

“LOHAS may be the biggest market you’ve never heard of

encompassing [goods and services ranging from] organic food, energy efficient appliances and solar panels [to] alternative medicine, yoga tapes and eco-tourism.”

— NEW YORK TIMES, JULY 20TH 2003



Profiting from Green

The LOHAS market in Australia

October 2009

Nick Bez – Research Director – Mobium Group

LOHAS – “The Biggest Market you’ve Never Heard of”

Lifestyles of Health and Sustainability...

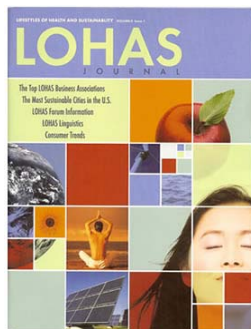
Marketing framework which describes a group of individuals who seek to integrate healthier, more sustainable product and service options into their lives....

Identified by their **values** and **world view** rather than traditional demographic metrics....

LOHAS used for over a decade in the USA, Europe and Asia...

The LOHAS market is substantial, and rapidly growing...

Worldwide, LOHAS accounts for more than **100 million consumers** and represents a marketplace worth more than **\$500 billion**...



LOHAS in Australia

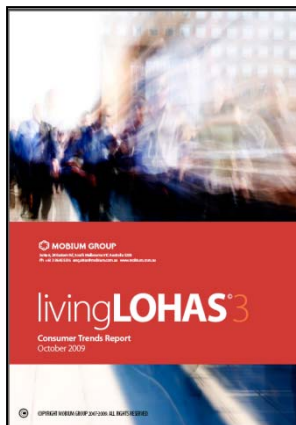
Mobium Group undertakes consumer and stakeholder research and strategy specialising in the market response to sustainability and wellbeing...

Mobium has been researching the 'green' market in Australia since 2005...

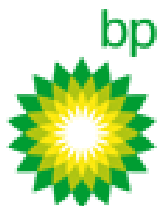
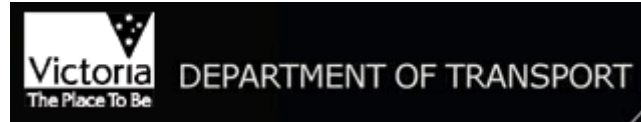
Spoken with over 20,000 Australians about sustainability issues in the past three years ...

Living LOHAS³ (Nov 09) - comprehensive national consumer research program...

Quantitative (**n=2,012**) and qualitative (**n=220**) depth discussions...



Who uses Living LOHAS



How LOHAS is Australia?

Mobium LOHAS segmentation based on values alignment and current participation...

Identifies four distinct groups of consumers in Australia...

Leaders

Leaders have strong concerns about personal, community and planetary health and sustainability issues which shape their values, worldviews and decision making. Leaders are highly committed, knowledgeable and have high levels of current participation in multiple LOHAS market segments

Leaning

Leanings have moderate to strong concerns regarding personal, community and planetary health and sustainability issues. They currently participate in selected LOHAS market segments, however they are not completely engaged and often make trade-offs in their consumption choices. Many feel highly conflicted

Learners

Learners have more recent awareness of health and sustainability issues. They have poorer levels of knowledge and their interest at a community and planetary level is lower – they are more interested in personal aspects. They fundamentally want to do the right thing but are unsure where to start.

At present they are not participating at any deep level in the LOHAS market segments

Laggards

Laggards have low levels of interest in the overall theme of health and sustainability in their lifestyles. Their future intention to participate in the LOHAS market segments is at very low levels.

