

APR2019

blender



CONSUMER PRODUCTS SOCIAL MEDIA LISTENING /// 1ST QTR 2019

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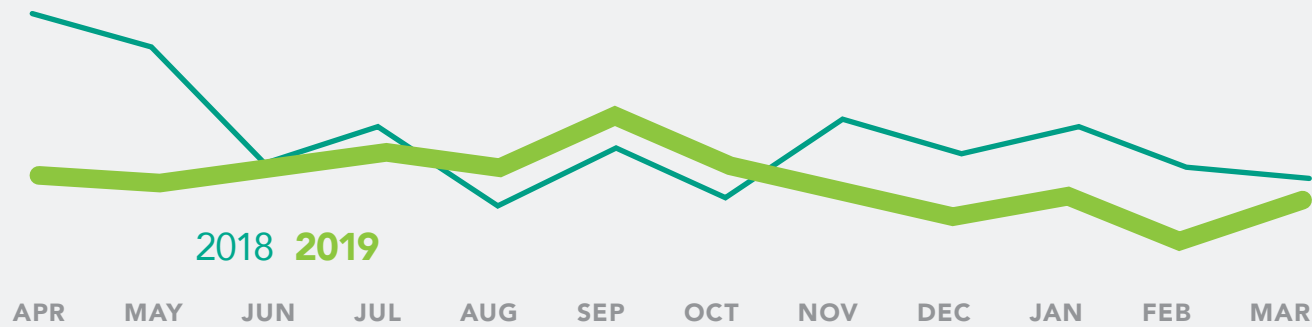


The Bellomy blenders are industry-specific reports designed to keep you informed about key social media metrics, insights, and trends in your industry. The blender is produced each quarter for Healthcare, Retail, Financial Services, Energy, and Consumer Products. Download them from our website every three months.

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volume, sentiment, and intensity all declined

However, sentiment is still skewing positive and intensity remained high in Q1



-13.0%

volume change

Volume decreased 13% in the January to March period of 2019, year-over-year

31.8

2018

30.4

2019

sentiment change

Sentiment decreased 1.4 pts in the January to March period of 2019, year-over-year

57.0

2018

49.6

2019

intensity change

Intensity decreased 7.4 pts in the January to March period of 2019, year-over-year

Sentiment A score that expresses the ratio of positive to negative sentiment about a topic

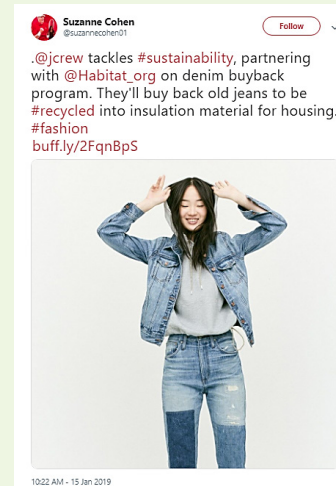
Intensity A score that expresses the ratio of strong emotions (such as "love" or "hate") to all emotions expressed about a topic

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sustainable production



We listened in to how consumers are talking about the environmental impact of the goods they buy and discovered that with ever-increasing awareness of sustainability issues consumers are often the ones driving change in this area, applying pressure to brands and recognizing those brands that have made eco-friendly improvements.



Consumers are looking beyond buying clothes at the thrift store and are searching for companies that are more sustainable from the start.

In addition to the smaller brands that specialize in sustainable fashion (Girlfriend Collective, Pact, etc.), clothing household names are making strides as well. Customers took notice of efforts by J. Crew and Levi's to tackle denim production's water problem by introducing a denim recycling program (J. Crew) and beginning use of a new, sustainable, hemp-cotton blend for denim pieces (Levi's).



After the release of a report on the impact of paper goods production on Canada's forests, consumers took note of those companies with failing grades.

Many called out Procter & Gamble's Charmin on Twitter for making their toilet paper from trees clear-cut from the Canadian boreal forest, rather than incorporating recycled or sustainable materials.



eco-friendly packaging

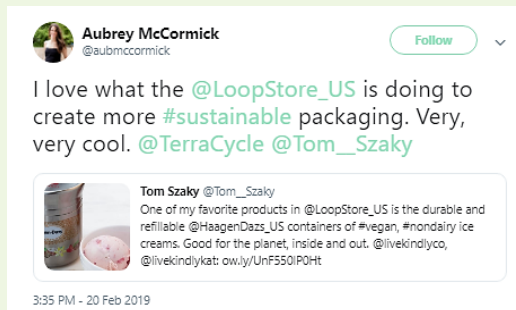


With packaging being one of the most obvious areas of waste in consumer products, we saw companies setting goals for sustainability and sharing them with consumers. Additionally, we saw brands enabling and inspiring responsible consumption among consumers, using sustainable practices to make a connection.



