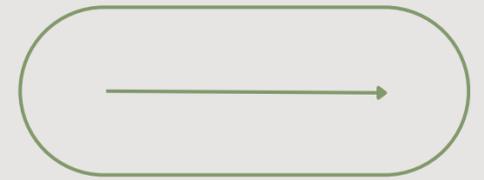




GREEN GATHERINGS



TARGET MARKET RESEARCH



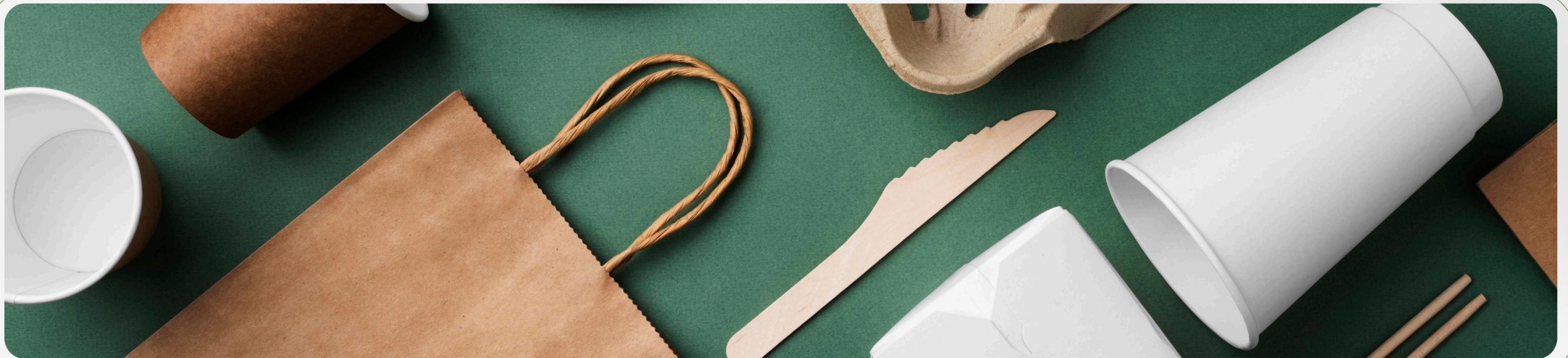


TARGET MARKET

Green Gatherings targets consumers aged 25 to 45, primarily urban, with a medium-high income. This group is highly aware of environmental issues and prefers sustainable choices, such as eco-friendly products and outdoor activities.

They are tech-savvy and tend to research products online before purchasing, prioritizing sustainability. 60% of global consumers are willing to pay more for eco-friendly products (McKinsey, 2021).

Green Gatherings meets these needs by offering eco-friendly picnic products that combine practicality, aesthetics, and environmental responsibility.





- **Age Range:** 25-45 years old.
- **Income Level:** Middle to upper-middle class.
- **Primary Locations:** Urban and suburban areas, particularly in eco-conscious cities.
- **Lifestyle:** These consumers are focused on reducing their environmental footprint, choosing products that reflect both functionality and eco-friendliness.





SOCIAL MEDIA CHANNELS



- **Primary Audience:** Generation Z (18–24) and Millennials (25–34).
- **Gender Distribution:** 53% female, 47% male.
- **Key Insights:** Optimal for educational content, tutorials, and product demonstrations.



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- **Key Insights:** Instagram is a highly visual platform ideal for showcasing eco-friendly products and lifestyle content.



- **Primary Audience:** Millennials (25–34) and Generation X (35–44).
- **Gender Distribution:** 51.7% female, 48.3% male.
- **Key Insights:** Effective for community building, event promotion, and reaching a broader demographic.



Post-pandemic habits have strengthened the desire to spend time in nature. Younger generations in particular see outdoor experiences as essential to their wellbeing and social life. Picnics, hiking, and casual gatherings in green spaces are increasingly popular.

GREEN CONSUMER MINDSETS

More than 70% of consumers say they are buying more eco-friendly products than five years ago, and over half are willing to pay more for sustainable alternatives. There is also a growing preference for biodegradable and low-waste packaging, especially among Gen Z and Millennials.



Consumers are more informed and critical: about 70% research a brand's environmental claims before purchasing. Many are skeptical of greenwashing and expect proof of authenticity in sustainability messaging.



