

# NEWS RELEASE

## PERSONAL AND PLANETARY HEALTH NOW INCREASINGLY LINKED IN THE MIND OF THE CONSUMER, TETRA PAK INDEX REVEALS

*54% consider the future of the planet when making food choices.  
70% say that healthy products shouldn't harm the environment.*

**Bangkok (30 November 2023)** — Tetra Pak, a world-leading processing and packaging solutions company, unveils the findings from its global research study, Tetra Pak's Index 2023. The study, which is based on a survey conducted in ten countries around the world by global market research firm IPSOS, shows that consumers are now actively considering the environment alongside their individual health when buying food. These environmentally conscious consumers, labelled 'Climatarians', are willing to alter their eating habits to protect the planet.

The market for healthy foods is already well established, as consumers actively seek products that will have a positive impact on their physical wellbeing. But a significant majority now take a more holistic view: 70% say that healthy products should not harm the environment, while another 54% are willing to take responsibility for the planet and change their diet to contribute to a better world.

This dual focus is reflected in the rising number of consumers consciously reducing the amount of meat they eat, known as "flexitarians", with nearly half of all consumers saying they are reducing meat intake or excluding meat altogether. According to the report, this trend towards meat reduction is a global phenomenon. 56% of respondents cite health reasons for adopting a flexitarian, pescatarian, vegetarian or vegan diet, but over a third (36%) specifically cite the environment as their primary motivator.

The research also reveals that convenience is no longer king. In a marked shift in long-prevailing attitudes, 70% would sacrifice convenience for healthier products. The drive for health is also unaffected by the cost-of-living crisis, with only 17% willing to sacrifice food and drinks with health benefits in the current economic climate. The climatarian trend is expected to grow, as the effects of climate change are felt more widely; with consumers expecting food manufacturers to deliver products that are both healthy and sustainable.

From global research, obviously health remains top of mind – closely interlinked with the environment. Three key takeaways relevant to Thailand context include:

- **Health is more important than ever:** 70% of consumers say that health has become more important to them over the past few years. Two-thirds now pay more attention to what they eat and drink. 70% say they feel better as a result.
- **Change must be fuelled by taste:** Whatever a product's health, nutrition or sustainability benefits, consumers are not willing to compromise on taste. Cost parity will also be key for new foods, which some forecasts suggest could be seen as soon as 2025.
- **Growing tensions around technology and innovation:** Nearly two-thirds believe that tech will be increasingly important to health (65%), and that it will play a role in

**Tetra Pak (Thailand) Limited**

689 Bhiraj Tower, 36<sup>th</sup> Floor, Sukhumvit Road (Soi 35), Klongton Nua, Wattana, Bangkok 10110, Thailand  
Telephone: +662 018 3000, [www.tetrapak.com/th](http://www.tetrapak.com/th)

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ensuring a more sustainable future (62%). But nearly half (48%) think there is too much innovation in food and worry that it's not good for them.

**Supanat Ratanadib - Marketing Director, Tetra Pak (Thailand) Limited**, comments: "The pronounced shift towards prioritising health is very evident in Thailand, with consumers becoming increasingly mindful of their dietary choices. Simultaneously, there exists a complex relationship between technology and innovation, as the increasing number of Thai consumers recognise the significance of these factors for both health and sustainability. A crucial takeaway is that any meaningful change must be aligned with consumer taste preferences, because irrespective of health or sustainability benefits, flavour remains as one of the most critical elements for consumers."

**Ratanasiri Tilokskulchai, Managing Director, Tetra Pak (Thailand) Limited**, said: "Globally, Tetra Pak has a long history of enhancing livelihoods, minimising environmental impact and contributing to global access to healthy diets. The latest Index underscores the significance of our ongoing efforts, especially in the context of pressing issues like climate change and interconnected environmental concerns that increasingly impact health.

"As a company, we will continue working towards reducing food waste and climate impact, repurposing low-value side streams from food production into valuable ingredients, exploring alternative protein sources, and introducing technological solutions to address challenges in today's global food systems."

Read the Tetra Pak 2023 Index in full [here](#).

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## **ABOUT TETRA PAK**

Tetra Pak is a world leading food processing and packaging solutions company. Working closely with our customers and suppliers, we provide safe, innovative and environmentally sound products that each day meet the needs of hundreds of millions of people in more than 160 countries. With more than 25,000 employees around the world, we believe in responsible industry leadership and a sustainable approach to business. Our promise, "PROTECTS WHAT'S GOOD™," reflects our vision to commit to making food safe and available, everywhere.

More information about Tetra Pak is available at [www.tetrapak.com/th](http://www.tetrapak.com/th)

## **MEDIA CONTACTS**

**Tetra Pak (Thailand) Limited**  
Tapanee Junhom  
Head of Communications  
Tel. +662-018-3000  
[Tapanee.junhom@tetrapak.com](mailto:Tapanee.junhom@tetrapak.com)

**Midas Communications International Co., Ltd.**  
Natthaphan Mew  
Tel. +6695-665-5156  
[natthaphan@midas-pr.com](mailto:natthaphan@midas-pr.com)

## **Tetra Pak (Thailand) Limited**

689 Bhiraj Tower, 36<sup>th</sup> Floor, Sukhumvit Road (Soi 35), Klongton Nua, Wattana, Bangkok 10110, Thailand  
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