



2023 Fairtrade America Consumer Insights

Insights for retailers



**The most recognized
ethical label &
certification in the world.**

61%

Of US consumers recognize
the Fairtrade label.

118%

Growth in Fairtrade
awareness since 2019

86%

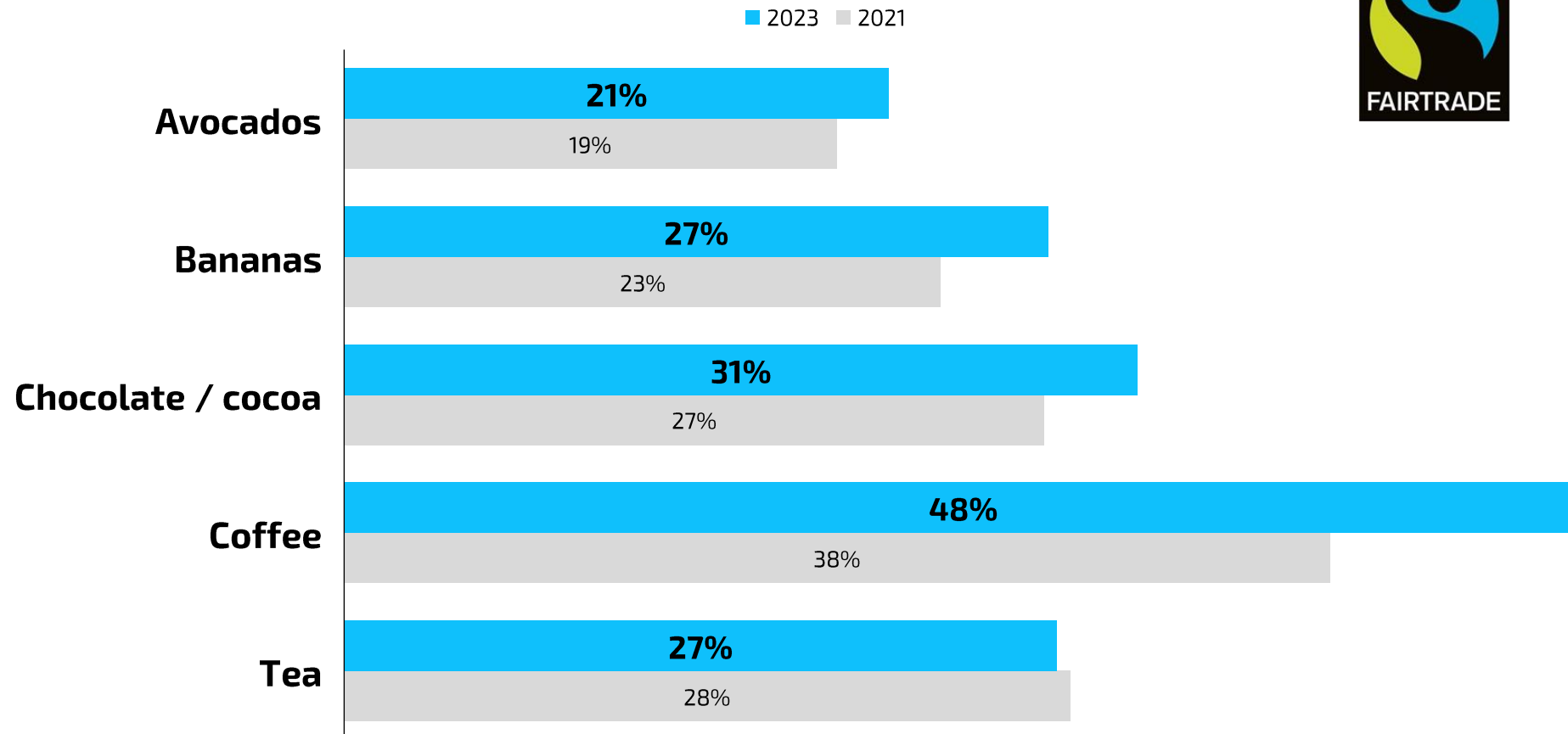
Of shoppers who know
Fairtrade trust the label.



Visibility of Fairtrade products has increased since 2021 for nearly all major product categories in the US.



