

## Ethical shopping 'hits big brands'

**Boycotts by ethical shoppers cost big brands at least £2.6bn a year, claims the Co-operative Bank.**

Its Ethical Purchasing Index found that in 2002 ethical consumption in the UK was worth £19.86bn.

More than half of UK shoppers claim to have deliberately avoided at least one product because of their principles.

5 - Ethical banking, energy, and food products are all growth areas, but the total market share of ethical goods and services is still less than 2%.

### Local stores

The Co-op estimates that £6.9bn was spent on ethical goods and services, including Fairtrade food products, while £7.4bn went to ethical financial services.

10 - In addition around £5.6bn was spent in line with consumers' principles through shopping locally, boycotting big brands, recycling and using public transport.

Simon Williams, director of corporate affairs at The Co-operative Bank, said: "The full extent of ethical consumerism will always be difficult to gauge, given that it is about the motivation behind a particular purchase as much as the product or service itself.

15 - "For instance, many people shop locally for convenience but for others the overriding consideration is to buy from local stores in order to support their community."

### Cosmetics sales

The Co-operative research found sales of energy efficient household appliances now have a 41% market share, and 40% of eggs sold are free range.

William Sankey, author of The Good Shopping Guide, said: "It is great that ethical purchases generally are growing.

20 - "The effect of the boycotts - £2.6bn - might not seem a great deal at this stage... but we believe big companies listen to this sort of thing."

But while 80% oppose testing cosmetics on animals, sales of cosmetics that comply with the Humane Cosmetics Standard have yet to achieve a 2% market share.

JOUR 2

DOC 2

Story from BBC NEWS:  
<http://news.bbc.co.uk/go/pr/fr/-/2/hi/business/3299575.stm>

Published: 2003/12/08 07:00:09 GMT

© BBC MMIII