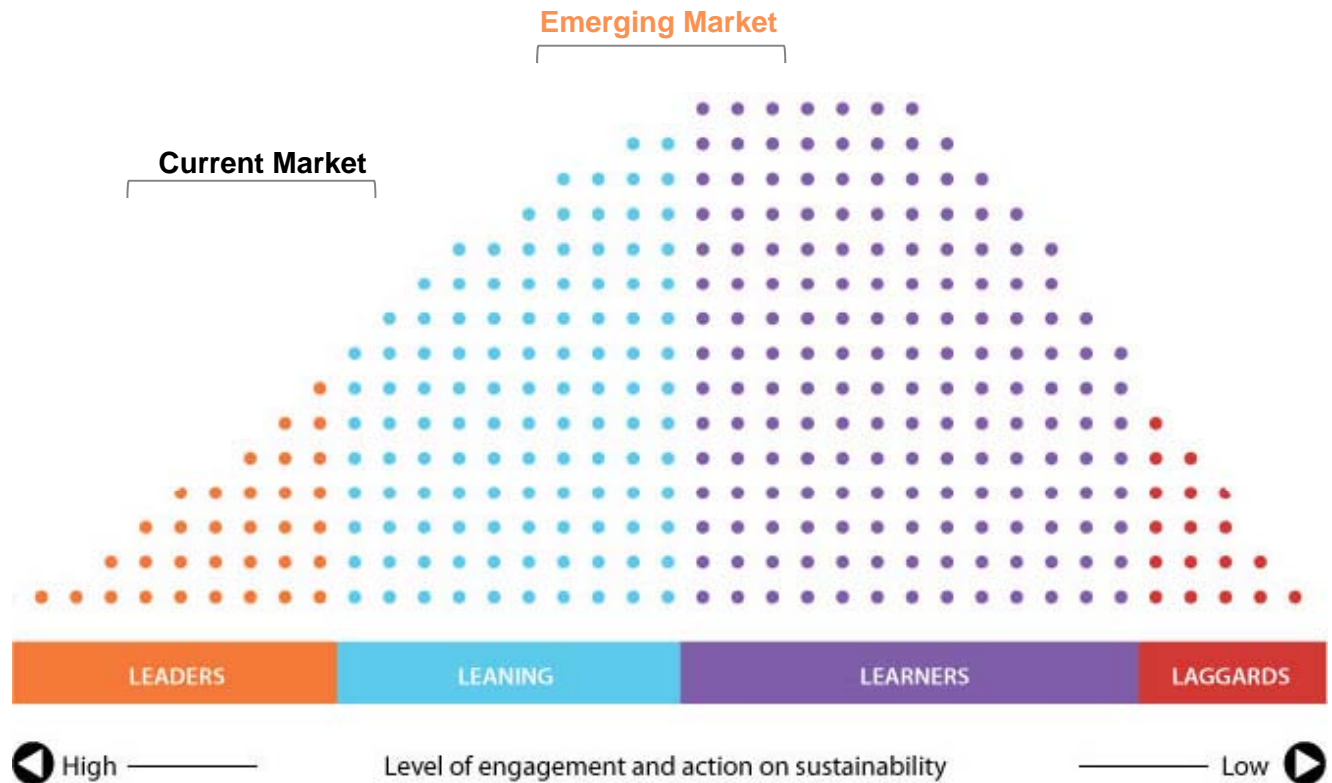
In 2009 more individuals are making consumption choices that take into account environmental considerations...

Leaning & Learners have the largest potential and are poised to drive the growth of the market if their barriers can be solved...

Emerging Segment

“Incentivised Individualists”

Mobium LOHAS Consumer Segmentation[©]



The LOHAS market is comprised of six inter-related categories



Food & Nutrition

Eg Natural and Organic foods & beverages
Vitamins & supplements



Mind & Body

Eg Complementary / Alternative Medicine
Natural / Organic personal care



Transport & Leisure

Eg Hybrid / efficient transport
Eco tourism / Spa tourism



Home Life

Eg Energy efficient appliances, sustainable timber products, non-toxic cleaning products, recycled paper, organic clothing, manchester



Buildings & Energy

Eg Solar power systems, certified building products, renewable energy, water saving, pre fab