Coca-Cola Africa earned thanks from consumers for their pledge to recycle 100% of its packaging by 2030, partnering with an organization that feels producers of packaged products should leading sustainable efforts

Samsung received applause for switching to eco-friendly materials for its packaging and manuals. The changes are supposed to start by the second half of 2019.



Loop is an innovative new way for brands to show their commitment to the environment by adopting a “milkman model” which may help brands develop a bond with the consumer and build loyalty through encouraging repeat purchases.

Loop’s parent brand, TerraCycle, provides a way for brands to participate on the back end and help customers recycle the packaging of their products. As recycling for some products can be impractical for a single household, collection drives for TerraCycle are a way to bring communities together through eco-friendly efforts.

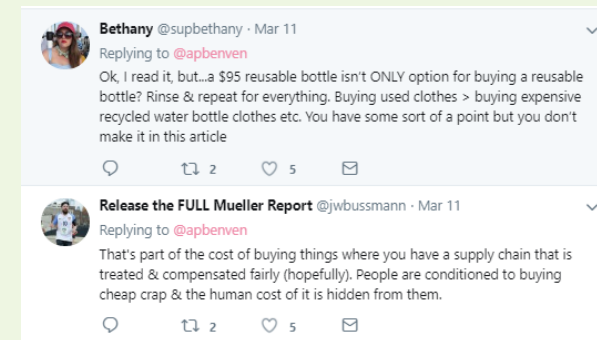
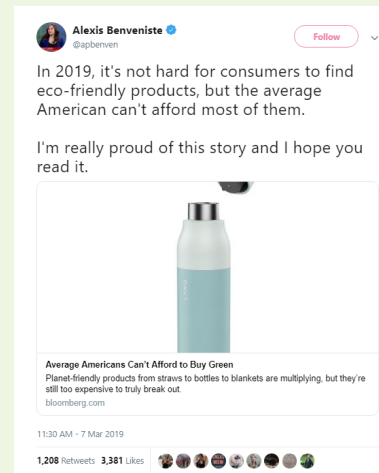


the cost of going green



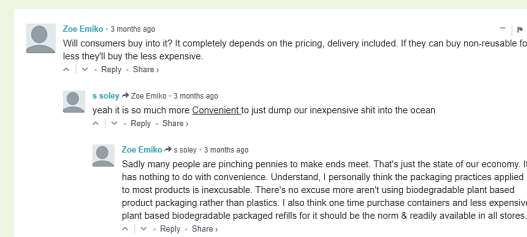
Customers desire and appreciate sustainability from the brands they purchase, but this is out of reach for many when companies focus on 'green products' that are unaffordable.

Companies making eco-friendly changes will need to manage expectations on price, as manufacturing and distributing products in a sustainable and ethical manner can often cost more, but it's not a cost consumers are used to with many of their standard purchases.



Some eco-conscious consumers are quick to point out there are other ways to be more sustainable without spending a lot (buying used/local, etc.), but **there is still a need to make everyday sustainable products more accessible to the average consumer, or they will continue to buy cheaper, less environmentally-friendly alternatives.**

While consumers may love the idea of reusable packaging for their favorite products, **the upfront cost of products—plus shipping—from Loop may be too high for many**, especially compared to the cost of the standard packaged versions, and could be prohibitive for the average consumer.



categories

year-over-year comparisons

automotive

-60.0%
volume change

0.0
sentiment change

-4.6
intensity change

durables

-30.0%
volume change

-5.9
sentiment change

-13.3
intensity change

electronics

-22.0%
volume change

+5.5
sentiment change

-12.6
intensity change

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categories

year-over-year comparisons

health+beauty

+3.0%
volume change

-16.0
sentiment change

-0.8
intensity change

home

-32.0%
volume change

+16.1
sentiment change

-3.4
intensity change

food+bev

-7.0%
volume change

-2.4
sentiment change

-6.2
intensity change

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