

Consumer trends and Fairtrade

Globescan's latest findings*

What do people think about Fairtrade? In 2025 Globescan surveyed consumers in 13 countries to uncover their awareness and habits. Here is what they found:

1

Awareness of Fairtrade is high and increasing

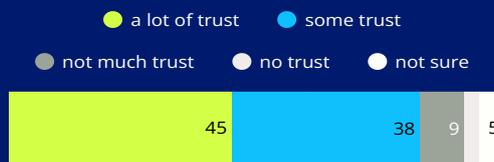


3 out of 4

shoppers **recognise Fairtrade**, which is higher than any other [ethical or sustainability] label.

2

Fairtrade remains the most trusted [ethical or sustainability] label



55%

of those who recognise the label are **likely to recommend** Fairtrade products.

3

Conscious consumers keep choosing Fairtrade



7 in 10

of those who regularly buy Fairtrade products are **willing to pay more** for Fairtrade products.

4

Fairtrade is associated with social and fairness issues

Top sustainability priorities that shoppers associate with Fairtrade:

39% Decent/safe work conditions for farmers/workers

38% Protecting the rights of farmers/workers, indigenous communities

35% Tackling poverty/living standards for farmers and workers

5

Shoppers have positive impressions of brands that carry the Fairtrade label



77% of shoppers who have seen the Fairtrade Mark have **positive impressions** of the brands that carry it.

For more information about Fairtrade visit [fairtrade.net](https://www.fairtrade.net)