Work & Money

Eg Socially Responsible Investing,
'Green' loans & credit

2007
Est.

\$12bn

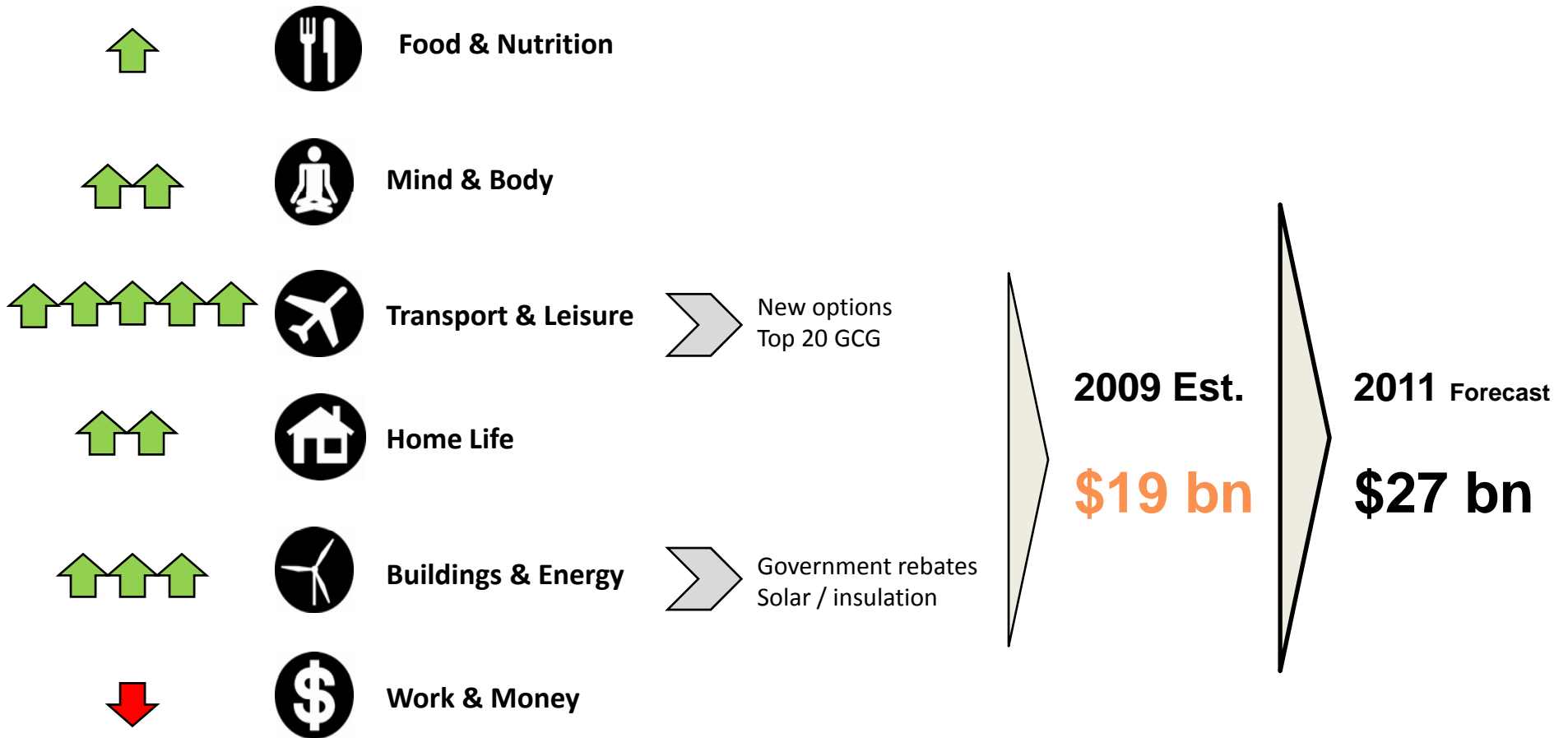


2008
Est.

\$15bn

Growth strong across all product segments in 2009

Government stimulus and increasing mainstream availability in more categories...



Retail is already being recognised



The Gold Banksia Award



Fact or Fiction

No one is making money out of sustainability yet...



Fact or Fiction

No one is making money out of sustainability yet...



What's Happening...

New Brands & Business Models...

The screenshot shows the Terracycle website homepage. At the top, there's a navigation bar with 'International Sites', 'GET PAID FOR TRASH', 'SIGN UP NOW', 'SIGN IN', and a 'Product Search' field. Below this, a statistics bar displays: 'PEOPLE COLLECTING TRASH: 7,171,587', 'WASTE UNITS COLLECTED: 1,240,447,565', 'PRODUCTS FROM WASTE: 102', and 'MONEY FOR CHARITY: \$284,407.85'. The main content area features a central image of Tom Szaky, CEO, with a 'LOADING VIDEO' indicator. To the right, there are two green callout boxes: 'COLLECT TRASH, EARN CASH, SAVE THE PLANET' and 'THE GREENEST PRODUCTS ON EARTH'. Below these, there are two product cards: 'Drink Pouch Brigade' and 'Drink Pouch Backpack'. The bottom of the page has a purple and blue bar with 'YOU COLLECT THIS TRASH...' and 'WE MAKE THESE PRODUCTS...' sections.

