head, and his legs are also stretched out. The couch is set in a room with a light-colored carpet and a window with blinds in the background.

Only 14%

In Finland 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 27%.

MIND THE GAP



69%

Agree that it is hard to know the climate footprint of a product

27%

Feel it is important to have the climate impact of the product on the packaging



In general we are seeing lower willingness to make actions in our everyday life for the sake of the climate...

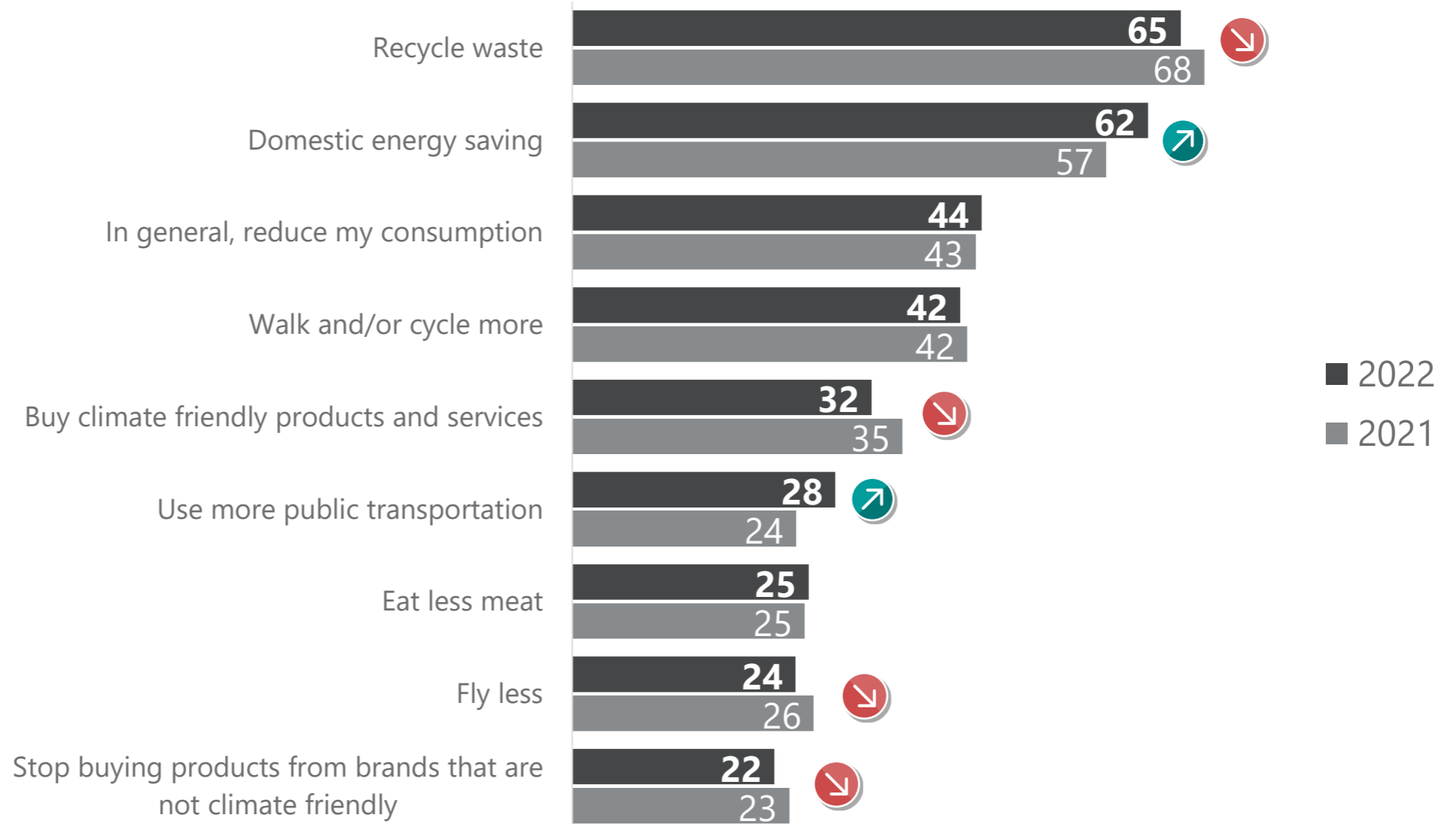
But current geopolitical situation seems to make us more aware of our spending




Actions consumers are willing to make for the climate

To back up our former claims, here are the numbers for the whole survey.

