

CONSUMERS CRAVE

SUSTAINABILITY

IS YOUR BRAND DELIVERING?

CONSUMERS CARE

81%

of **consumers expect** to buy more environmentally friendly products over the next five years¹

9^{IN} 10

consumers believe it's important for businesses to act in a socially and environmentally responsible way.²

72%

of respondents reported that they were actively buying more environmentally friendly products than they did five years ago¹

70%

of respondents reported that they would change their shopping habits if they discovered that a store or brand wasn't operating sustainably³

COMPANIES ARE ENGAGING

96%

OF THE WORLD'S LEADING 250 COMPANIES CURRENTLY REPORT ON SUSTAINABILITY⁶



More than 80% of companies surveyed planned to increase investments in sustainability⁴



80% of businesses have established internal environmental sustainability goals for energy evolution and efficiency⁵

40% of company leaders surveyed expected their sustainability programs to generate profit in the next five years by attracting more environmentally conscious consumers⁷

YOUR STORY MATTERS

63%

of the public are looking for better communication from companies about the sustainability of their products and services⁷

78%

of those surveyed say that, despite their desire to support companies that align with their values, they don't know how to identify environmentally friendly companies⁸

54%

of consumers read about a brand's sustainability initiatives³

¹<https://www.businessnewsdaily.com/15087-consumers-want-sustainable-products.html>
²https://campaign.growthlead.com/srs_foodgrocery_us?utm_campaign=LE_SRS_FoodGrocery_US_Campaign%202023&utm_source=ppc&utm_medium=ResponsiveSearch&utm_term=sustainability%20report&utm_campaign=EM_PM_UK_SRS+F%26G+2022&utm_source=adwords&utm_medium=ppc&hsa_acc=7353951194&hsa_cam=19631378796&hsa_grp=148159938473&hsa_ad=650628262745&hsa_src=g&hsa_tgt=kwd-154160363&hsa_kw=sustainability%20report&hsa_mt=p&hsa_net=adwords&hsa_ver=3&gclid=EALalQobChMlmeSjjo3u_gIVQwizAB3huQWWEA.YASAAEgLiFD_BwE
³<https://www.cleanlink.com/news/article/Survey-Do-Consumers-Value-Sustainability-Based-Products-28560>
⁴<https://www.prnewswire.com/news-releases/more-than-60-of-companies-prioritize-esg-in-their-digital-transformations-301514352.html#>
⁵<https://www.forbes.com/sites/danielnewman/2022/12/05/the-future-of-corporate-sustainability---even-in-a-tough-economy/?sh=280d70661ce>
⁶<https://kpmg.com/xx/en/home/insights/2022/09/survey-of-sustainability-reporting-2022/global-trends.html>
⁷<https://www.wework.com/ideas/research-insights/research-studies/what-companies-are-doing-to-become-more-sustainable>
⁸<https://sustainablebrands.com/read/marketing-and-comms/majority-of-us-consumers-say-they-will-pay-more-for-sustainable-products>