MARKET RESEARCH SYNTHETIS

- Women aged 30-50
- Based in urban and suburban European areas
- Middle-income, family-oriented
- Often parents of young children



- Seek eco-friendly alternatives for daily use
- Willing to pay more for sustainable options
- Engage with value-driven brands
- Interested in hands-on, educational content

- Spend time outdoors (parks, picnics, family trips)
- Prioritize health and environmental impact
- Prefer minimalist, low-waste living
- Active on social media for inspiration and information





SUSTAINABLE SOLUTIONS FOR REAL PEOPLE

Green Gatherings addresses the specific needs of eco-conscious families and individuals, particularly women aged 30–50 who balance sustainability with convenience. Our biodegradable picnic products are designed for people who enjoy outdoor moments but want to avoid plastic waste.

These consumers are proactive, informed, and look for brands that reflect their values—especially around climate responsibility and community care. Green Gatherings not only offers a practical alternative to traditional picnicware, but also invites these consumers into a larger mission of environmental impact, transparency, and local production.



EVOLVING GLOBAL MARKET TRENDS

- **Increased Eco-Conscious Purchasing**

72% of consumers report buying more eco-friendly products than five years ago.

Products labeled as sustainable grow 2.7 times faster than non-labeled ones.

- **Willingness to Pay More**

66% of global consumers are willing to pay a premium for sustainable brands.

54% are willing to pay more for sustainable products and services.

- **Influence of Sustainability on Brand Loyalty**

77% of businesses indicate sustainability leads to increased customer loyalty.

63% say sustainability boosts brand revenue.

- **Shift Towards Minimalist Consumption**

The "underconsumption core" movement encourages valuing what one already has, reducing unnecessary purchases and waste.

- **Growth in Sustainable Product Markets**

The global market for sustainable products is expected to reach \$150 billion by 2025.

The global green packaging market is projected to grow at a CAGR of 5.7% through 2026.





COMPETITOR RESEARCH



ECOlipak offers a range of compostable and plastic-free picnic supplies, including plates, bowls, cups, and cutlery made from palm leaves and sugarcane bagasse.

<https://ecolipak.com>

Green Leaf Tableware offers eco-friendly disposable tableware made entirely from natural, biodegradable materials. Their products are crafted from FSC-certified paper, ensuring sustainability.

<https://www.greenleaftableware.in/>

Wisefood offers a variety of sustainable disposable tableware, including edible cups and plates made from natural ingredients.

<https://www.wisefood.eu/en/collections/einweggeschirr>



COMPETITOR RESEARCH



Ecolipack offers a wide range of disposable tableware made from natural materials like palm leaves and sugarcane fiber. Their products are 100% biodegradable, compostable, and free from plastic or chemical coatings. Designed to be heat- and grease-resistant, their plates and bowls are both practical and environmentally responsible. Ecolipack mainly targets eco-conscious individuals and foodservice businesses seeking sustainable alternatives.



Green Leaf Tableware focuses on producing eco-friendly paper-based plates, bowls, and cups using FSC-certified materials. Their product line is completely biodegradable and aims to minimize environmental impact during both production and disposal. The brand stands out for its social commitment, donating part of its profits to environmental and community projects. They also offer customizable options, appealing to both event organizers and private consumers.



Wisefood is an innovative brand producing edible and compostable tableware made from ingredients like wheat bran, oats, and apple fibers. Their signature products include edible spoons and straws, designed to reduce single-use waste while providing a unique customer experience. With a strong emphasis on zero waste and circular economy principles, Wisefood appeals to eco-conscious consumers looking for sustainable and fun alternatives to conventional disposables.



COMPETITOR PRODUCT

- **Materials:** Both brands offer compostable and biodegradable options, with Green Gathering focusing on natural materials like FSC-certified paper and bamboo, while Ecolipack utilizes sugarcane bagasse and CPLA for enhanced heat resistance.
- **Design & Aesthetics:** Green Gathering emphasizes a natural, elegant aesthetic suitable for lifestyle-oriented events, whereas Ecolipack provides functional and robust designs tailored for professional use.
- **Pricing:** The pricing for smaller pack sizes is comparable, with Green Gathering's 50-pack plates priced at approximately €9.90 and Ecolipack's 50-pack sugarcane plates at around €9.40.
- **Use Case:** Green Gathering is ideal for eco-friendly events and boutique catering, offering products that align with a sustainable lifestyle. Ecolipack caters to the food service industry, providing durable and cost-effective solutions for large-scale catering needs.



