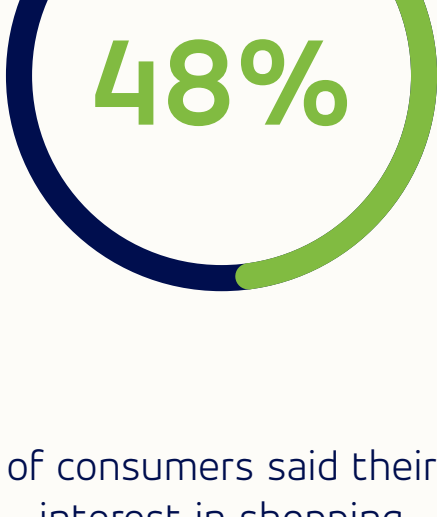


Sustainability Survey:
Consumers Are Still Committed to Shopping Sustainably Even as Budgets Tighten



of consumers said their interest in shopping sustainably increased

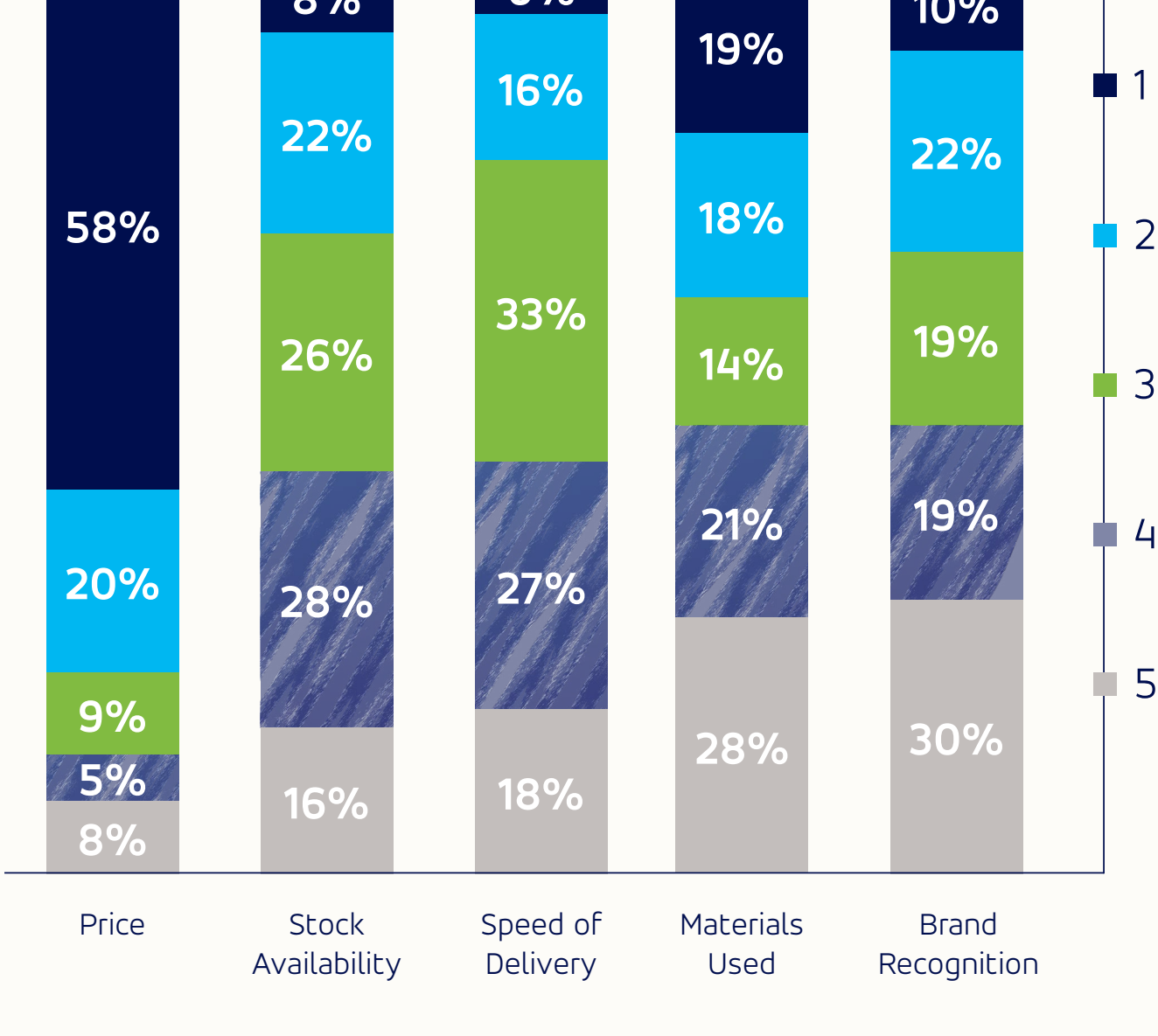


of consumers shopped at a retailer promoting their products as sustainable*

