How do businesses achieve sustainability at commercial scale?

Accenture research into the US market gives us some interesting clues:

**Clue 01**
Gen Y and Z are driving greater social impact than Gen X.

**Clue 02**
Gen X and Gen Y/Z are equally concerned about food being convenient.

**Clue 03**
Gen X is surprisingly deprioritizing health and nutrition benefits, while for Gen Y and Z they are constant.

**Clue 04**
Post pandemic, all generations increasingly putting quality, trust and safety as an important part of the sustainability agenda.

While quality, trust and safety have always featured in the food value equation, the pandemic has raised their importance, for all generations, who are now sharing an increased need for protection. Sustainable solutions are increasingly seen as providing the protective assurances sought.

This sudden shift is perhaps being fueled by the concerns over supply chain issues during the global lockdowns and the realization of how fragile the food chain is, bringing a renewed sense of appreciation for how much they depend on manufacturers.

The Pandemic has heightened the need for protection for all generations. And it is sustainable solutions that increasingly add to the belief in the quality, trust & safety assurances sought.

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