

**TRENDS IN THE DEVELOPMENT
OF ENVIRONMENTAL MARKETING**

Navitskaya A. D., student

Scientific supervisor – Pusiankova H. A., senior lecturer
Belarusian State University
Minsk, Republic of Belarus

Environmental marketing is an effective tool in promoting a company on the market. It helps to demonstrate the brand's social responsibility, strengthen trusting relationships with clients, increase their loyalty, as well as attract new customers, and, most importantly, solve environmental problems. Environmental marketing, also known as "green marketing," sets itself such tasks as developing and promoting ecological goods, increasing environmental awareness among consumers, popularizing environmentally friendly goods and services in the market, and forming demand for eco-goods in the eco-needs market, as well as the greening of production. However, the most fundamental goal of "green marketing" is to win the consumer away from competitors by taking care of the environment. So, what are the most common eco-trends that exist today? Let us have a look at it now. The most common trend in eco-marketing in 2022 is solar energy. The world is already smoothly approaching that solar panels will be the most affordable way to generate energy soon. This type of environmental marketing is trendy in the arrangement of large hotels and hotel complexes. The second trend is the use of electric cars. Today, depending on their wealth, the consumer can choose their way of preserving the environment: a budget Nissan or a premium Tesla. The third eco-trend, gaining momentum with incredible speed, is devoted to eco-materials. By rejecting plastic containers or bags, releasing goods in cardboard packaging, using only polymers for subsequent processing, brands attract customers who care about the absence of chemistry and non-interference at the genetic level.

As you can see, taking care of the environment is beneficial from all sides, no matter where you look. It helps to make the world safer and cleaner, conduct business more economically, and win the loyalty of a new consumer – the one who chooses to take care of nature.