Interest in sustainability surges for consumer products

SUSTAINABLE SHOPPING SURGES

In 2020, consumers are taking measures into their own hands to avoid negatively affecting the environment. More than half of respondents have changed where they purchase goods and with which brands and businesses they shop. Consumers are also making changes in where they work and what they wear, and celebrity influencers aren’t that influential, overall.

TO LEGISLATE OR NOT?

While consumers are looking for more transparency in sustainability practices, we surveyed more than 1,000 U.S. individuals across high-growth organizations operating in consumer lifestyle products, retail and apparel. Our data shows that brands and governments aren’t that influential. Overall, legislation wasn’t the only driving motivation for more sustainable initiatives. Whether businesses or the government should push more sustainable initiatives, consumers to purchase and live more sustainably.

THE WAITING GAME

Despite higher inflation and global disruptions, Americans are being more intentional about shopping sustainably. After a brief dip during the pandemic, sustainability practices are back to 50% more than ever with U.S. consumers. This infographic presents several key findings:

- **WHEN IT COMES TO YOUNGER GENERATIONS**, interest in sustainability is taking off more than ever. Millennials, Generation Z and Generation X have made changes in how they shop more in-store and online.
- **WHO, WHERE AND WHY?** Millennials and Generation Z have purchased more in-store and online. Millennials are in support of a national/State Accountability legislation. Generation Z were most likely to pay up to 16% for sustainable labor practices, while Generation X were most likely to pay up to 100% more for labor practices.
- **MOTIVATIONS FOR GOING GREEN**
  - Consumers are looking to save money
  - Consumers are looking to support a cause
  - Consumers are looking for more transparency

The BlueCherry platform is a unified platform that provides supply chain visibility with high-growth organizations operating in consumer lifestyle products, retail and apparel. The BlueCherry Enterprise Suite provides clients with a comprehensive digital supply chain management solution, to drive their fundamental business processes.

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