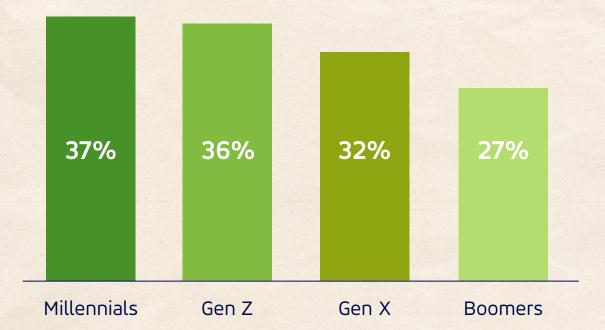


Sustainability Surve

Consumers Remain Committed to Sustainability Even as Trust Is Low

Sustainability Is Important Among All Generations — With Younger Generations Leading the Charge

Respondents who said sustainability was very important:



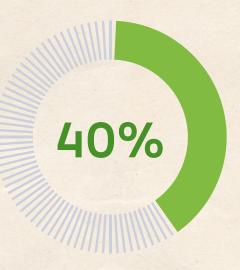
Consumers Are Very Skeptical of Brands' Sustainability Messaging



of consumers trust the accuracy of brands' sustainability messaging

For Most Consumers, Sustainability Is Worth the Premium

65% of consumers are willing to pay more for sustainable products

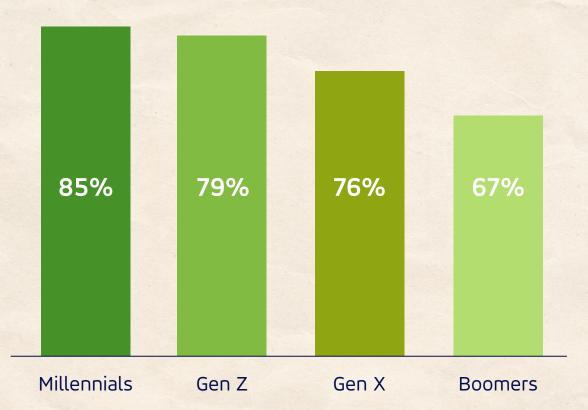


would pay 5% more



would pay 10%+ more

83% would opt for slower, more sustainable shipping for online purchases if incentivized



Sustainable Food, Recycled Packaging, and Reducing Food Waste Are Important to Consumers

The most popular product categories consumers have introduced into their sustainable shopping habits:

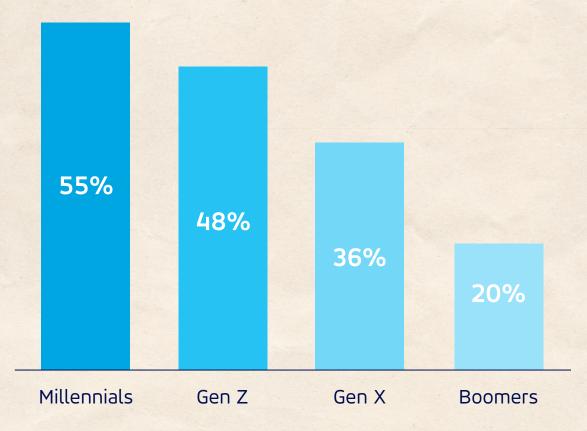
60%	Food Products
55%	Household Goods
36%	Beauty & Wellness
22%	Consumer Electronics

Consumers want retailers or brands to adopt these environmental practices:

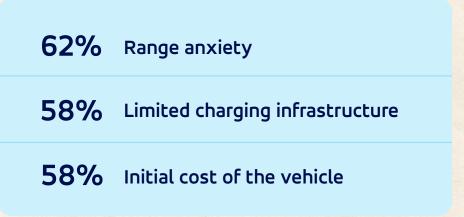
61%	Using recycled content or recycled packaging
61%	Reducing food waste or inventory waste
39%	Reducing stores' or operations' carbon footprint
34%	Reducing transportation carbon footprint

Popularity of EVs Reduces Across Each Generational Divide

Generations most likely or very likely to purchase an electric vehicle (EV):



Top consumer concerns around owning an EV include:



Blue Yonder is committed to environmental responsibility by developing solutions that help our customers – and our customers' customers – meet their sustainability goals. **To learn more about how AI-enabled supply chains can save the world**, <u>click here</u>.

Blue Yonder collected responses between Feb. 21-22, 2024, from more than 1,000 U.S.-based consumers, 18 years and older, via a third-party provider for this Consumer Sustainability Survey.



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