We see that less people are willing to make certain actions for the sake of the climate, unless the action also positively impacts the household economy.



= Significantly higher/lower than previous year (2022 vs. 2021, t-test @ 95% CL)



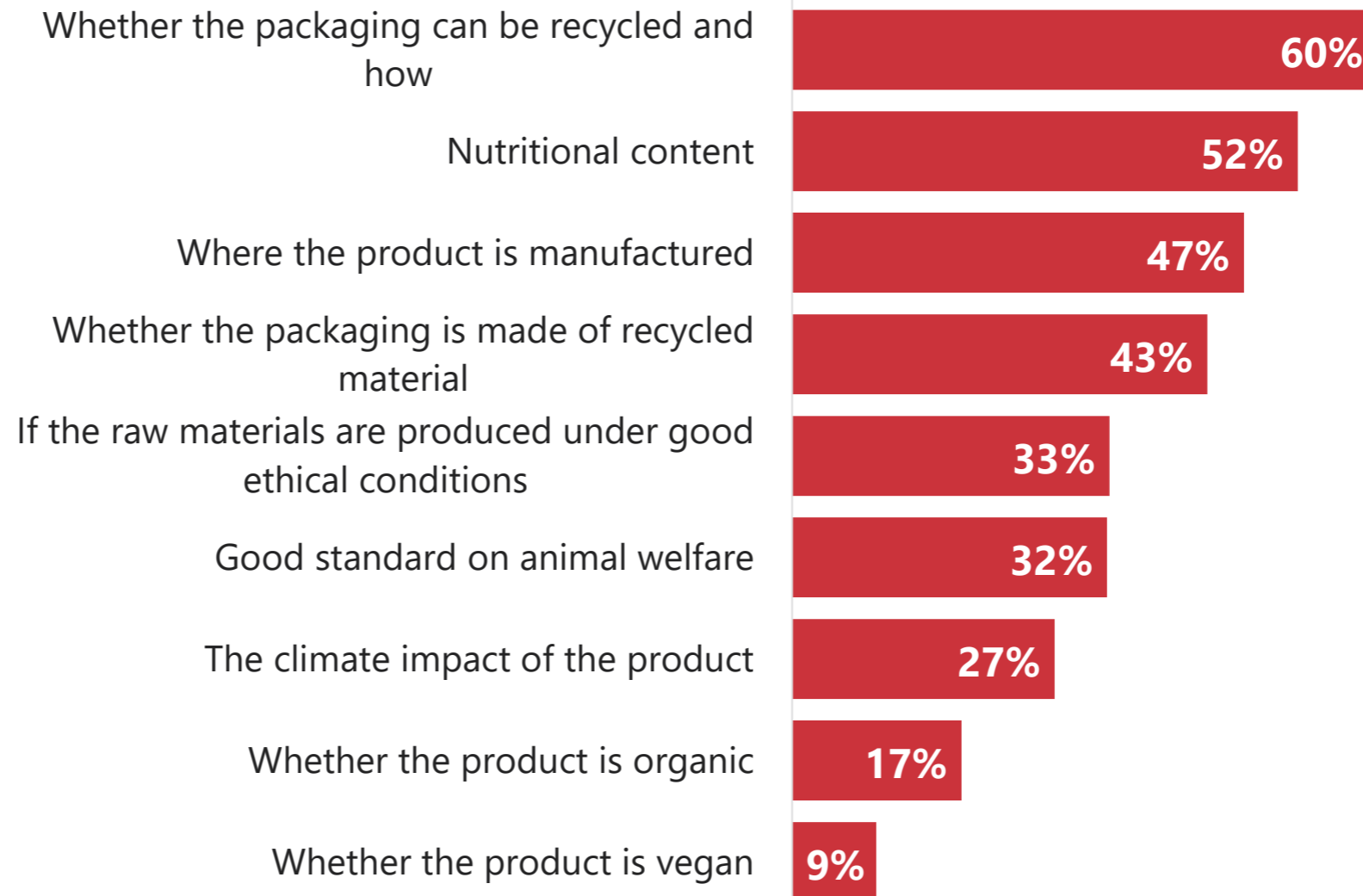
Finland does have the highest share who say they are willing to recycle their waste at

75%

Most important packaging information is about recycling

Information about whether the packaging can be recycled is the most important.

