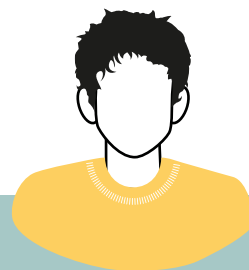
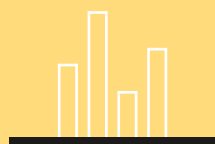


COVENIENCE SEEKER



Age: 18 to 30 years
Household: Living with partner
Education: Master's degree
Occupation: Early career professionals
Budget: 100 to 150 €/week

KEY VALUES



*Economic and
fairness consideration*



*Health, lifestyle
& information*



*Ethics
& Brand Values*



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



COVENIENCE SEEKER



*"Low engagement with sustainability values.
Prioritizes price, taste, and convenience.
Sustainability is secondary unless it brings
a direct personal benefit such as better
product quality or promotions"*



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



ECO-merce has received funding from the European Union's Erasmus+ program under contract n°2025-1-DE02-KA220-VET-000363635
This document reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein