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LOHAS Initiative - Lifestyles of Health and Sustainability, a 500 billion dollar plus market

LOHAS-PRAIS initiative will be materialized this year in a series of public debates, national information campaigns, conferences and workshops, in parallel with the development of projects and a national contest.

LOHAS consumers want to know “where does it come from?”, “who produced it?”, “what is it packaged in?” and “what will happen when I dispose of it?” Also called “the cultural creatives” by the American sociologist Paul H. Ray, they designate a wide segment of educated consumers from Western societies, who make informed buying and investment decisions, based on solid social and cultural values.

“Industries, even traditional ones, start to respond to this trend, continuously diversifying their LOHAS products: large car manufacturers, such as Toyota, Ford, Chrysler, Audi, BMW or Porsche propose hybrid or electric car models – Ford being also one of the traditional participants in and sponsors of the LOHAS Forum in the USA. Multinational food and beverage companies develop full ranges of products – *functional food* – which are healthy for the human body. The cosmetics industry promotes natural active ingredients, and food supplements can be largely found in pharmacies. Travel agencies offer SPA services, rapeseed has become a source of alternative fuels, wind or solar energy starts to be used on a larger scale, and associated communication convinces us into buying”, declared Silvia Bucur, General Manager PRAIS Corporate Communications.