

# CUVANTUL LIBERTATII

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## **LOHAS Initiative – a 500 billion dollars plus market**

The 360 round tour communication consultancy firm PRAIS Corporate Communications launched yesterday “The LOHAS Initiative”: Lifestyles of Health and Sustainability, a complete range of PR and strategic marketing services aimed at promoting the market of products and services provided through economically sustainable and environmental friendly business practices. 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.

The New York Times has described LOHAS as “the biggest market you have ever heard of”. International research estimates that the LOHAS market currently accounts for a global value of more than 550 billion US dollars. In Japan, over 65% of the consumers are familiar with the LOHAS term. Estimates indicate that the Japanese LOHAS market exceeds 230 billion USD every year.

“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.