*At least once in the last 6 months

Price Is the Most Important Factor for Shoppers When Making a Sustainable Purchase

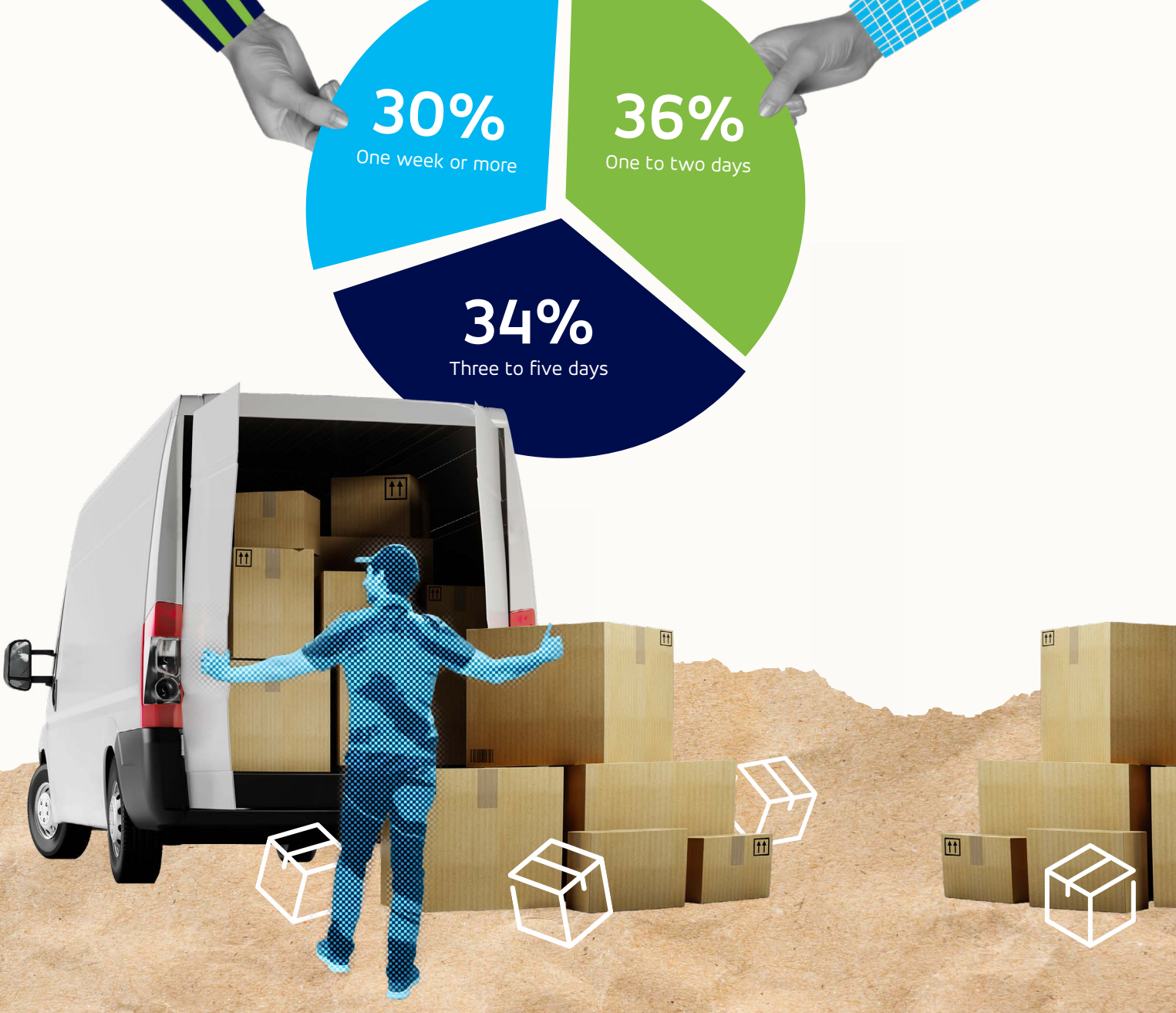
Respondents were asked to rank the importance of each factor when making their next sustainable purchase with 1 being the highest importance to 5 being the least important