Finland does not stick out particularly from the other Nordic countries. But the number mentioned on the last slide (climate impact of the product) is the lowest amongst the Nordics.



In Finland most find it important to recycle plastics

Finland, as the rest of the Nordic countries, find it important that their packaging can be recycled.

But the thing that Finns really differ on is that they try to avoid products with plastic packaging altogether. The average amongst its neighbors is 37% agreement, while we have 48% in Finland.



DIET HABITS



A top-down view of a group of people sitting around a wooden table in a restaurant. The table is filled with various dishes, including salads, soups, breads, and meats. The people are wearing light-colored shirts, and some have tattoos. The overall atmosphere is casual and social.

80%

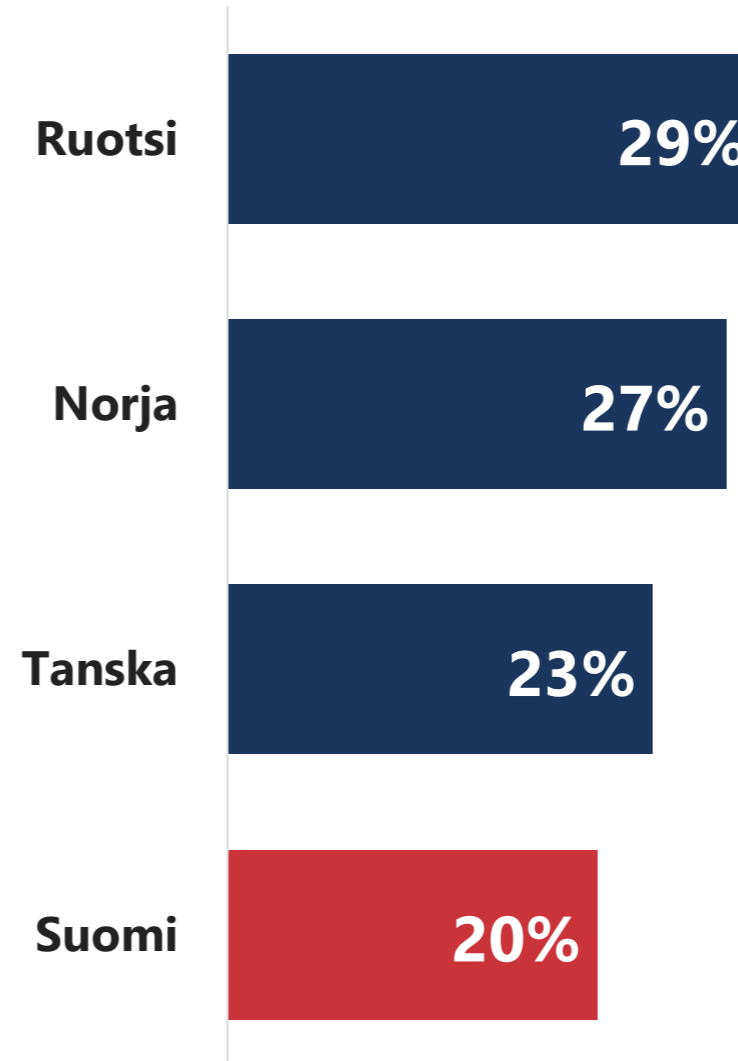
of the Finnish respondents
define themselves as **omnivores**

Finland has a smaller group of full time diet conscious

Mikä seuraavista väittämistä kuvaa parhaiten nykyistä ruokavaliotasi?

- Diet Conscious

Finland currently has the lowest share of full-time diet conscious in the Nordics. This after Norway made a huge jump this year.