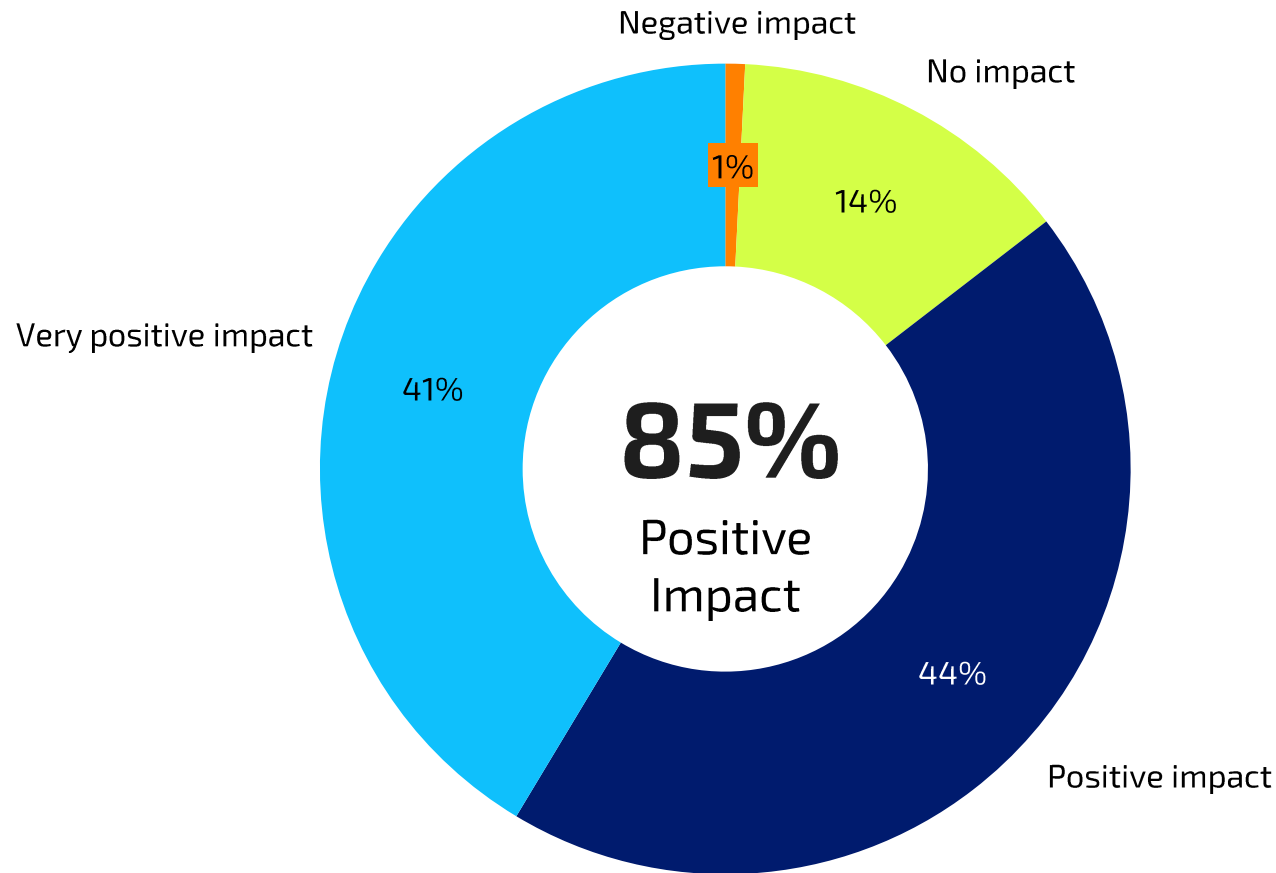
On which of the following products have you seen this label?



The Fairtrade label has an overwhelmingly positive affect on the perception of brands who have certified products.