Shoppers Willing to Offset Speed of Delivery for Sustainability



of shoppers are willing to delay their shipping if given an incentive to do so. Of this group, the duration they are willing to delay for eco-friendly delivery:



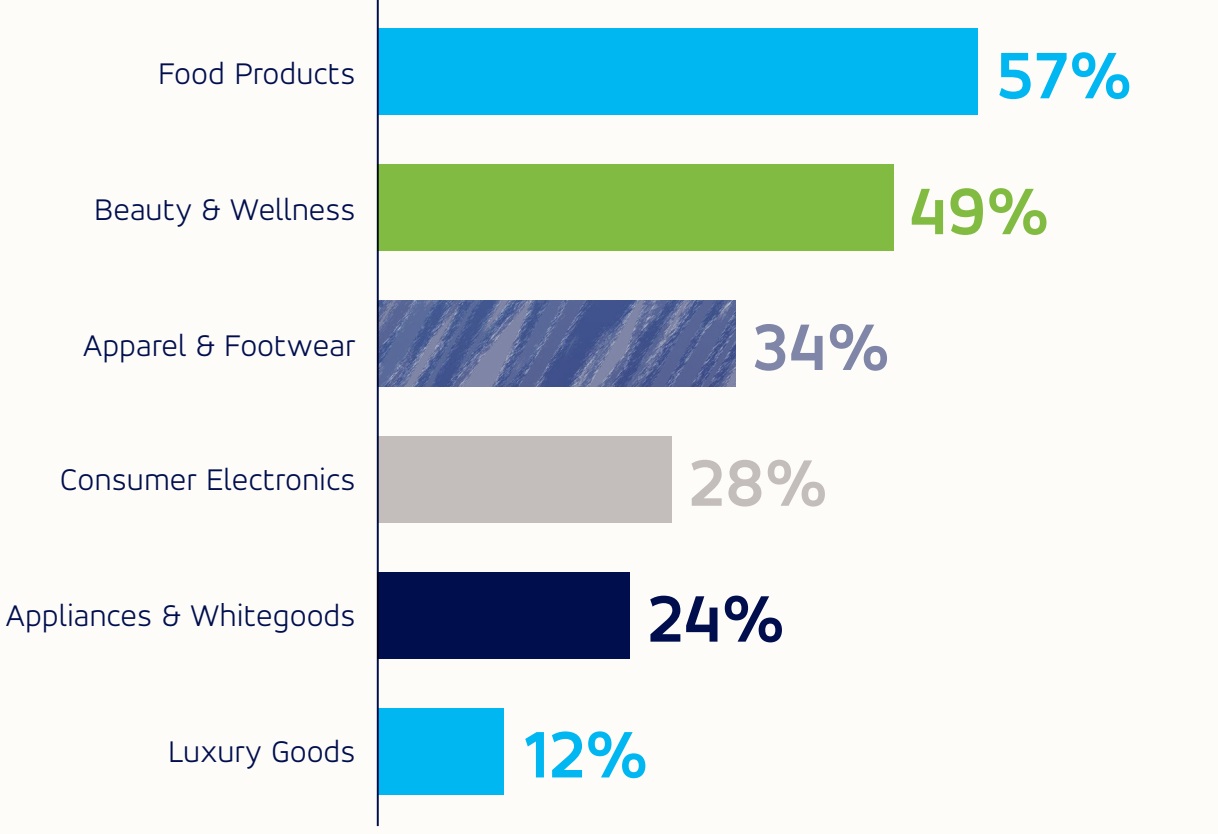
Consumers Will Consider Changing Their Brand Loyalty to Shop Sustainably



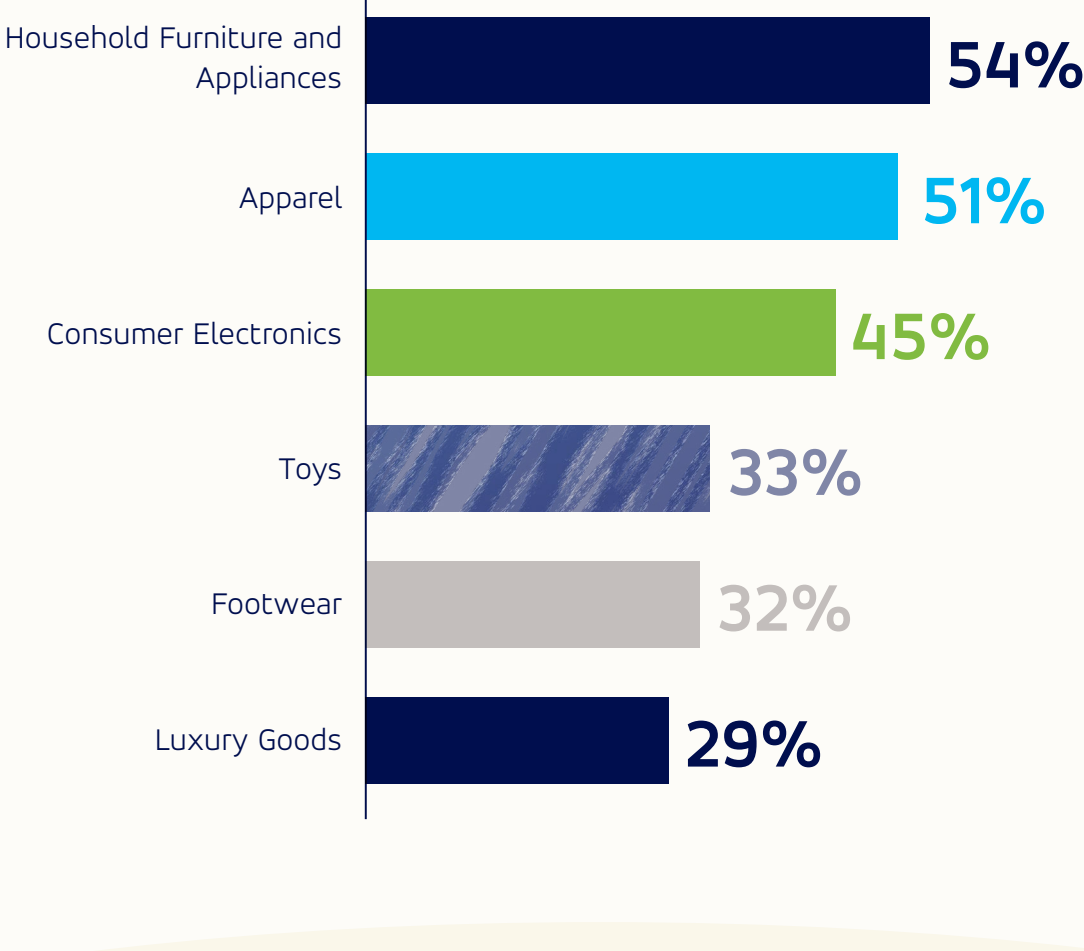
considered or changed their loyalty to sustainable brands