Diet choices



Omnivore

80



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

Diet Conscious



Vegetarian

7



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



Vegan

3



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



Flexitarian

7



I only occasionally eat meat or fish (flexitarian)



Pescetarian

2

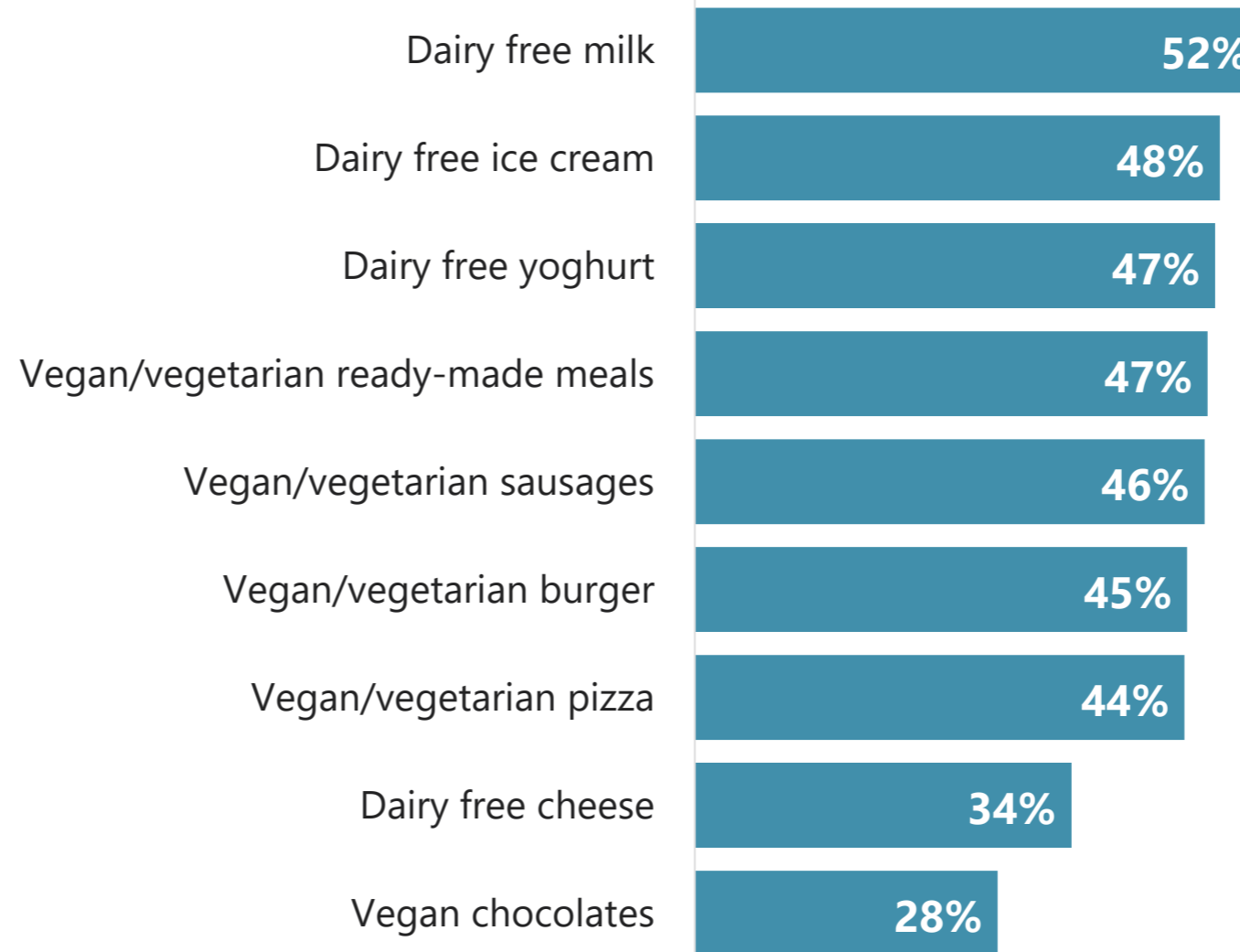


I do not eat meat but do eat fish (pescetarian)

