Importance of Sustainability



This week's insights were collected Friday, June 24 – Tuesday, June 28, 2022, among a general population of n=1000 U.S. consumers age 21+.

Price is a concern for sustainability.

Consumers consider the price of a product more important than sustainability when making purchase decisions. Sustainable products are perceived as more expensive and current price increases are making it more difficult to afford sustainable products. Regardless, many still consider a sustainably produced and sourced product to be worth the extra cost.

Stores shopped at are trusted to provide products that are sustainably sourced. Consumers look to the package for information on a product's sustainability.

Sustainability Agreement Ratings

% Total Respondents Agree Strongly/Somewhat

Brands that provide sustainable products are more expensive than brands that are less sustainable

72

I'd like to buy sustainable products but recent price increases are making it difficult

66

It is hard to tell which brands are sustainable and which are not

)

I try to buy products that source ingredients from sustainable farms

I trust the stores I shop at to provide products that are sustainably sourced

47

I try to stay informed on sustainable brands and buy for them whenever possible

45

I buy whatever is least expensive

45

I look for brands that I know are making a positive impact on sustainability

45

It is worth it to pay more for a sustainably produced and sourced product

43

I don't really pay any attention to a company's sustainability practices

39

Honestly, I don't really care about sustainability

19

Importance: Price vs. Sustainability?

% of Total Respondents

(a)

Price

25	20	26	18	7	4

Information Sources for Sustainability

% of Total Respondents



Read the Package

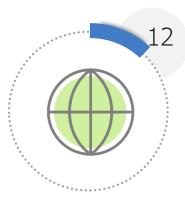


Company's Advertising



Sustainability

Search Internet



Go to Company Website



Read in Newspapers/Magazines



don't look for information on sustainability

Base: Total (n=1000)
Q1: Many consumer packaged goods companies are making efforts to provide consumers with products that are sustainable, use fewer resources and create less waste, reducing their impact on the environment. Please think about when you are shopping for products such as food, personal care, paper goods, etc. and indicate how much

reducing their impact on the environment. Please think about when you are shopping for products such as food, personal care, paper goods, etc. and indicate how much you agree or disagree with the following statements:

Q2: Which is more important when making your product purchases – price or the brand's sustainability practices?

Q3: How do you learn about a brand or company's sustainability efforts?