



Consumer Behavior and Sustainable Food Development

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Message from the Guest Editors

Some of the main issues the world is facing today are climate change, consumption of resources, waste, pollution, and food-related diseases. These problems affect consumption choices and contribute to defining a new consumer profile. The modern consumer, in fact, is not only more selective, informed, and interested in quality, but they are also more sensitive to social, environmental, and health issues. As a consequence, in the last few decades, consumer demand for food with healthy, eco-friendly, ethical, and sustainable characteristics has been growing. Moreover, the current consumer is aware that their purchases have an impact on the environment and on the quality of life of the world population. The food industries have answered to these modern consumer needs by adopting product and process innovations that aim to increase the quality, safety, and sustainability of food. In light of this evolution, it is of fundamental importance to evaluate the emerging drivers and barriers of food consumption behavior.

Deadline for manuscript
submissions:

closed (31 July 2020)





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