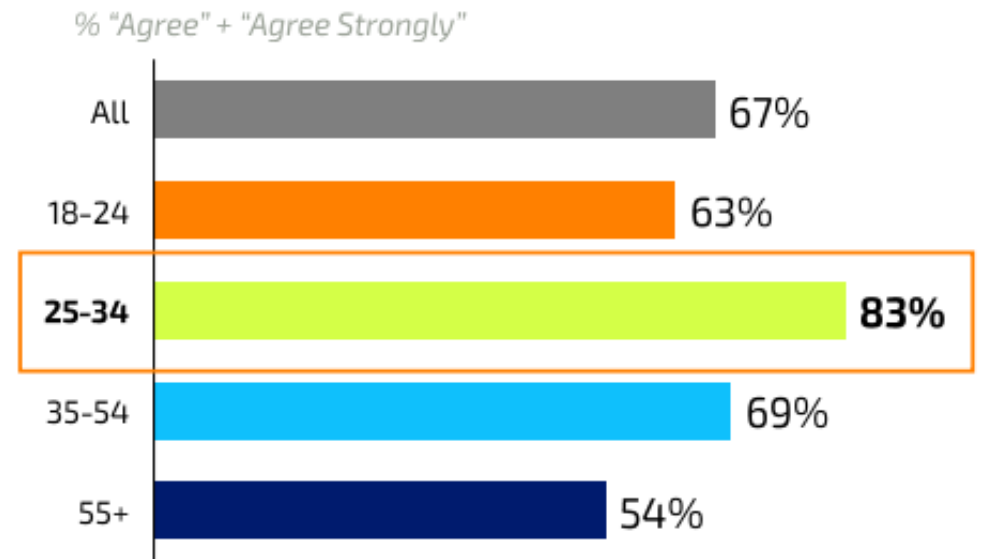
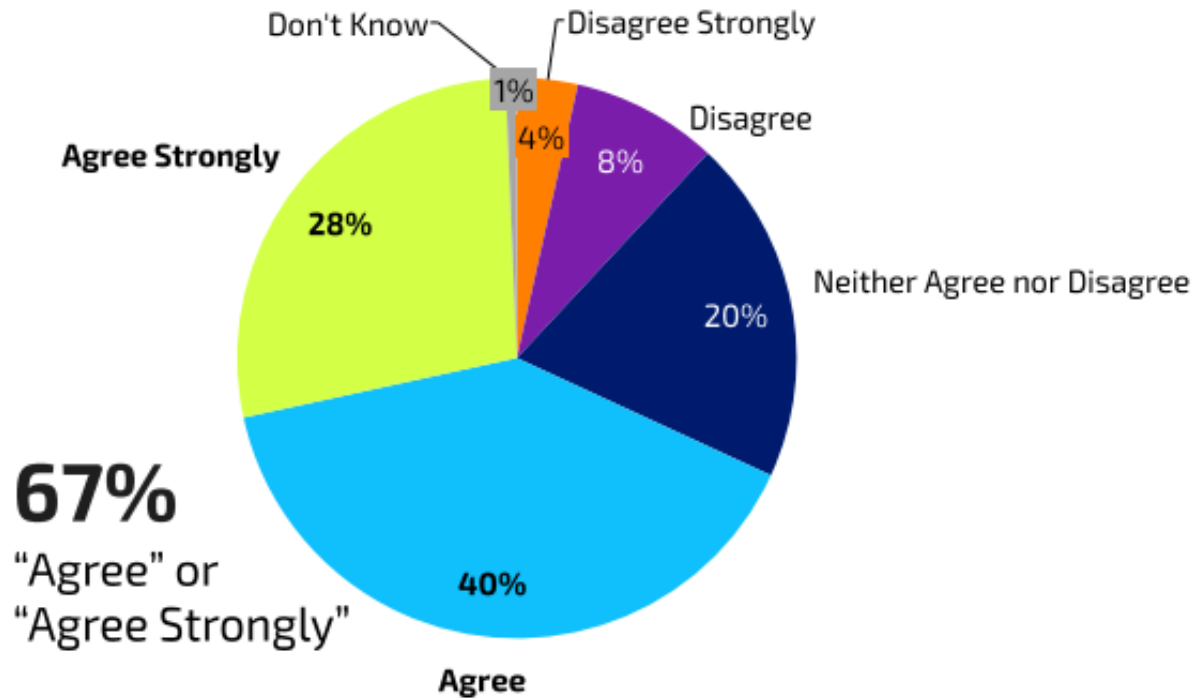


Impact of Fairtrade Mark on Brand Perceptions



Despite increased cost of living, 2/3 of shoppers who know Fairtrade are willing to pay more for certified products

