

DASHBOARD

DATA TO DRIVE YOUR BUSINESS

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{ 25%

**of Australian adults buy products with
a health or sustainability benefit**

Sustainable shopping

Research by Mobium Group shows that 25 per cent of Australian adults buy products with a health or sustainability benefit. These consumers take into account social, community and environmental outcomes in their product choices. The Mobium research concludes

that businesses that target this market early and adapt their products accordingly will gain a clear advantage as consumers are increasingly basing their purchasing decisions on a far broader range of factors other than the price of products.