

Conscious consumption

INTEGRATED CONTENT FEATURES: Turnkey solutions in which participating advertisers can be mentioned or quoted in at least one story. The PDF overviews are intended to be a thematic starting point. Topics highlighted will be revisited and updated during the production stage to align with the current situation

Consumer behaviour is shifting as health, sustainability and moderation increasingly influence what people choose to buy and consume. The growing interest in non-alcoholic beverages, wellness products and ethically produced goods reflects broader changes in how consumers think about wellbeing, values and long-term impact. This special feature will explore these emerging themes and the factors influencing how consumers think about wellbeing, values and long-term impact.

Proposed topic highlights include:

Flex-drinking and non-alcoholic beverages: How changing attitudes toward alcohol, moderation and social drinking are influencing consumption patterns.

Sustainable and ethical goods: Exploring how environmental responsibility, ethical sourcing and transparency are affecting purchasing decisions.

Wellness-focused products: Examining demand for collagen, supplements and functional products as interest in preventative health grows.

Wellness in everyday consumption: How health-conscious products are moving from niche categories into daily routines.

Informed consumer decision-making: Why evidence, education and trust are increasingly important to purchasing behaviour.

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Sponsor Content and Brand Ad Booking Deadline	Material Deadline	Publishing Date
September 7	October 14	October 21

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