

## **Study: 'Green' shoppers spend 3x more**

*Catalina Marketing say families 'going green' account for almost half of all green nonfood purchases*

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Shoppers buying one “green” nonfood product spend almost \$100, triple the total for the average shopping trip, according to research by Catalina Marketing Corporation.

The St. Petersburg, Fla.-based marketing firm said shoppers buy “green” for four distinct reasons: couples caring for their pets, families cleaning their homes, women caring for their bodies and families “going Green” with a wide range of products – with this last group accounting for 44 percent of all green non-food purchasing.

In conjunction with the Food Marketing Institute’s Sustainability Task Force, Catalina analyzed the buying behavior of over 100 million unique shopper IDs for over 2,000 Green general merchandise products during a one-year period.

In July the research showed an emerging 4.7 percent of shoppers had purchased a “green” product. The number has since increased to 5.2 percent of shoppers, Catalina said.