

Environmentally-Conscious Consumers

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Enhance your brand among the consumers than respond to the 21st century green movement. The demanding consumer driven marketplace, is looking for ergonomically sound merchandise, looking to a wide range or products that have alternative packaging, or use recycled containers.

The strategy is for businesses to capitalize on research, and development that responds to the current market. Environmental issues have an impact on every industry, and how they respond, will in the end enhance, or detract from their image.

The real message is the company's interest in the sustainability of planetary resources. Organic is a dynamic concept, which has launched a wide range or products. Developing long-term relationships, that are build on trust, means foremost that the issue of socially, and environmentally responsibility has to be a pillar of a 21st century company. From a consumer standpoint health issues are now being tied to the environment. Resources are not unlimited, and consumers demand for unique solutions to their concerns, will nudge most companies out of complacency, and into implementing changes.

The transitioning to natural products is in some instances, a way to update a product line. The future is straight forward, competition will bring products devoted to wildlife preservation, eco-conscious personal care products, organic, biodegradable, and veggie derived. From topical, dietary, and household products, the active ingredients will include various plant and organic extracts. The distinctive direction of future businesses will include organic, and natural looking products from organic sunscreens, paperboard made of seaweed, certified organic essential oils, botanicals, and products from renewable sources.

From outer cartons, to research, and development, business needs to understand the trend, and develop strategies to respond to the current environmental concerns. Companies are capitalizing, and tailoring their transition to form long-term relations, with the ecological minded. Businesses are constantly looking for ways to enhance their products performance, and perception. The language of today's consumer is product properties, features and benefits. Environment, delivers a powerful punch on the shelves, and at the counter.

If you want to take advantage of the emerging opportunities, and ensure optimum conditions for growth, the categories to consider are natural, organic or green positioning. Incentives are higher positioning with potential affluent buyers, appeal to a niche group that is currently growing at a fast pace. It is almost obligatory to touch upon the green sensibility of today's consumer. It is a strategic focus, to keep your eye on developing markets, which can propel your company to be seen as a driving force in the trend toward natural sustainable, eco-friendly, greener products.