

## **Abstract: Meeting Consumer Expectations in the Era of Sustainability**

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The focus on sustainability and social responsibility continues to grow in the food industry. As consumers reassess their priorities and values, companies are also making public operational commitments related to people, the environment and animal welfare. Brands which demonstrate on one or more of these attributes are gaining more consumer attention and remain more insulated from trading down. In her presentation “Meeting Consumer Expectations in the Era of Sustainability” Pinar Hosafci, Senior Food Analyst at Euromonitor International, will highlight insights on key product innovation, packaging and CSR initiatives across a number of platforms, including clean label, sustainable trade and farming initiatives, religious labelling and animal welfare to shed light on consumer trends and expectations around sustainability.