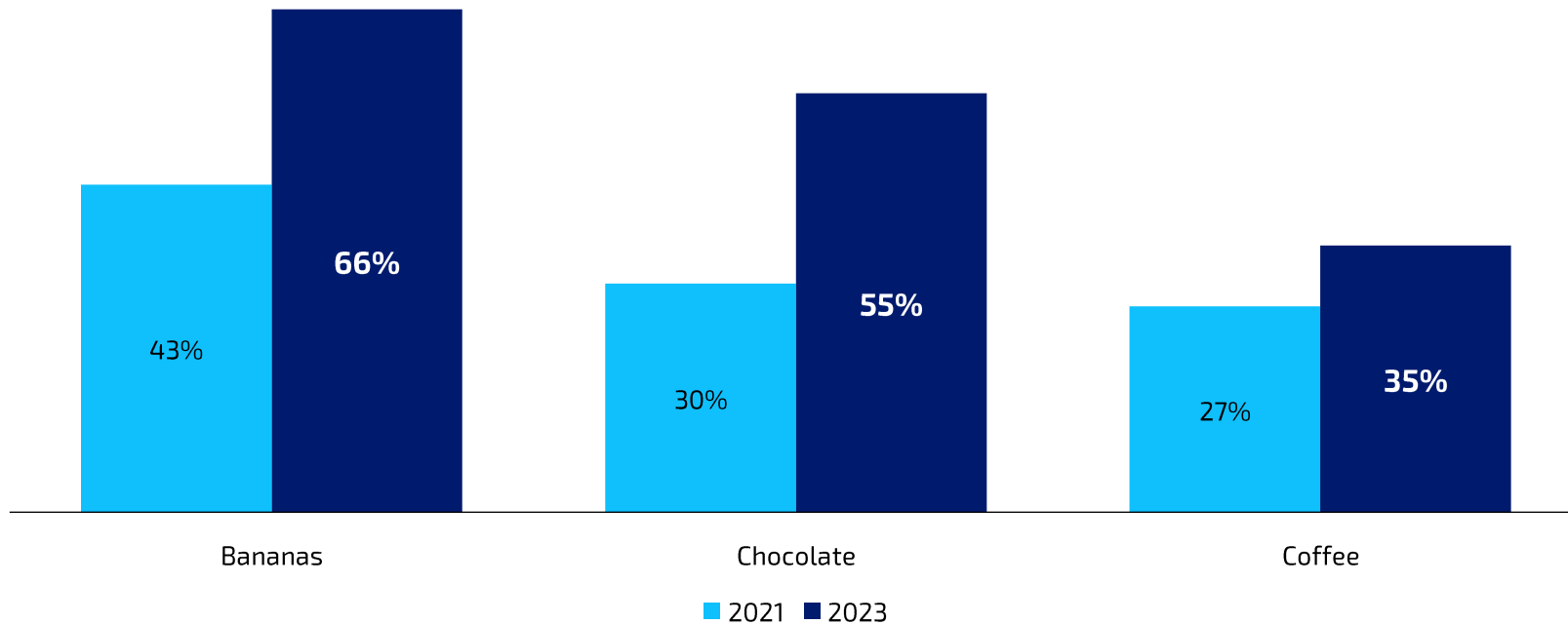
"I am willing to pay more than regular price for Fairtrade products despite the increased cost of living."



Consumers will pay a higher premium for certified products, and the acceptable price difference has grown since 2021.



Average Reasonable % Price Increase for Fairtrade products



On average, shoppers today are willing to pay...

- ▶ *\$1.10 more for a Fairtrade bar of chocolate*
- ▶ *\$2.80 more for a bag of Fairtrade coffee*
- ▶ *60¢ more per lb. for Fairtrade bananas.*

Fairtrade & Bananas

A case study of consumer price sensitivity

Current market prices are below what US shoppers say would be reasonable for Fairtrade bananas.

PERCEPTION – perceived pricing

The average US shopper says:

\$0.91/lb is reasonable for non-Fairtrade bananas¹

A **66%** price increase over uncertified bananas is reasonable for Fairtrade bananas¹