But almost half the population has tried most alternatives

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

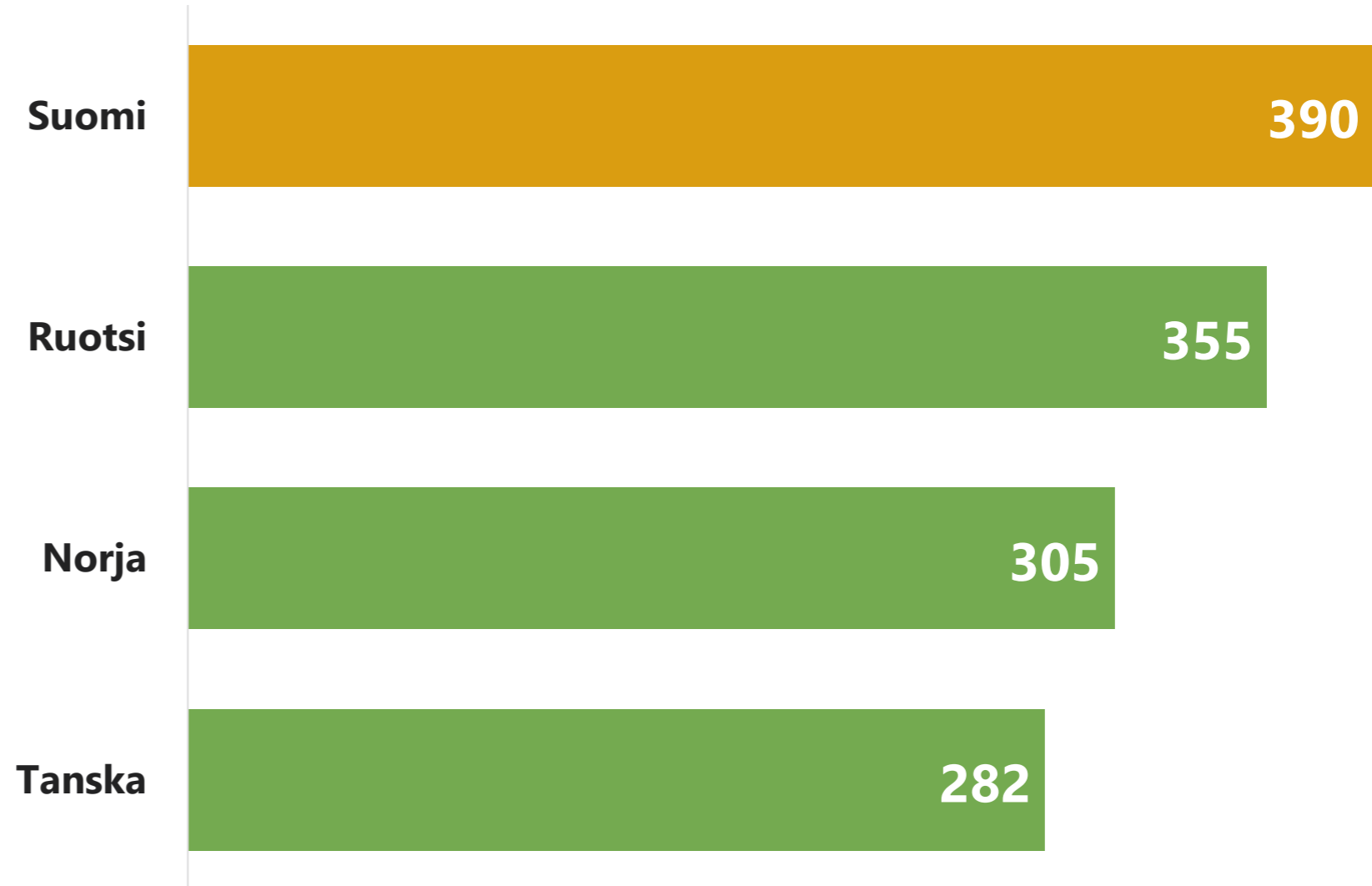
Mitä seuraavista valmiista kasvis- tai vegaanituotteista olet ostanut tai maistanut?