The screenshot shows the TOMS website homepage. At the top, there's a navigation bar with 'SHOP TOMS', 'OUR MOVEMENT', 'GET INVOLVED', 'COMMUNITY', 'PRESS', and 'LOGIN / MY ACCOUNT'. The main content area features a large image of a family with the text 'Teach your children the power of giving...'. Below this, there's a section for 'Shop the new Youth Collection'. The bottom of the page has several smaller sections: 'EVERYTHING TOMS', 'GET INVOLVED', 'NEW! YOUTH TOMS', 'VEGAN STYLES', 'GIFT PACK TOMS + DVD', 'UPDATES FROM HQ', and 'TOMS COMMUNITY'. The 'TOMS COMMUNITY' section includes a 'STAY INFORMED MAKE A DIFFERENCE' form and a 'Product Launches' section.

What's Happening...

New Formats...

Pharmacia integrative pharmacy Rx

Combining a traditional pharmacy & complementary medicine with licensed health care practitioners.

Come in. Feel better.
Heather | Certified Clinical Herbalist

AUGUST natural mom and baby

Every year, Pharmacia celebrates moms and their little ones with savings on every day essentials, samples of natural and kid-friendly products, and our annual Natural Mom and Baby celebration event! Be sure to nurture yourself and your child with products and information from Pharmacia. [Find out more here.](#)

PHARMACY

Pharmacia offers full prescription dispensing services at our pharmacy counter. We accept all major insurance plans, so your copy is the same, it just feels different.

Subscribe to our e-mail newsletter! Receive the latest sales flyer, health tips and information, coupons and more!

FAVORITES

No one knows our selection better than our staff, so we ask them to make recommendations each month. Look for these products next time you visit us & go home knowing you've picked a winner.

Our faves!

SALE

See our sales circular for this month's specials.

HEADLINES

The Preventive Approach Makes Headlines

Time magazine issued a special health report in June entitled "How Not to Get Sick," advocating a preventive approach to wellness at every age. [READ THE FULL ARTICLE](#)

eBay green team eBay.com | About Us

Home | Join Us | Buy Green | Sell Green | Think Green | Green @ eBay

Can small actions add up to a big difference?

We believe they can—and do. In 2007, forty eBay employees stepped up to help the company make greener decisions. Now, more than 1,000 are working together as eBay Green Team members.

At the same time, 86 million buyers and sellers on eBay have reused over \$100 billion worth of products since 1998. By giving used toasters and toys a longer life and keeping sweaters and cellphones out of landfills, they're making a big difference for the planet.

Today, the eBay Green Team is committed to doing even more to help the world buy, sell and think green every day. Please join us.

Green Team Talks

Join the conversation with other green-minded people, and share ways you can be a more sustainable consumer.

Join the Green Team

Join the eBay Green Team to learn and share a greener way of thinking.

Buying Green Guide

Learn how to make greener, smarter shopping decisions.

Think Green

Get stories and tips about thinking greener everyday.

What's Happening...

Increasing Disclosure...

Sustainability Index: Supplier Assessment Questions	
Energy and Climate <i>Reduce energy costs and greenhouse gas emissions</i>	1. Have you measured your corporate greenhouse gas emissions? (Y/N) 2. Have you opted to report your greenhouse gas emissions to the Carbon Disclosure Project (CDP)? (Y/N) 3. What are your total greenhouse gas emissions reported in your most recently completed report? (Enter total metric tons CO ₂ e, e.g. CDP6 Questionnaire, Section 2b – Scope 1 and 2 emissions) 4. Have you set publicly available greenhouse gas reduction targets? If yes, what are those targets? (Enter total metric tons and target date; 2 fields or leave blank)
Material Efficiency <i>Reduce waste and enhance quality</i>	Scores will be automatically calculated based on your participation in the Packaging Scorecard in addition to the following: 5. If measured, please report total amount of solid waste generated from the facilities that produce your product(s) for Wal-Mart Inc for the most recent year measured. (Enter total lbs) 6. Have you set publicly available solid waste reduction targets? If yes, what are those targets? (Enter total lbs and target date; 2 fields or leave blank) 7. If measured, please report total water use from the facilities that produce your product(s) for Wal-Mart Inc for the most recent year measured. (Enter total gallons) 8. Have you set publicly available water use reduction targets? If yes, what are those targets? (Enter total gallons and target date; 2 fields or leave blank)
Natural Resources <i>High quality, responsibly sourced raw materials</i>	9. Have you established publicly available sustainability purchasing guidelines for your direct suppliers that address issues such as environmental compliance, employment practices, and product/ingredient safety? (Y/N) 10. Have you obtained 3rd party certifications for any of the products that you sell to Walmart? If so, from the list of certifications below, please select those for which any of your products are, or utilize materials that are, currently certified.
People and Community <i>Responsible & ethical production</i>	11. Do you know the location of 100% of the facilities that produce your product(s)? (Y/N) 12. Before beginning a business relationship with a manufacturing facility, do you evaluate their quality of production and capacity for production? (Y/N) 13. Do you have a process for managing social compliance at the manufacturing level? (Y/N) 14. Do you work with your supply base to resolve issues found during social compliance evaluations and also document specific corrections and improvements? (Y/N) 15. Do you invest in community development activities in the markets you source from and/or operate within? (Y/N)



