

Special Issue

Sustainable Food Marketing, Consumer Behavior and Lifestyles—2nd Edition

Message from the Guest Editors

Sustainability is a subject of increasing significance, in particular across all stages along the food supply chain. The consumption of food is inescapable and strongly linked to environmental sustainability.

In times of growing challenges such as global warming, overpopulation, increasing food demand, and urbanization, To attain a more sustainable way of life and to minimize negative effects on the environment and society, food businesses strive to successfully integrate social responsibility into their daily operations, and consumers must also change their current spending habits.

This Special Issue aims to explore sustainable food marketing, changes in consumer behavior and consumption patterns, and new technologies and collaborative food consumption models to embrace sustainable lifestyles. We aim to explore these important topics and advance our understanding of food marketing strategies, food information, and communication to promote sustainable food consumption and sustainable lifestyles.

- Sustainable food marketing
- Consumer behavior
- Sustainable food consumption
- Responsible lifestyle
- Sustainable food supply chain

Guest Editors

Prof. Dr. Aspasia Vlachvei

1. Department of Economics, University of Western Macedonia, 52100 Kozani, Greece
2. Institute of Economic Analysis and Entrepreneurship, 52100 Kastoria, Greece

Prof. Dr. Anastasios Panopoulos

Department of Balkan Slavic and Oriental Studies, University of Macedonia, 54636 Thessaloniki, Greece

Deadline for manuscript submissions

20 October 2025



Sustainability

an Open Access Journal
by MDPI

Impact Factor 3.3
CiteScore 7.7



mdpi.com/si/226282

Sustainability
Editorial Office
MDPI, Grosspeteranlage 5
4052 Basel, Switzerland
Tel: +41 61 683 77 34
sustainability@mdpi.com

[mdpi.com/journal/
sustainability](https://mdpi.com/journal/sustainability)





Sustainability

an Open Access Journal
by MDPI

Impact Factor 3.3
CiteScore 7.7



[mdpi.com/journal/
sustainability](https://mdpi.com/journal/sustainability)



About the Journal

Message from the Editor-in-Chief

I encourage you to contribute a research or comprehensive review article for consideration for publication in *Sustainability*, an international Open Access journal which provides an advanced forum for research findings in areas related to sustainability and sustainable development. *Sustainability* publishes original research articles, review articles and communications. I am confident you will find the journal contributes to enhancing understanding of sustainability and fostering initiatives and applications of sustainability-based measures and activities.

Editor-in-Chief

Prof. Dr. Marc A. Rosen

Faculty of Engineering and Applied Science, University of Ontario
Institute of Technology, Oshawa, ON L1G 0C5, Canada

Author Benefits

Open Access:

free for readers, with article processing charges (APC) paid by authors or their institutions.

High Visibility:

indexed within Scopus, SCIE and SSCI (Web of Science), GEOBASE, GeoRef, Inspec, RePEc, CAPIus / SciFinder, and other databases.

Journal Rank:

JCR - Q2 (Environmental Studies) / CiteScore - Q1
(Geography, Planning and Development)