REALITY – current market prices

NON-FAIRTRADE CONVENTIONAL

Typically retail at \$0.59-0.69/lb

NON-FAIRTRADE ORGANIC

Typically retail at \$0.69-0.99/lb

FAIRTRADE ORGANIC

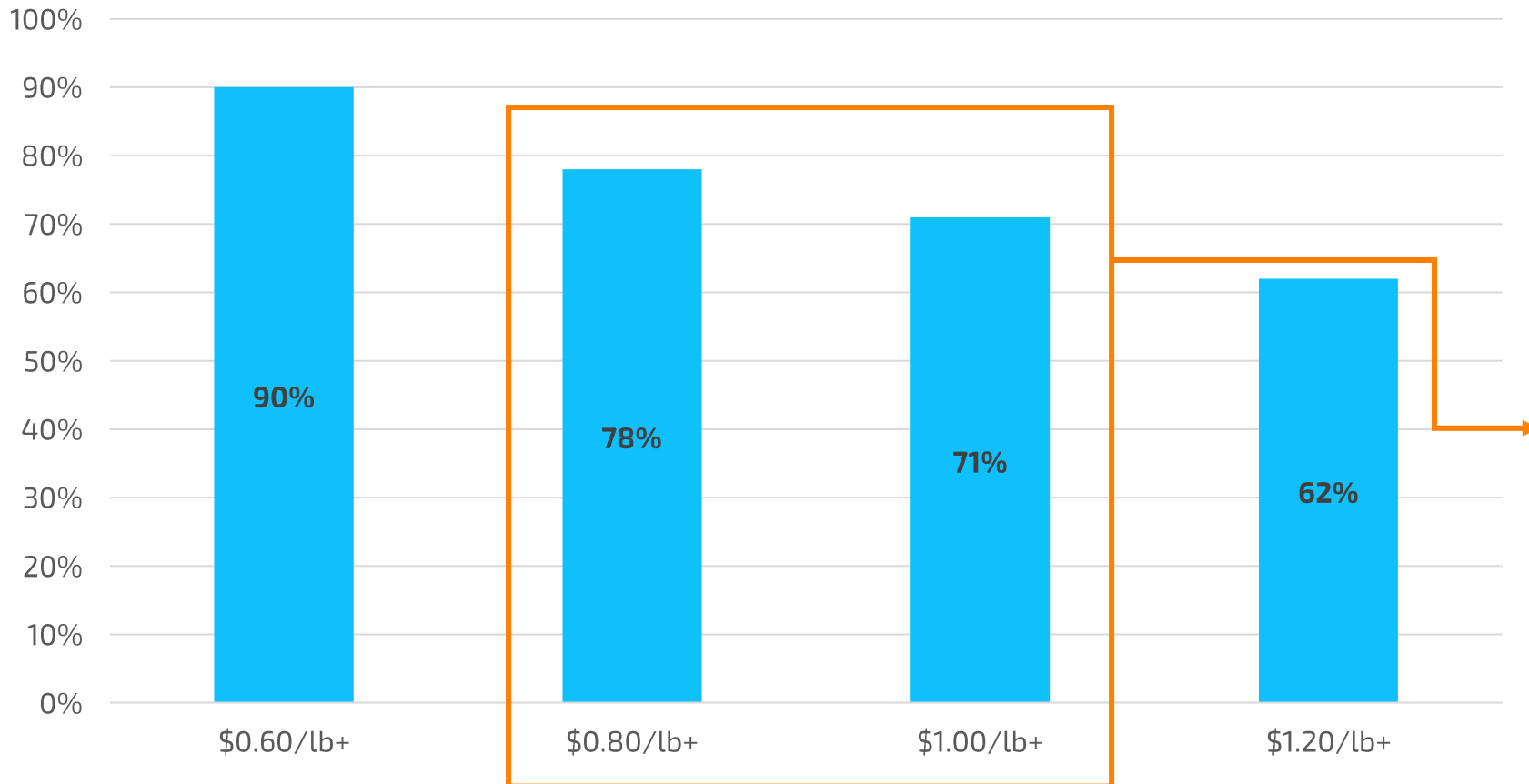
Typically retail at \$0.99-\$1.29/lb

¹ Research conducted and reported by GlobeScan, April 2023 (NOTE: Conventional or organic bananas not specified in question)

A majority of US shoppers¹ are willing to pay \$5-11 more annually for Fairtrade conventional bananas.



% respondents willing to pay \$X/lb or more for Fairtrade



Current non-FT conventional price/lb	Annual cost to shopper ²
\$0.59	\$15.71

Fairtrade price/lb	Annual COST DIFFERENCE to shopper ²
\$0.80	\$5.59
\$1.00	\$10.91
\$1.20	\$16.23

