

Consumer attitudes towards sustainability.

ARE BRANDS AND RETAILERS HELPING SHOPPERS FEEL GOOD ABOUT THEIR PURCHASES?

Our community of more than 80,000 Impact Score[®] Champions are passionate about sustainability. But because sustainability means different things to different types of people, it's difficult for brands and retailers to create campaigns that hit the mark.

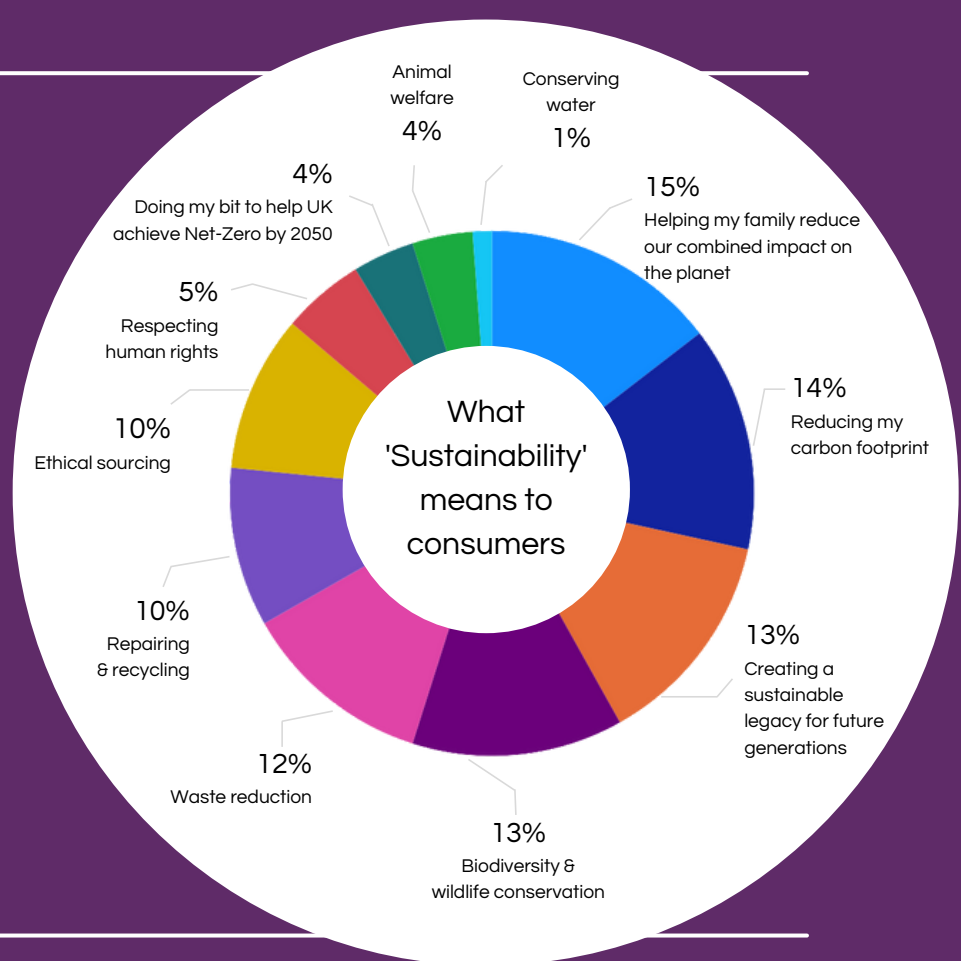
This report details insights from our latest sustainability survey - it clarifies what is important to shoppers right now.

What is sustainability?

Ask 10 people what sustainability means and you get 10 different answers.

Survey responses varied by gender and age. But there is no clear winner or definition of what sustainability means.

This makes it difficult for retailers and brands to satisfy the clamour of shoppers who want to live more sustainable lifestyle, by their own definition.