reducing with the Carbon Trust



We have committed to reduce the carbon footprint of this product

carbon-label.com



What's Happening...

Consumer Empowerment growing...

GoodGuide
Find Safe, Healthy, and Green Products

GoodGuide is currently in early beta. Our site, ratings and data will change frequently. We welcome any feedback or ideas.

What Can I Do With GoodGuide?

- 1 Find safe, healthy, and green products
- 2 See GoodGuide Ratings
- 3 Compare and Save

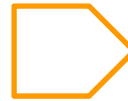
Halloween Help is Here
Click here for some ghastly ideas...

GOODGUIDE ISSUES

- Ecological Intelligence**
Daniel Coleman, the author of the best-selling book Emotional Intelligence, has...
- TODAY'S TOP NEWS**
Halloween face paint can have a scary side
A report of a face paint in May that gave some Girl Scouts rashes is one of... more »
- Peanut products doing just fine after health scare**
Go figure: Food makers processed more...

BROWSE RATINGS

- Food
- 1st Baby Foods
- 2nd Baby Foods
- 3rd Baby Foods
- Canned Soups
- Cheese
- Chips & Pretzels
- Cold Cereals
- Crackers
- Deserts
- Fresh Beef
- Fresh Poultry
- Fruits
- Hot Cereals
- Meats



GoodGuide
Find Safe, Healthy, and Green Products

Kettle Bakes, Lightly Salted Potato Chips
Kettle Bakes Potato Chips & Pretzels Family Packs, Inc. Potato Chips

GoodGuide Rating: **8.0** | Health: 9.3 | Environment: 6.4 | Society: 6.3 | User Reviews: 5 stars | Average Price: Not Available

Nutrition Summary
This chart shows which nutrients are present at low, medium, and high levels. You can also find better performing products in chips & pretzels.

Nutrient	Performance in Chips & Pretzels	Low fat alternatives
Saturated Fat	Low	Better than other products
Cholesterol	Low	Near the average
Sugars	Low	Near the average
Sodium	Low	Near the average

Behind the Rating

- Compared to other companies, this company scores well on **energy management**.
- Compared to other companies, this company scores well on **biodiversity policies & programs**.
- Compared to other companies, this company scores well on **reducing water use**.

Rating: **20** based on 1000+ products on GoodGuide



SustainLane
People-Powered Sustainability Guide

Discover. Discuss. Decide.

GreenBusters

MOST POPULAR POSTS

- The "Greening Neighborhoods" group has taken Atlanta, and the SustainLane Local Action Challenge, by storm! Reduce heating and cooling bills and decrease your carbon footprint. Do one or more of these things: set back your thermostat at night, add weather stripping around doors and windows, replace your furnace filter, install an attic fan, or add insulation to attic spaces or walls and crawl space. more »
- Is Yogurt Really That Good for You? Are probiotics a prescription for glorious guts or just a gimmick? more »
- Green Halloween Costumes for Busy Parents on a Budget I must admit I get consumer google eyes around Halloween time. more »

Beauty and Fashion » Skin & Body Care » Product Reviews

Tom's Natural Toothpaste
by Tom's of Maine

Green Score: **73%** (2 user votes) | What's this? | Vote now

- Good for me (1/2)
- Good for the community (2/2)
- Good for the planet (2/2)
- Over-hyped (1/2)
- Too expensive (0/2)
- Doesn't work (0/2)

Reviews

Suzi S. 1 review
Tom's Toothpaste Not So Natural
Tom's Toothpaste was bought out by a large manufacturer of toothpaste and contains laurel sulfate which can become a carcinogen. Read the label folks, and look up the toxicity of the ingredients.

Also on SustainLane...

- Rehydrating Day Care Cream by Aethmia
- Antioxidant Concentrate Serum by Aethmia
- Meewak Toothpaste by Debur India Ltd.
- Ginger Toothpaste by Tom's of Maine

What's Happening...