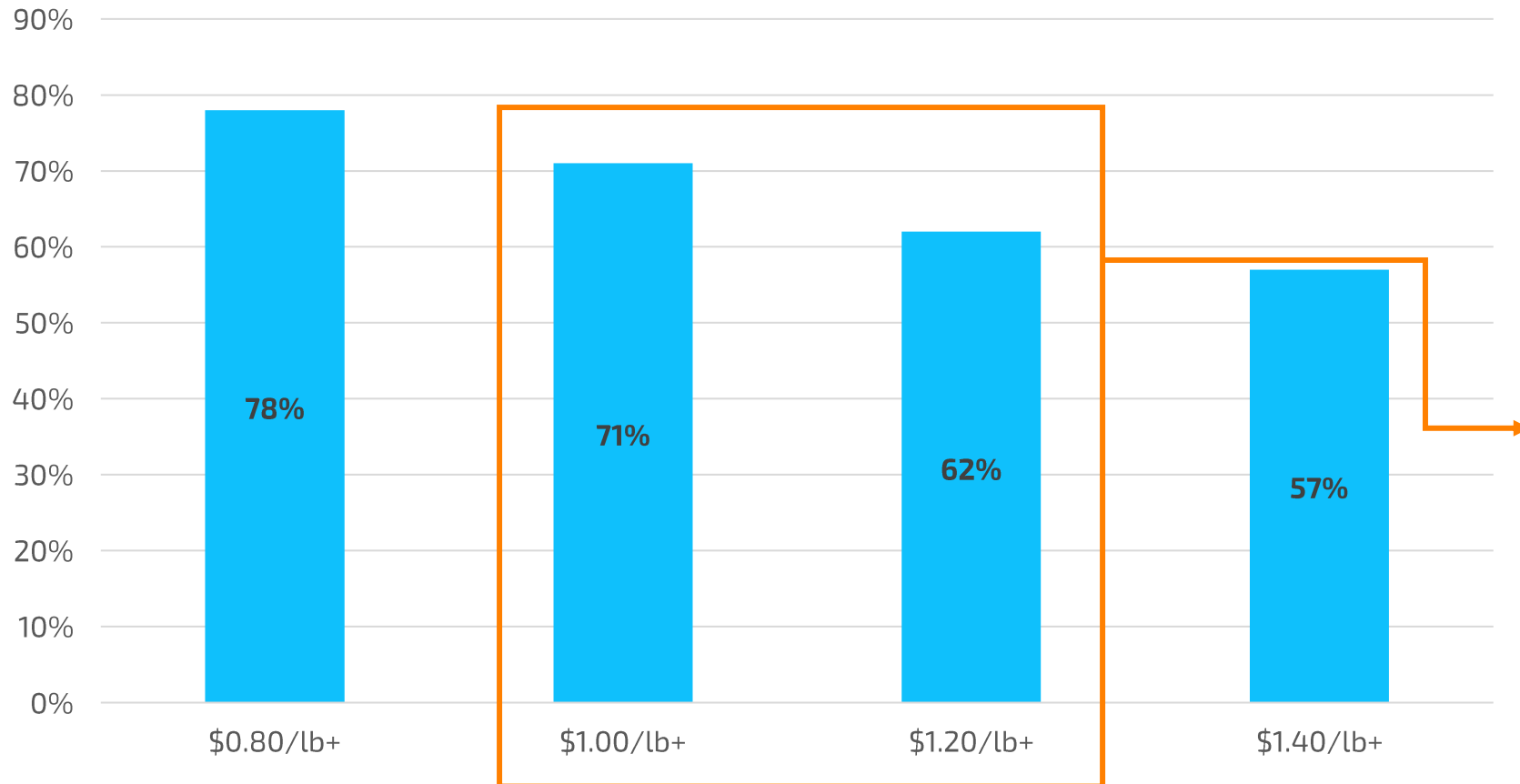
¹ Research conducted and reported by GlobeScan, April 2023

² US consumer annual banana consumption of 26.62lbs assumed, as per [Statista 2022 data](#)

A majority of US shoppers¹ are willing to pay \$5-11 more annually for Fairtrade organic bananas.



% respondents willing to pay \$X/lb or more for Fairtrade



Current non-FT organic price/lb	Annual cost to shopper ²
\$0.79	\$21.03

Fairtrade price/lb	Annual COST DIFFERENCE to shopper ²
\$1.00	\$5.59
\$1.20	\$10.91
\$1.40	\$16.24

¹ Research conducted and reported by GlobeScan, April 2023

² US consumer annual banana consumption of 26.62lbs assumed, as per [Statista 2022 data](#)

Meeting shopper expectations

Fairtrade and shopper loyalty

US shoppers' values strongly align with Fairtrade



81%

Feel the Fairtrade label makes it easy to decide if a product is ethically and responsibly sourced

74%

Associate the Fairtrade label with premium brands, high-quality products

79%

Feel proud to shop at supermarkets, grocery stores, and other retailers that support Fairtrade

82%

Are more likely to buy a product when I can see where it comes from/was produced

72%

Are more likely to shop at a store or visit a café that I know has a strong commitment to Fairtrade products

