

Topical Collection

Food Choice and Consumer Preferences

Message from the Collection Editor

Consumers play a vital role in the success of sustainable food products and the health and sustainability of the food system. Although the availability of sustainable foods has increased over the past decade, it remains mostly unclear how to steer consumers towards making sustainable food choices and how to establish eating patterns consistent with a sustainable way of living.

Food choice is determined by a wide variety of factors, such as availability, accessibility, beliefs, perceived barriers, perceived benefits and taste preferences. Understanding of these determinants in relation to sustainable foods and eating patterns is instrumental for marketers, product developers and those working in public health to increase the uptake of sustainable foods and sustainable eating patterns by a significant part of consumers. The studies of this Topical Collection are expected to address:

- Identification of key belief structures which guide consumers' sustainable food choice and behaviours;
- Sensory aspects of sustainable foods;
- Consumer segmentation;
- Consumer interventions aiming to increased consumers' preference and buying behaviour towards sustainable food products.

Collection Editor

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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.

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