Highest amount of people testing at a wide range

We can clearly see that the total amount of people that have tried several of the plant based alternatives add up to be a lot more in Finland than in the rest of the nordics.

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

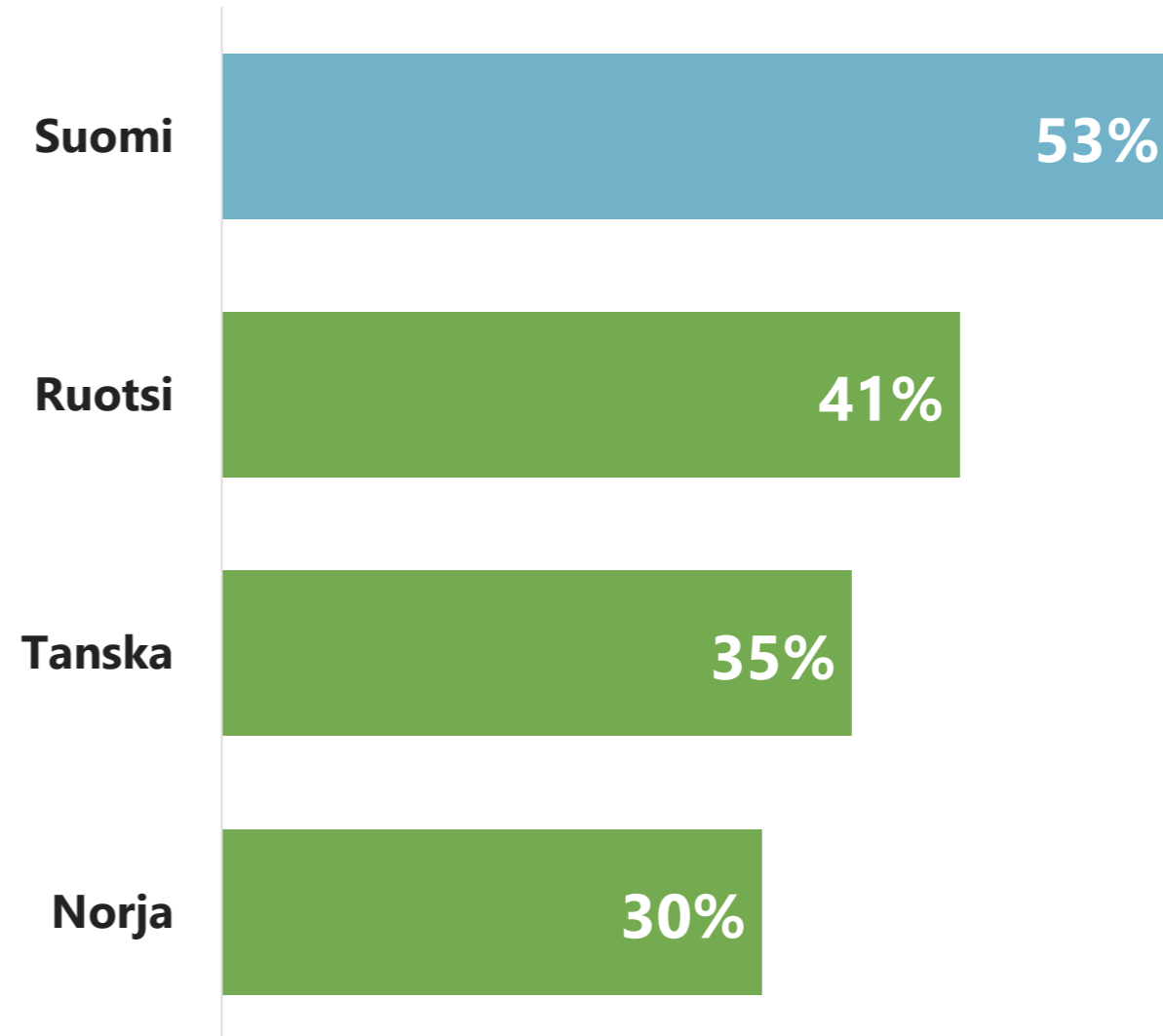


Finland has the most sufficient range of plant based

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.



