INTEREST IN SUSTAINABILITY SURGES FOR CONSUMER PRODUCTS

To gauge consumers' current sentiment around sustainable products and brand sustainability practices, we surveyed more than 1,000 U.S. individuals across generations. The results? Our latest research shows that despite current world events and inflation, consumers are more willing than ever to shop sustainably. This infographic presents several key findings:

SUSTAINABLE SHOPPING SURGES

After a brief dip during the pandemic, interest in sustainability is taking off more than ever with U.S. consumers.

79%
U.S. CONSUMERS believe sustainability is at least "somewhat important" when **shopping for fashion, apparel and footwear**

COMPARED TO

51% in 2020

68% in 2019

YOUNGER GENERATIONS **LEAD THE WAY**

33% MILLENNIALS

28% GENERATION Z

believe purchasing **sustainable products is "very important"**

WHEN IT COMES TO **COST**

Despite higher inflation and global disruptions, **Americans are being more intentional about shopping sustainably.**

68% would pay more for sustainable products

COMPARED TO

56% in 2020

47% in 2019

would pay **25% more** for sustainable products **18%**

would pay up to **50% more** for sustainable products **10%**

Gen Zers were most likely to pay 16% to 100% more for sustainable products, the most of any age group

WHO, WHERE AND WHY?

Consumers are also making changes in where and with which brands and businesses they shop. More than half of respondents have changed where they purchase goods over the past year.

- **50%** U.S. **consumers** have changed where they purchase goods over the past year
- **39%** are purchasing more in-store
- **20%** have purchased from small businesses
- **14%** are purchasing from biz with sustainable practices

45% MILLENNIALS

43% GENERATION Z

41% BABY BOOMERS

have purchased more in-store products over the past year

had made no changes to how they've shopped over the past year

BRANDS STILL NEED MORE TRANSPARENCY

Brands have begun sharing more about their sustainable business practices, and consumers are noticing, but more work still needs to be done.

34% of consumers believed brands offered enough **transparency** into their sustainability practices

COMPARED TO

23% IN 2020

PRACTICE MORE THAN PREACH

32% of respondents believe **commitment to ethical labor practices** should be a **priority for brands**

34% believe a sustainable brand promises **ecofriendly practices and reduces waste**

TO **LEGISLATE** OR NOT ?

While consumers are looking for more transparency from brands they shop with, they are split on whether businesses or the government should push more sustainable initiatives.

49% of respondents would like more sustainability across different brands following **NY's proposed Fashion Sustainability** and **Social Accountability legislation**

23% are opposed as it may lead to **pricier goods**

59% MILLENNIALS

60% GENERATION Z

37% BABY BOOMERS

are in support of a national/ global sustainable law

are in support of legislation

MOTIVATIONS FOR **GOING GREEN**

Legislation wasn't the only driving motivation for consumers to purchase and live more sustainably. Our data shows that brands and governments can do a better job of providing information around sustainability, and celebrity influencers aren't that influential, overall.

15% of Gen Z are influenced by **celebrities and influencers**, the most of any group

38% of respondents would be **motivated to buy more sustainable products** if they received more information around these initiatives

56% of respondents are still motivated by a **lower price** when deciding to purchase sustainable goods

THE WAITING GAME

Beyond purchasing more ecofriendly goods, consumers are taking measures into their own hands to avoid negatively affecting the environment.

42% **U.S. CONSUMERS** are waiting longer or choosing **longer shipping** options for products that are better for the environment

31% GENERATION X

31% MILLENNIALS

27% GENERATION Z

are waiting longer to receive packages to protect the environment

ABOUT CGS

The CGS BlueCherry® Enterprise Suite provides clients with a comprehensive digital supply chain management solution, to drive their fundamental business processes. The BlueCherry platform is a unified platform that provides supply chain visibility with the latest digital technologies enabling organizations to focus on the needs of high-growth organizations operating in consumer lifestyle products, retail and apparel.

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