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Shades of Green: Understanding the Green Consumer

Catalina Marketing, leader in behavior-based marketing, conducted a customer insights project for the FMI Sustainability Task Force to provide a deeper understanding of “Green” consumers based on actual consumer purchase behavior, demographics and share of wallet data. The study focused on 52-week purchase history of eco-friendly general merchandise items and organic food products across 100 million shopper IDs and 22,000 retail outlets in the U.S.

Some of the key shopper insights presented includes:

- Eco-friendly product sales have increased 60% in the past two years.
- The average basket size is three times larger when Green products are in the basket, and the more items purchased, the higher the average basket size.
- An average of 4.3% of consumers has purchased Green products in the past year.
 - Highest indexing regions are the Northwest, Northeast, Mid-Atlantic and Mountain.
 - Lowest indexing regions are Southeast, Southwest and Central.
- Green buyers are also heavy consumers of Organic food brands.
- Potential Green buyers are current Organic food buyers; recognizing that only 10% of Organic buyers are currently purchasing Green products.
- Green and Organic shoppers are 59% loyal (share of grocery wallet) to their chain and more than two times loyal than the average consumer.

Catalina Marketing presented that the greatest opportunity for retailers and brands is to take an active role in communicating to existing and potential Green consumers. Retailers and brands can educate shoppers on what the brand stands for, what the brand is doing about it, and how shoppers can support in these initiatives.

About Catalina Marketing Corporation

Based in St. Petersburg, Fla., Catalina Marketing Corporation (www.catalinamarketing.com) was founded over 20 years ago based on the premise that targeting communications based on actual purchase behavior would generate more effective consumer response. Today, Catalina Marketing combines unparalleled insight into consumer behavior with dynamic consumer access. This combination of insight and access provides marketers with the ability to execute behavior-based marketing programs, ensuring that the right consumer receives the right message at exactly the right time. Catalina Marketing offers an array of behavior-based promotional messaging, loyalty programs and direct-to-patient information. Personally identifiable data that may be collected from the company’s targeted marketing programs, as well as its research programs, are never sold or provided to any outside party without the express permission of the consumer.

Certain statements in the preceding paragraphs are forward-looking, and actual results may differ materially. Statements not based on historic facts involve risks and uncertainties, including, but not limited to, potential complications, hardware and software issues and delays related to the schedule, installation and operation of color printers, the effectiveness of color printers to increase sales and redemption rates or provide a more effective advertising medium, the changing market for promotional activities, especially as it relates to policies and programs of packaged goods and pharmaceutical manufacturers and retailers, government and regulatory statutes, rules, regulations and policies, the effect of economic and competitive conditions and seasonal variations, actual promotional activities and programs with the company’s customers, the pace of installation of the company’s store network including as it relates to the installation of color printers in existing and future retail channels, the acceptance by the company’s manufacturer clients and retailers of color printers and related new and additional terms and conditions, the success of new services and businesses and the pace of their implementation and the company’s ability to maintain favorable client and retailer relationships.

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