Regarding vegan/vegetarian food we see increasing share of people agreeing:

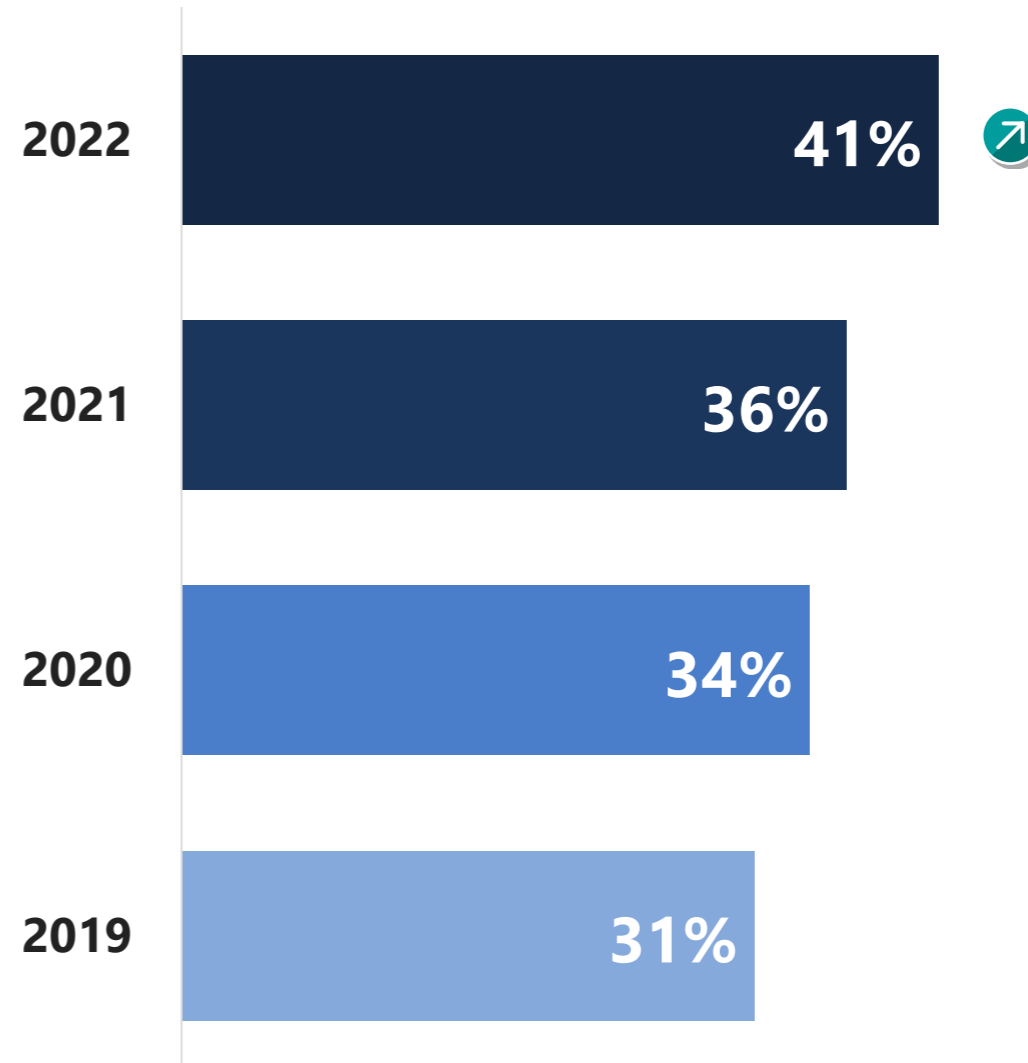
- It is **Difficult to prepare**
- It takes **to long to make**
- It has too **little variation**



Last but not least, vegan/vegetarian does not taste good

Over the years more and more people agree that vegan/vegetarian alternatives does not taste any good. The numbers are highest in Finland, where also more people have tried several alternatives.

There should be focus on this!





73%

of finnish consumers

say that **good taste**

is most important when

buying plant-based food

**BE
SURE.
ACT
SMARTER.**

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GAME CHANGERS

