

Propel info

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More than 90% of consumers expect operators to act sustainably:

The majority (92%) of consumers expect operators to act sustainably, with reduced packaging (93%), food waste strategies (93%) and paper or metal straws (87%) topping the list of priorities, according to a survey by guest experience management expert HGEM. More than nine out of ten (94%) of respondents think better of a brand that acts sustainably, rising to 98% among 18 to 25-year-olds. Of those who admitted their perception would change, more than half (53%) listed “the environment” as the reason, while a third admitted it was nice to see brands “trying to make a difference”. More than four-fifths (82%) of respondents are more likely to choose a venue that proactively sources local produce, while almost half (45%) expect to see charity support or donations within a restaurant. When it comes to operators best communicating their sustainability efforts, consumers listed on-premise (93%), social media (67%) and company website (61%) as the top three preferences. HGEM founding director Sally Whelan said: “Consumers are becoming ever more aware of how their actions are having an impact on the environment and, as a result, their perception and behaviour towards brands is beginning to change. Sustainability is no longer a ‘nice to have’ for consumers, it’s an expectation. Those brands actively communicating their efforts have the potential to attract new customers and build loyalty with existing ones.”