71%

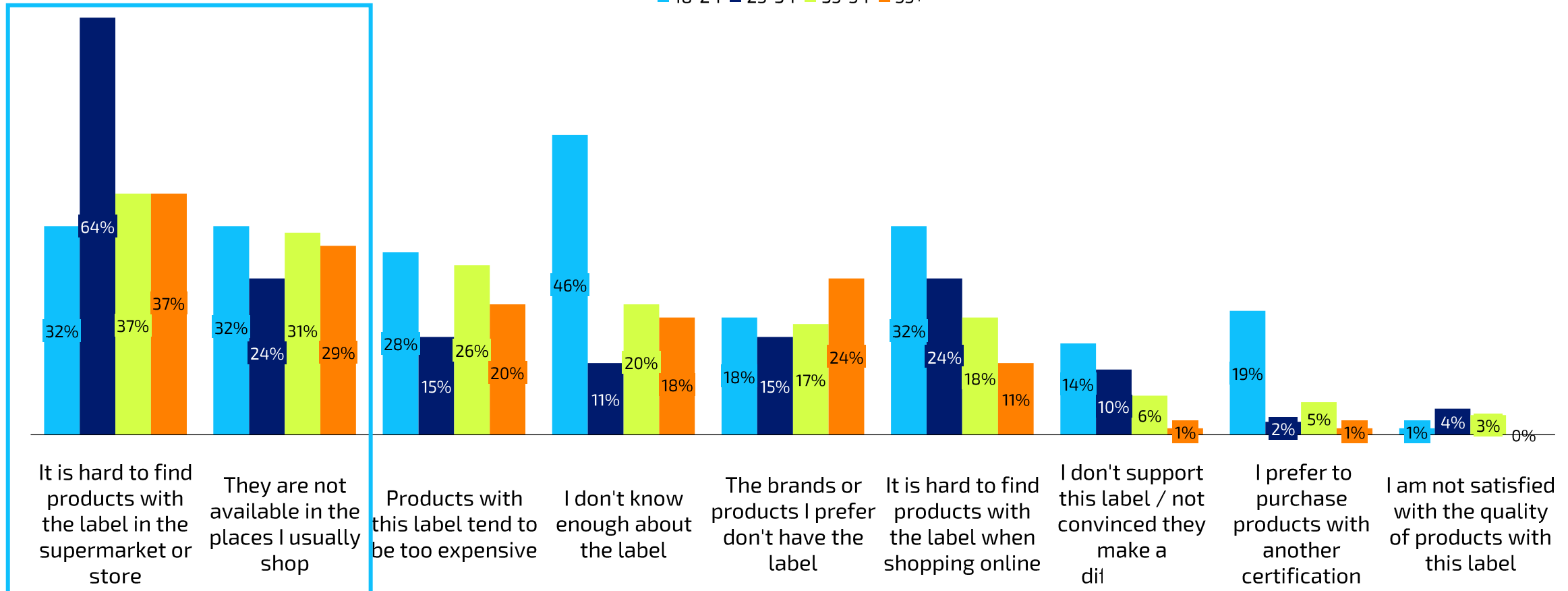
Associate the Fairtrade mark with human rights and social justice issues

Currently the biggest barrier to purchase is availability in retail



Why don't you buy Fairtrade certified products more frequently?