Transparency taking hold...

The screenshot shows the Patagonia 'Footprint' website. At the top, there are navigation links: 'CHOOSE A PRODUCT', 'DIGGING DEEPER', and 'JOIN THE DISCUSSION'. A world map is displayed with a red dot in the United States and a dashed line connecting it to another red dot in Europe. Below the map, there are small images of people working in a field and a factory. The main product featured is 'Wavefarer Board Shorts'. A pop-up window titled 'CARBON DIOXIDE EMISSIONS' provides the following information: 'Total CO₂ emissions generated by the garment's production, from origin as fiber through garment delivery to Patagonia's Reno Distribution Center, is nearly 18 pounds (8 kg)'. It also states: 'The amount of CO₂ is approximately 43 times the weight of a pair of Men's Wavefarer Board Shorts.' A note at the bottom of the pop-up says 'Common Threads Recycling Program.' To the right of the pop-up, there is a section titled 'What We Think' with the text: 'Cotton is a great water fabric; we're still working to develop a commercially viable nylon with recycled content.'

The screenshot shows the Lay's 'Chip Tracker' website. At the top, there are navigation links: 'OUR SNACKS', 'YOUR HEALTH', 'OUR PLANET', and 'ABOUT US'. The main headline reads 'Lay's® proudly supports American potato farmers.' Below this, there is a large image of a green tractor in a potato field. A map of the United States is overlaid on the image, with a red circle highlighting Texas. The text 'Chip Tracker' is written on the map. A red circular logo says 'Where's your LAY'S® made?' and 'Lays.com'. At the bottom, there are links for '3 Simple Ingredients', 'Chip Tracker', 'Ad Gallery', and 'Product Information'.



The screenshot shows the Lay's 'Chip Tracker' website. At the top, there are navigation links: 'OUR SNACKS', 'YOUR HEALTH', 'OUR PLANET', and 'ABOUT US'. The main headline reads 'Chip Tracker' and 'Take a look at where we make LAY'S® chips and grow our potatoes.' Below this, there is a map of the United States with a yellow highlight on Texas. A pop-up window titled 'Living, TX' is open, showing a 'Welcome to Texas' sign and the text: 'Your bag of LAY'S® was made in Irving, Texas, although our Farm (Baker-Nelson), CA facility is the closest to your location. Sometimes when demand is high, we have to bring in additional chips from further away. See our Q&A for more details.' At the bottom of the map, there are links for 'Where we grow them', 'Where we make them', and 'Ad Gallery'. On the right side, there are links for 'Happiness is Simple', '3 Simple Ingredients', 'Chip Tracker', 'Ad Gallery', and 'Product Information'.

What it means for Organisations

Innovation, Opportunity & Action - It's a new ball game

- New ways of thinking...
- New work practices...
- New roles...
- New products and services...
- New customer demands...
(applies equally with B2C or B2B)
- New information requirements...
- New expectations from employees...
- New expectations from the community...
- New expectations from the government...

More Information on the LOHAS market...

www.mobium.com.au

nbez@mobium.com.au

Free Monthly Newsletter
—
Global Green trends



www.lohas.com.au

The screenshot shows the homepage of the LOHAS website. The top navigation bar includes links for 'WHAT IS LOHAS?', 'CONSUMER SEGMENTS', 'LOHAS PRODUCT CATEGORIES', 'LIVING LOHAS RESEARCH', 'LATEST STUDY RESULTS', 'WHO IS USING LIVING LOHAS?', 'MOBIUM GROUP', 'OTHER MOBIUM SERVICES', 'LOHAS FORUM', and 'LOHAS BLOG'. The main content area features a large image of a woman looking up against a blue sky. To the right of the image is a quote: 'Fact: Mobium's Living LOHAS Report... considered the benchmark in Australia on consumer attitudes and purchasing trends in the green sector' Sydney Morning Herald, September 25, 2008. Below this is a red button that says 'NEXT: WHAT IS LOHAS?'. The lower section contains three columns of text. The left column has a quote from the New York Times: 'LOHAS may be the biggest market you've never heard of encompassing [goods and services ranging from] organic food, energy efficient appliances and solar panels [to] alternative medicine, yoga tapes and eco-tourism'. The middle column features a video player with a play button and the caption 'Mobium Group's Overview of the Australian LOHAS Market'. The right column has two articles: 'BRW quotes Living LOHAS Research' and 'Living LOHAS 3 Data Collection Complete'.