

KANTAR

How Kantar is helping clients define and activate the right sustainability strategy...

Kantar's Solutions in the Sustainability Arena

Kantar is working with organisations across all sectors and countries to define and activate sustainability strategies across a range of business questions, such as:

Brand Purpose: Identifying consumers' key values and sector-specific expectations about sustainability, and understand what issues to address, accounting for factors from brand and vision to stakeholder interest.

Behavioural Change: Providing insight into the barriers to sustainable behaviour and a wider view of intent.

Brand Impact: From communications to corporate reputation, sales to brand equity, Kantar's unique measurement assets can help optimise decision-making in this fast-moving space.

Managing Change: Anticipating sustainability issues that will impact their sector and provide roadmaps for organisations to unlock sector-specific opportunities.

Some of Kantar's Solutions:

ANTICIPATING TRENDS

Solution name: Emerging Trends

We know that consumer preferences travel rapidly across the world from one market and category to the other. Beauty trends travel from Korea to the West, ingredients travel from food to beverages. **Emerging Trends helps brands identify potential demand** by helping marketers understand three stickiness factors: global market presence, multiple categories presence, and brand independence. Answering questions such as: What are the next potential growth markets? Which new ingredients will be relevant in my category? Which new flavour or format should I launch?

Example trends that consumer brands can identify include ingredients, products features, needs, moments, occasions, and sustainability movements as well as understanding which retailers, brands, influencers, and celebrities could trend.

UNDERTANDING, PREDICTING, AND OPTIMISING SUSTAINABILITY STRATEGIES

Solution name: Issue Radar

Part of anticipating change is identifying **which influences will transform consumer behaviour**. Combining multiple data sources, Issue Radar identifies where issues begin, where they go next, and how they evolve along the way.

Issue Radar is built around the UN's Sustainable Development Goals (SDGs) framework, and developed in partnership with Saïd Business School, Oxford University. Underpinned by consumer-generated digital content (social media, search data, digital news data), Issue Radar helps **understand** what is happening in the market regarding sustainability, **predict** what will happen in the future, and **optimise** a client's sustainability intervention strategies in their own categories.

Key features:

- Analyse huge amounts of digital content to get a unique understanding of **how SDGs are discussed**.
- From trend spotting to trend prediction, seeing **what trends and topics will matter in the future**.
- Provides a Digital Sustainability Index for **tracking progress and changes over time**.
- Monitor consumer perceptions of brands against the SDG framework, **revealing positive performance drivers**.

AN ANNUAL PULSE ON ENVIRONMENTAL CONSUMER ATTITUDES & ACTIONS

Solution name: Who Cares, Who Does

The number of households that are the most environmentally conscious – which we call Eco Actives – rose for the second year in a row, now representing 22% of consumers and set to grow to half the global population by the end of this decade.

Who Cares, Who Does? (WCWD) is Kantar Worldpanel’s annual survey study, focused on fast-moving consumer goods (FMCG), to **understand the attitudes and actions of consumers towards the environment** and how this impacts decisions at the point of sale.

WCWD covers more than 88,000 respondents from 26 markets across Asia, Europe, Latin America, the Middle East, and the US, **helping manufacturers and retailers look for ways to meet their ‘green’ commitments.**

Kantar’s WCWD survey helps:

- Know how to **connect with Eco Actives** and continue to win with all shoppers.
- Develop **global and local strategies**, through understanding the big picture, but also local perspectives.
- Quantify the **impact of sustainability concerns** on brand performance.
- Show **opportunities at a retailer-by-retailer level.**

HUMAN INTELLIGENCE AND FRAMEWORKS

Kantar’s Behavioural Sciences

We use behavioural science to inform consumer understanding, drawing on neuroscience, cognitive psychology, emotional priming, and behavioural economics:

A unique decision-making model:

Providing a real-world perspective, and backed by the latest neuroscience techniques, our decision-making model considers not only memory and habits, but also context, accounting for motivational, situational, and cognitive factors.

Providing a behaviour-change toolkit:

This toolkit draws on a range of factors such as psychological & physiological needs, social influences, and cultural contexts, helping to nudge choices and influence behaviour through communications, product development, etc.

Driving behaviour change:

Our toolkits incorporate an understanding of behavioural economics at each stage of the customer journey, such as:

- How advertising primes and influences subsequent choices.
- How habitual purchases are predisposed by familiarity, loss aversion, and brand fluency.
- How anchoring, social proof and scarcity can encourage people to change their minds.
- How the experience of a product or service itself reinforces or undermines choice.

Leveraging the power of implicit nudges and levers to enact change, we can understand the gap between intention and action, through thoughts that are rarely articulated, revealing hidden processing across both Type 1 and Type 2 thinking.

Want to find out more?

Kantar’s Solution	Employees (Only for Kantar entries)	Non-Kantar entries
Digital-led solutions		
Kantar's Issue Radar	Click here for more information	Click here for more information
Kantar's Emerging Trends Overview	Click here for more information	Click here for more information
Kantar's Emerging Trends Online Demo	Click here for more information	No external version available
Based on survey and sales data		
Kantar's Who Cares, Who Does	Click here for more information	Click here for more information
Human-led solutions		
About Kantar's Sustainability Transformation Practice	Click here for more information	Click here for more information
Behavioural Science Credentials	Click here for more information	Click here for more information
Behavioural Science Thought Leadership	Click here for more information	Click here for more information