

# THE VIEW

## Consumer Insights | December 2020



Hi there,

What a year 2020 has been! With the coronavirus affecting pretty much all parts of the world, combined with social unrest and an uncertain political environment, it's safe to say it's been a year of unprecedented change, sparking rapid shifts in consumer behavior.

One of the most noteworthy, albeit positive outcomes of the global pandemic, is a heightened sense of environmental consciousness. Several studies show that more consumers are making eco-friendly choices post-COVID-19. This month's newsletter explores this trend at a deeper level to reveal the opportunities and challenges it presents for businesses.

**B2C | Netscribes**

### **The growth of green consumerism: Shaping sustainable futures**

Coronavirus has only accelerated sustainable brand strategies as firms begin to recognize the growing importance of sustainability and eco-friendly offerings. Here are a few ways marketers can best capitalize on the burgeoning demand for sustainable products.

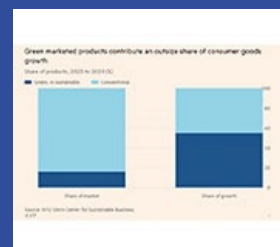
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**B2C | Financial Times**

### **The burgeoning business of sustainable products**

The UK's Public Relation and Communications Association's October Survey reveals 69% of respondents were asked to publicize green, social, or governance messages in the past year.

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**B2C | Retail Gazette & Cybertill**

### **As 75% of UK shoppers modify behavior for ethical concerns, 85% of retailers intend to invest in sustainable shopping initiatives**

This report delves into the role of retailers in changing the way consumers shop, helping conscious consumers with sustainable shopping options. Exploring the tech behind ethical retail, the report also analyses where retailers are prioritizing investments.

[Read more](#)

**B2B | Deloitte**

**With consumer businesses responsible for 25% of global emissions, sustainable transformation is crucial**

For the successful decarbonization of the global economy and playing up to the United Nations' 2030 goals for sustainable development, the transformation of consumer businesses has become essential.

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**B2C | Netscribes**

**Five consumer habits expected to stick post COVID-19**

With global markets rebounding post the first pandemic wave, we identify 5 consumer habits that will stick in the post-COVID-19 world.

[Read more](#)



**B2B | McKinsey**

**Need of the hour: Companies globally are transitioning to sustainable business models**

Business models factoring in sustainability in the long-term will impact the trajectory of climate change. This panel co-hosted by McKinsey and FCLIGlobal addresses future challenges in making necessary changes.

[Read more](#)

**B2C | Business Insider**

**GenZ's increasing economic power to accelerate sustainable businesses**

With GenZ and millennials already largely favoring sustainable brands and supporting environment-friendly and purpose-driven causes, this will have a positive impact on the implementation of sustainable practices.

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**Happy Holidays!**



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41 East, 11th Street, New York  
NY10003, USA  
+1-877-777-6569  
info@netscribes.com



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