

UNENGAGED CONSUMER



Age: 50 to 60 years
Household: Families with children
Education: Master's degree
Occupation: Often retired or non active
Budget: 150 to 200 €/week

KEY VALUES



*Economic and
fairness consideration*



*Health, lifestyle
& information*

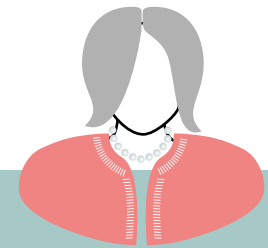


SKILLS AND TOOLS FOR SUSTAINABLE E-COMMERCE IN THE AGRI-FOOD SECTOR



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*"Little to no awareness or interest
in sustainability in food and agri-products.
Decisions are driven almost entirely by price,
habit, or brand familiarity.
Sustainability claims
have minimal to no influence."*



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