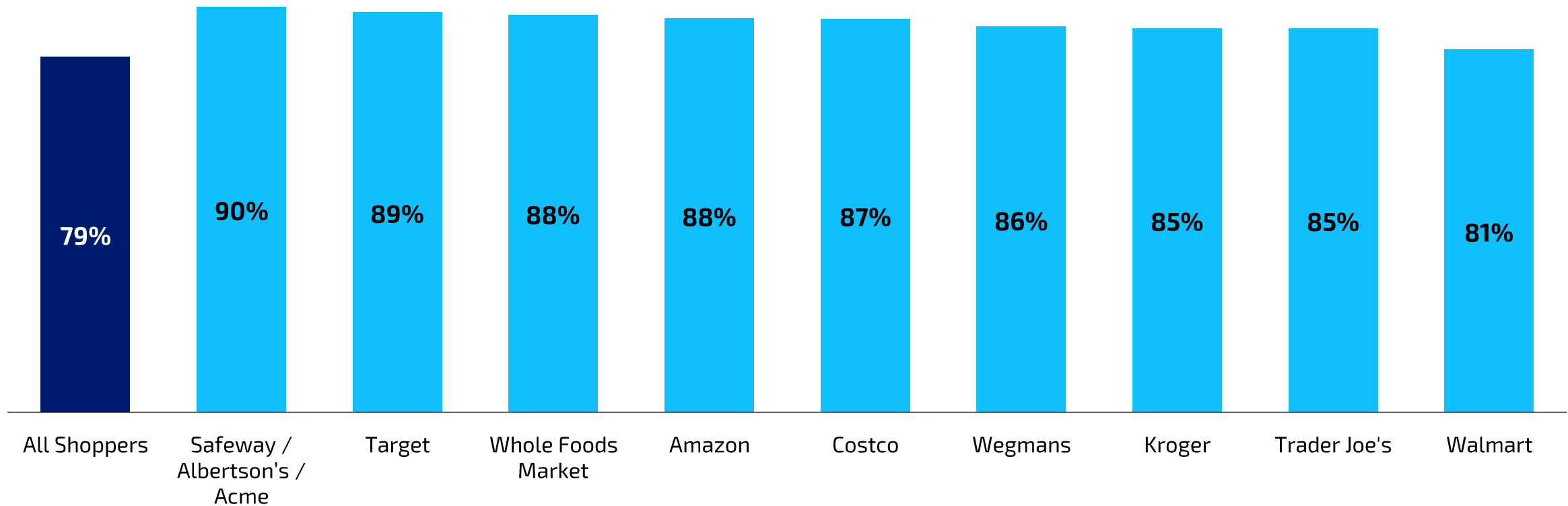
■ 18-24 ■ 25-34 ■ 35-54 ■ 55+



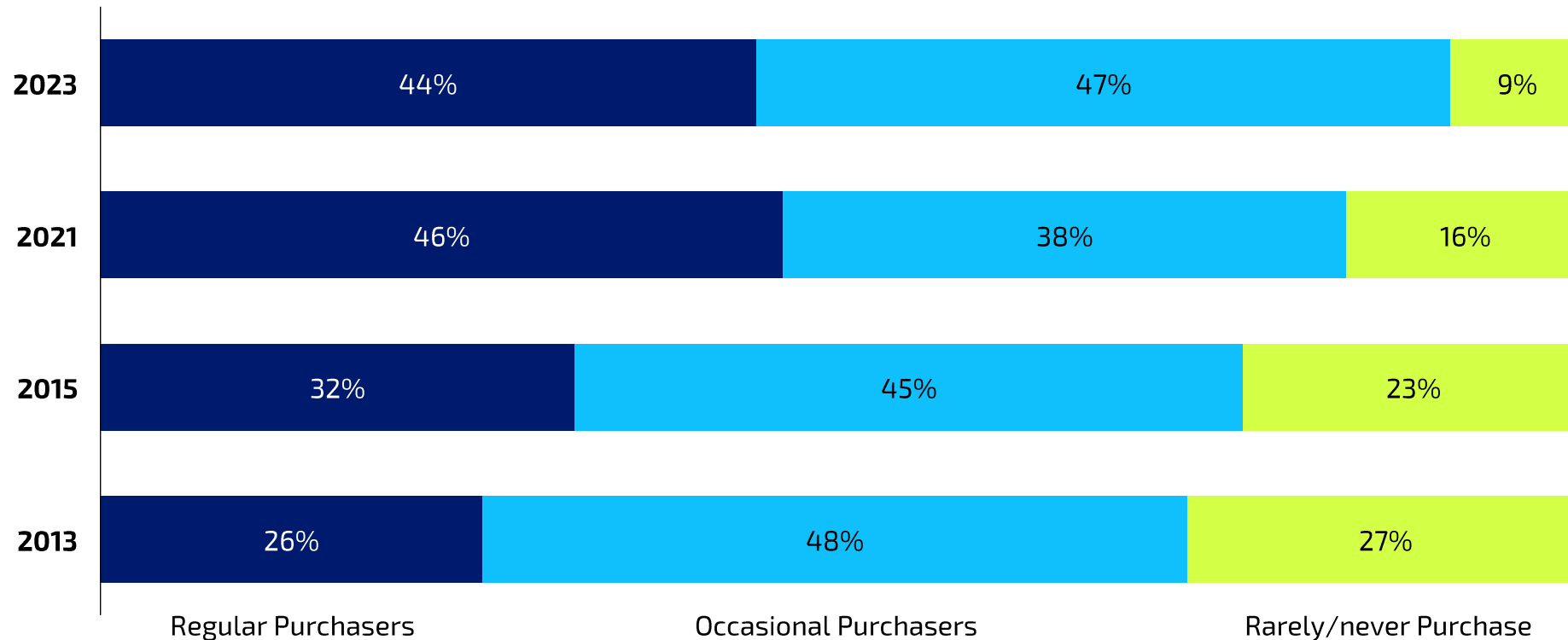
Shoppers show high degrees of commitment to ethical sourcing regardless of their preferred retailers.



"I am willing to pay slightly more for a product to ensure producers are paid a fair price."



Fairtrade purchase frequency has steadily increased over the last decade. Today, 91% of shoppers who know the Fairtrade label report occasional or regular purchases.



Want our full consumer insights report?

You can [download the full version of the 2023 Fairtrade America Consumers Insights](#) research report here.





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Thanks!

Any questions?

Get in touch with us at questions@fairtradeamerica.org