Review of: "Ethical and political consumption: an integrated typology of practices"

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Potential competing interests: No potential competing interests to declare.

It's indeed a very interesting paper. I have just a very few comments:

1) It is very good that you have developed a typology of practices however basing the practices into four quadrant and using extreme axis like legal vs illegal and monetary vs non-monetary can limit the type of practices you have identified. My suggestion is to list different and somehow in-between axis and the corresponding practices.

2) It is not clear to me why you have based the figure on legal/illegal and monetary/ non-monetary attributes. You started with talking about consumer agency but it is missing from your figure.