Shoppers are most likely to switch loyalty for food, household, and beauty & wellness products

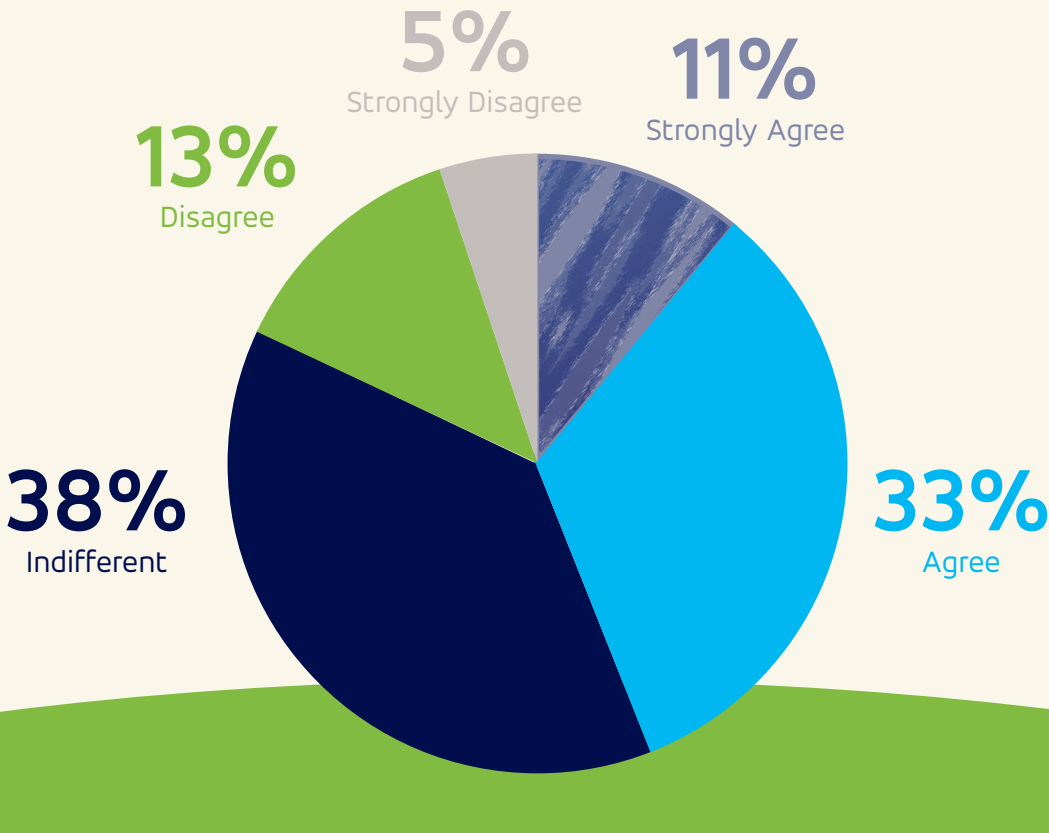


Resale Items More Popular in the Household Furniture and Appliances Category



Brands' Sustainability Claims Have Limited Impact on Consumer

Consumer perception of the statement "I trust that brands' sustainability claims related to their manufacturing, supply chain, and recycling/waste practices are accurate"



When evaluating the sustainability of a company's product:

14% of consumers said parent company's ESG rating was the important factor

8% of consumers said product information claiming it is eco-friendly was the important factor

Instead

32% said consumer reviews were the most important factor