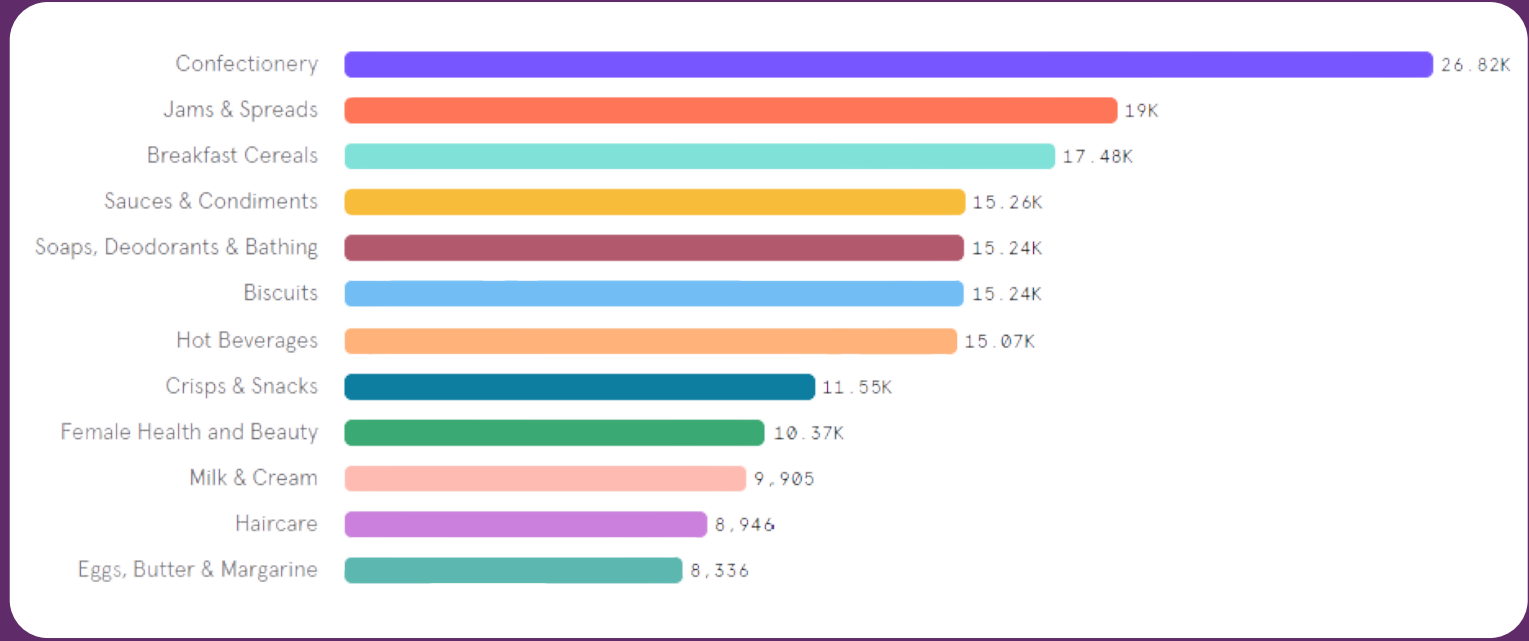
Sustainability features consumers care about.

'Reducing my carbon footprint' is one of the most common definitions of sustainability, but despite this, shoppers don't see low carbon as being an important feature of the products they buy. In fact it came in at 7th place in our latest survey.



The products shoppers care most about.

Analysing our databank of more than 300,000 app user searches, the number one searched for category is confectionary. These insights demonstrate that shoppers care about the sustainability credentials of most products they buy.



Consumer attitudes towards sustainability.

Shoppers care about different features depending on where they shop.

Shoppers have different opinions as to what sustainability features they deem more important than others.

Overall, women care more about the sustainability features. Except that men are more focussed on the product having a lower carbon footprint or being plant-based.

Regardless of whether they shop in-store or online, shoppers are searching for the same product features.

But when it comes to which store they shop, priorities change. Packaging is top priority for shoppers in only four of the 10 preferred supermarkets.