SOCIAL MEDIA & CONTENT MARKETING REVIEW

Ecolipack features a clean and user-friendly website with strong eco-branding. Their product pages are clear and informative, with a focus on sustainability and quality. New customers receive a 10% discount, and there's an additional \$10 discount on orders over \$100 — a smart incentive for bulk purchases. The site also includes an impact section where they state that in 2024, they sold over 59 million eco-friendly products, helping to protect around 125,000 square meters of green space. Their Amazon storefront is visually appealing and well-organized, reinforcing trust and accessibility.



They have a minimal social media presence. Aside from an inactive Facebook page, they are not visible on major platforms like Instagram, YouTube, or TikTok. This represents a missed opportunity to engage with a growing eco-conscious audience online.

CUSTOMER REVIEWS



★★★★★

BEST

If anything I like these more than the non eco friendly ones. They're sturdy and are honestly more aesthetically pleasing. They don't squeak like the other ones do

lyna
Happy customer



★★★★★

Environment Friendly & Compostable

Lisa

★★★★★ **Great quality**

Reviewed in the United States on 9 November 2024

Verified Purchase

Great quality compostable coffee cups and lids! They don't leak, and the lids fit securely on the cups, which is a huge plus. At \$30 for 100 pieces, they offer excellent value for money. Both the cups and lids are compostable, making them an eco-friendly choice that's easy to use and reliable. Highly recommended!

★★★★★ **I buy these over and over again!**

Reviewed in the United States on 2 February 2025

Verified Purchase

I buy these over and over again for our homeschool meet ups. They are compostable and not full of plastics. The cost a little more than others but it's worth it to me for the quality and durability of these. No leaks, nice and thick cups, and they keep drinks warm so very functional. Repeat customer!

Report



Competitor Strengths

- Strong eco-brand positioning
- Clear focus on sustainability
- High product quality and certifications
- Ecolipack's impact claim: 125,000 m² green space saved in 2024
- Wisefood: edible, innovative products
- Green Leaf Tableware: 100% natural palm leaf design

Competitor Weaknesses

- Weak or inactive social media presence
- Limited customer interaction
- Poor storytelling across channels
- Little educational or engaging content
- Amazon listings lack brand personality



COMPETITOR RESEARCH SYNTHESIS

Green Gathering's Opportunity

- Boost visibility through Instagram, TikTok, and Reels
- Leverage content marketing: blog + storytelling
- Share product impact with real data
- Build authentic, relatable brand image
- Engage directly with eco-conscious communities

MARKETING PLANS

Refined Unique Value Proposition (UVP)

“Sustainable picnic products that combine affordability, everyday practicality, and community values — making eco-living a habit, not a luxury.”

Green Gatherings positions itself as inclusive, accessible, and authentically sustainable. This clearly differentiates the brand from “premium green” competitors often perceived as elitist or exclusive.

Blog Articles

- The Picnic Revolution: How Everyday Gatherings Can Drive Environmental Change
- “From Leaves to Lunch: The Journey of a Biodegradable Plate
- Picnic with Purpose: 3 Eco-Friendly Games and Activities for Families

Email Course Lead Magnet

How to Host the Perfect Eco-Friendly Picnic

- A downloadable zero-waste checklist
 - Seasonal picnic recipes
 - Practical composting tips
- It’s designed for our primary target audience — eco-conscious families looking for simple and affordable ways to live more sustainably. The course naturally promotes Green Gatherings products by offering real value and aligning with our brand’s mission.

POTENTIAL AREAS OF GROWTH

Thematic and Seasonal Expansion

Introduce picnic kits tailored for special occasions like weddings, baby showers, and outdoor events. Launch seasonal collections (spring, summer, back-to-school) to increase relevance and purchase frequency.

Local Partnerships

Collaborate with public parks, sustainability festivals, and organic markets to increase brand visibility and build local eco-communities. These partnerships can foster trust and create authentic word-of-mouth.

Sustainability Education

Develop educational content such as short videos, blogs, and infographics to raise awareness. Launch anti-greenwashing campaigns through transparent storytelling (e.g. "From nature to nature") that reinforces the brand's authenticity.





THANK YOU.