

Asda Middleton- Customer Insight

2 in 3

Of our customers say they are environmentally conscious

3 in 4

State it's important their chosen supermarket cares too



82%

***of our customers tell us it's important
that we reduce the
amount of plastic in our stores***



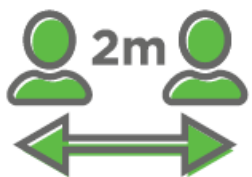
48%

say that it's easy to make environmentally friendly choices in supermarkets





Safety



Ease



Value



There are many more consumers who want to shop sustainably in Great Britain than currently do

70%

of the GB population say they try to buy products packaged in an environmentally friendly way



The desire to behave sustainability



The follow through on behaving sustainability

23%

of the GB population are Eco Actives who take regular day to day actions to reduce their packaging waste

£58 billion

FMCG spend in GB

We are listening to our customers



2,000
customers
on our
sustainability
strategy

1,000
customers in
the first 2
months of
our
Middleton
Trial



ASDA

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annually

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