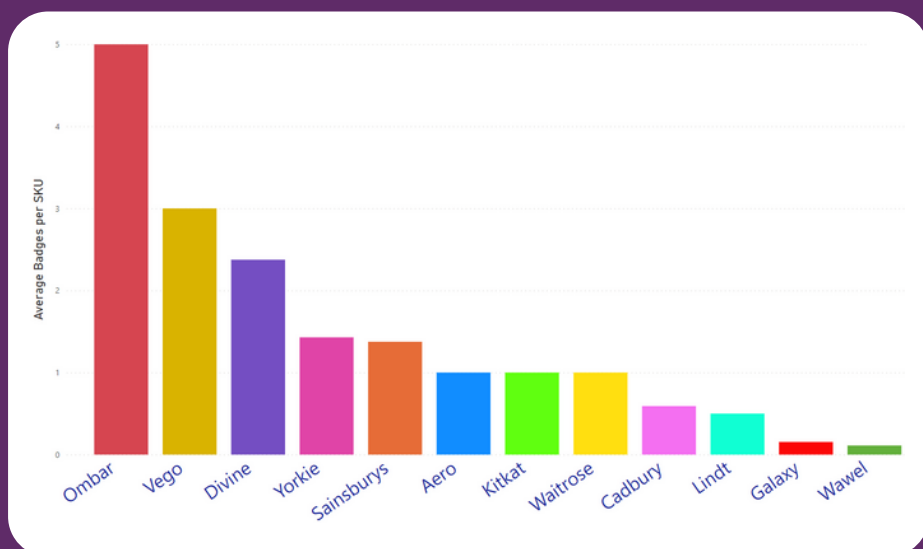
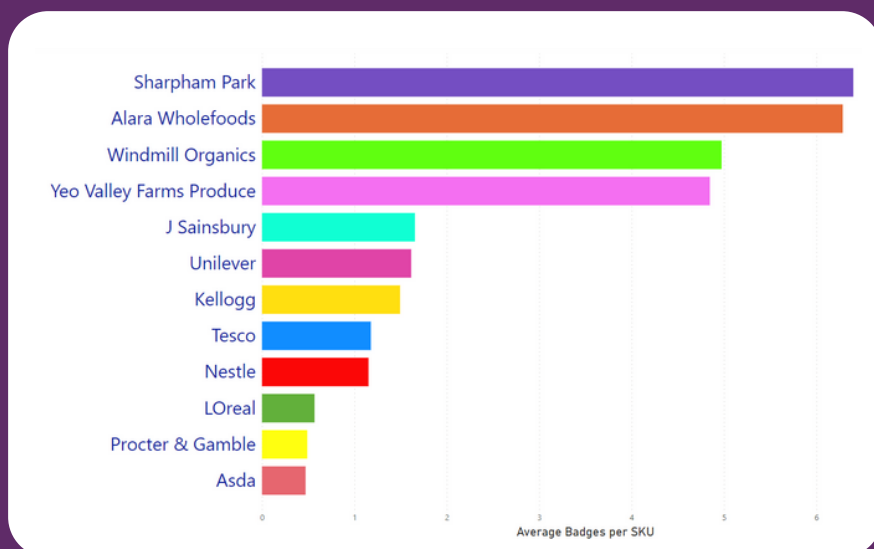
Preferred supermarket	Most important product feature
	Recyclable or plastic-free packaging
	Higher animal welfare rating
	No animal testing
Independents / local	Higher animal welfare rating
	Recyclable or plastic-free packaging
	If palm oil is used, sustainable, deforestation-free
	Plant-based / vegan
	Recyclable or plastic-free packaging
	Recyclable or plastic-free packaging
	Healthy and nutritious

How the sustainability credentials of brands and retailers match consumer requirements.

Consumers regularly tell us they have multiple motivations and actively seek specific sustainability features in the products they buy.

This table compares the average number of sustainability features (Impact Score badges) awarded to products belonging to some of the world's best known companies and their more sustainably focussed competitors.

Note how it's the larger brands lagging behind in the sustainability stakes.



This table compares chocolate bars and details the average number of sustainability features (Impact Score badges) their products are awarded.

Interesting to see the smaller, challenger brands doing far better than the 'big boys'.

Greenwash.

We asked shoppers who they trust to publish sustainability performance data:

