SUSTAINABLE BRANDS

The Bridge to Better Brands

50 Powerful Consumer Insights Quotes

INTRODUCTION

Shifting societal demand and behavior in favor of more sustainable products and services is one of the most challenging – and most promising – opportunities for brands today. Doing so profitably, while innovating rapidly to remain a leader in a changing market environment, can be both exciting and intimidating.

There are a number of steps brands can take in that direction, and it all starts with making the business case. To help the Sustainable Brands® community find and articulate evidence that customers are willing to shop for more sustainable options, we have compiled a complimentary report listing 50 compelling customer insights from leading researchers.

Such a collection not only delivers immediately-digestible market intelligence, but it also shares links to the full studies for a more comprehensive review of the underlying data.

PARTICIPATING BRANDS

“Sustainability has reached a tipping point for consumers, from obligation to desire. Nearly two billion strong, the Aspirationals segment represent about one-third of the global population.”

SOURCE

BBMG & GlobeScan

CONTEXT

20,779 CONSUMERS ACROSS 21 INTERNATIONAL MARKETS / 2014

VIEW REPORT

“Aspirationals are responsible consumers - 95% of them believe we need to consume less to preserve the environment for future generations.“

SOURCE

BBMG & GlobeScan

CONTEXT

20,779 CONSUMERS ACROSS 21 INTERNATIONAL MARKETS / 2014

VIEW REPORT

"Aspirationals are influencers - 95% encourage others to buy from socially and environmentally responsible companies."

SOURCE

BBMG & GlobeScan

CONTEXT

20,779 CONSUMERS ACROSS 21 INTERNATIONAL MARKETS / 2014

VIEW REPORT

"Nearly two-thirds of respondents across six markets (66%) say that 'as a society, we need to consume a lot less to improve the environment for future generations,' and 65% say they feel "a sense of responsibility to purchase products that are good for the environment and society."

SOURCE

BBMG & GlobeScan & SustainAbility

CONTEXT

6,224 RESPONDENTS IN SIX MAJOR INTERNATIONAL MARKETS (BRAZIL, CHINA, GERMANY, INDIA, UNITED KINGDOM AND UNITED STATES) / OCT 2012

VIEW REPORT

"Consumers in developing markets (Brazil, China, India) are more than twice as likely as their counterparts in developed markets (Germany, United Kingdom, United States) to report that they purchase products because of environmental and social benefits (51% to 22%), are willing to pay more for sustainable products (60% to 26%) and encourage others to buy from companies that are socially and environmentally responsible (70% to 34%)."

SOURCE

BBMG & GlobeScan & SustainAbility

CONTEXT

6,224 RESPONDENTS IN SIX MAJOR INTERNATIONAL MARKETS (BRAZIL, CHINA, GERMANY, INDIA, UNITED KINGDOM AND UNITED STATES) / OCT 2012

VIEW REPORT

"A majority of consumers globally agree or strongly agree that they would 'purchase more products that are environmentally and socially responsible' if they 'performed as well as, or better than, products they usually buy' (75%), 'it didn't cost more' (70%), and 'companies' health and environmental claims were more believable' (64%)."

SOURCE

BBMG & GlobeScan & SustainAbility

CONTEXT

6,224 RESPONDENTS IN SIX MAJOR INTERNATIONAL MARKETS (BRAZIL, CHINA, GERMANY, INDIA, UNITED KINGDOM AND UNITED STATES) / OCT 2012

VIEW REPORT

"Respondents in developing markets are significantly more likely to feel a sense of 'responsibility to purchase products that are good for the environment and society,' compared to those in developed markets (82% to 49%, respectively). Similarly, six in ten consumers in developing markets are "willing to pay more for products with social and environmental benefits," compared to the one-fourth of consumers in developed markets willing to do so (60% to 26%, respectively)."

SOURCE

BBMG & GlobeScan & SustainAbility

CONTEXT

6,224 RESPONDENTS IN SIX MAJOR INTERNATIONAL MARKETS (BRAZIL, CHINA, GERMANY, INDIA, UNITED KINGDOM AND UNITED STATES) / OCT 2012

VIEW REPORT

"74% of Americans want brands to explain how purchases impact the environment."

SOURCE

CONE Communications

CONTEXT

MARCH - 2014

VIEW REPORT

“93% of responding global consumers would like more of the products, services, and retailers they use to support social or environmental issues. The report also finds that 85% of respondents can tolerate imperfect CSR performance, as long as the company is honest about its efforts.“

SOURCE

CONE Communications

CONTEXT

MAY - 2013

VIEW REPORT

“The Millennial consumer, coming of age economically and empowered by new technologies, is driving new expectations of business. People in every part of the world see the act of expenditure and consumption as a means to enhance health and livelihoods, boost community wellbeing, and shift the direction of the world.”

SOURCE

HAVAS Media & Accenture

CONTEXT

30,000 PEOPLE ACROSS TWENTY COUNTRIES
IN FIVE CONTINENTS / JUNE - 2014

VIEW REPORT

"In India, 85% expect a better quality of life in five years' time, and fully 92% of people believe companies should help to realize their hopes for the future. And Indian consumers are already engaged: 73% report that they actively buy responsible brands."

SOURCE

HAVAS Media & Accenture

CONTEXT

30,000 PEOPLE ACROSS TWENTY COUNTRIES IN FIVE CONTINENTS / JUNE - 2015

VIEW REPORT

"In every surveyed region, respondents' expectations on business are almost identical to those of governments: globally, 86% expect governments to directly improve their quality of life; 85% expect the same of the companies from which they buy."

SOURCE

HAVAS Media & Accenture

CONTEXT

30,000 PEOPLE ACROSS TWENTY COUNTRIES IN FIVE CONTINENTS / JUNE - 2016

VIEW REPORT

"Consumers expect more from their expenditure than the acquisition of products and services – and this is creating the perception that companies are failing to meet their expectations: 81% of respondents, for example, consider the ability of a product to help them stay healthy as an important factor in their purchasing decisions, yet only 42% believe that companies are currently meeting this need."

SOURCE

HAVAS Media & Accenture

CONTEXT

30,000 PEOPLE ACROSS TWENTY COUNTRIES IN FIVE CONTINENTS / JUNE - 2017

VIEW REPORT

"Mothers are highly engaged on sustainability – perhaps not surprising given the amount of daily purchase decisions that many are responsible for – and 64% actively buy sustainable brands."

SOURCE

HAVAS Media & Accenture

CONTEXT

30,000 PEOPLE ACROSS TWENTY COUNTRIES IN FIVE CONTINENTS / JUNE - 2014 / MOTHERS REPRESENT HALF OF ALL WOMEN IN THE SURVEY, A TOTAL OF 26% OF THE TOTAL SAMPLE, WITH 60% GLOBALLY IN THE 25-44 AGE SEGMENT.

VIEW REPORT

"Mothers are more loyal to responsible brands (72%) and they're highly influential, with 64% reporting that they recommend brands that behave responsibly and contribute to wellbeing."

SOURCE

HAVAS Media & Accenture

CONTEXT

30,000 PEOPLE ACROSS TWENTY COUNTRIES IN FIVE CONTINENTS / JUNE - 2014 / MOTHERS REPRESENT HALF OF ALL WOMEN IN THE SURVEY, A TOTAL OF 26% OF THE TOTAL SAMPLE, WITH 60% GLOBALLY IN THE 25-44 AGE SEGMENT.

VIEW REPORT

"Communication is critical and should be integrated into the brand proposition to influence this high value audience: 70% of mothers say they would buy more of a specific brand if they were aware of its positive impacts."

SOURCE

HAVAS Media & Accenture

CONTEXT

30,000 PEOPLE ACROSS TWENTY COUNTRIES IN FIVE CONTINENTS / JUNE - 2014 / MOTHERS REPRESENT HALF OF ALL WOMEN IN THE SURVEY, A TOTAL OF 26% OF THE TOTAL SAMPLE, WITH 60% GLOBALLY IN THE 25-44 AGE SEGMENT.

VIEW REPORT

"Young Optimists are the most active group in telling brands' stories for them, in person to friends and family and on social media: 67% of Young Optimists say they recommend brands that behave responsibly and contribute to wellbeing."

SOURCE

HAVAS Media & Accenture

CONTEXT

30,000 PEOPLE ACROSS TWENTY COUNTRIES IN FIVE CONTINENTS / JUNE - 2014 / 'YOUNG OPTIMISTS' REPRESENT THE MOST OPTIMISTIC OF THE UNDER-35S IN OUR GLOBAL SURVEY: 28% OF THE SAMPLE ARE BETWEEN 18 AND 34 YEARS OF AGE AND EXPECT THEIR QUALITY OF LIFE TO IMPROVE IN THE NEXT FIVE YEARS.

VIEW REPORT

"55% of global online consumers across 60 countries say they are willing to pay more for products and services provided by companies that are committed to positive social and environmental impact."

SOURCE

Nielsen

CONTEXT

30,000 CONSUMERS IN 60 COUNTRIES / JUNE - 2014

VIEW REPORT

"Willingness to spend more on socially responsible products is highest in Asia-Pacific (64%), Latin America (63%) and Middle East / Africa (63%), while North American and European consumers indicate less enthusiasm -- 42% and 40%, respectively."

SOURCE

Nielsen

CONTEXT

30,000 CONSUMERS IN 60 COUNTRIES / JUNE - 2014

VIEW REPORT

"More than half of global respondents (52%) say they have purchased at least one product or service in the past six months from a socially responsible company, with respondents in Latin America (65%), Asia-Pacific (59%) and Middle East/Africa (59%) exceeding the global average. Four in 10 respondents in North America and Europe say they have made a sustainable purchase in the past six months."

SOURCE

Nielsen

CONTEXT

30,000 CONSUMERS IN 60 COUNTRIES / JUNE - 2014

VIEW REPORT

"52% of global respondents in Nielsen's survey say their purchase decisions are partly dependent on the packaging – they check the labeling first before buying to ensure the brand is committed to positive social and environmental impact. Sustainable purchase considerations are most influenced by the packaging in Asia-Pacific (63%), Latin America (62%) and Middle East/Africa (62%) and to a lesser extent in Europe (36%) and North America (32%)."

SOURCE

Nielsen

CONTEXT

30,000 CONSUMERS IN 60 COUNTRIES / JUNE - 2014

VIEW REPORT

"Two-thirds of the 'sustainable mainstream' population (3 of 5 segments) will choose products from sustainable sources over conventional products. These consumers have personally changed their behavior to minimize their impact on global climate change; will buy as many eco-friendly products as they can and will buy repeatedly from a company if they know that it is mindful of its environmental and social impact."

SOURCE

Nielsen

CONTEXT

30,000 CONSUMERS IN 60 COUNTRIES / JUNE - 2014

VIEW REPORT

"Millennials constitute 51% of global respondents who will pay more for sustainable products and check packaging for sustainable labeling. Regionally in the developing world (Asia Pacific, Middle East/Africa), there were wide gaps with Millennial respondents in favor of sustainability actions -- on average 3 times more agreeable to sustainability actions than Generation X respondents and 12 times more agreeable than Baby Boomer respondents."

SOURCE

Nielsen

CONTEXT

30,000 CONSUMERS IN 60 COUNTRIES / JUNE - 2014

VIEW REPORT

"Significantly, Generation Z doesn't see businesses' involvement in social or environmental causes as something to be done outside of the day job or in some separate function. 77% believe that companies should make 'doing good' a central part of their business, and nearly six in ten (62%) think it is OK for businesses to make a profit out of making the world a better place."

SOURCE

salt Communications

CONTEXT

NOVEMBER - 2014

VIEW REPORT

"Underlining their overall view that business and sustainability are connected, 59% of Gen Z said they would go out of their way to buy products and services from businesses they know are helping to create a better world, and 45% went as far as to say that in choosing a job, they would rank working for a company that helps make the world a better place as important a consideration as salary."

SOURCE

salt Communications

CONTEXT

NOVEMBER - 2014

VIEW REPORT

"2014 Greendex results show that environmentally friendly behavior among consumers has increased from 2012 in 9 of 18 countries surveyed: Argentina, Australia, Great Britain, Hungary, India, Mexico, Russia, Sweden, and South Korea."

SOURCE

GlobeScan & NatGeo

CONTEXT

18,000 CONSUMERS IN A TOTAL OF 18 COUNTRIES / 2014

VIEW REPORT

"48% of Americans are currently claiming that corporate environmental reputation impacts their purchase decision at the shelf."

SOURCE

Shelton Group

CONTEXT

ECO PULSE 2013

VIEW REPORT

"66% of the global population believe that they can change behavior by supporting companies that do the right thing."

SOURCE

BAV Consulting

CONTEXT

THE SHIFTING LANDSCAPE OF CONSUMER VALUES AND IMPLICATIONS FOR YOUR BRAND'S FUTURE

VIEW REPORT

"Meaningful Brands outperform the stock market by 120%. This demonstrates in hard financial terms that purpose-driven relationships between people and brands can benefit both sides."

SOURCE

HAVAS Media

CONTEXT

700 BRANDS, OVER 134,000 CONSUMERS, 23 COUNTRIES, 12 INDUSTRIES / 2013

VIEW REPORT

"59% are willing to pay more for eco-friendly/green products."

SOURCE

Forest Stewardship Council (FSC)

CONTEXT

9,000 RESPONDENTS, 11 MARKETS / 2013

VIEW REPORT

"53% are less likely to switch brands when a product is eco-friendly/green than when a product is not."

SOURCE

Forest Stewardship Council (FSC)

CONTEXT

9,000 RESPONDENTS, 11 MARKETS / 2013

VIEW REPORT

"76% think the purchasing choices they make can make a difference to the environment."

SOURCE

Forest Stewardship Council (FSC)

CONTEXT

9,000 RESPONDENTS, 11 MARKETS / 2013

VIEW REPORT

"Sustainability is not a trend, it is becoming a cultural shift. All organizations, therefore, will need to realize that sustainability is not just a desired activity but a necessary strategy."

SOURCE

Natural Marketing Institute (NMI)

CONTEXT

53,000+ U.S. CONSUMERS AND 150,000+ GLOBAL CONSUMERS INTERVIEWED IN 23 COUNTRIES / 2014

VIEW REPORT

"Almost all products and services going forward will need to consider consumer motivations regarding eco-friendliness; however, impacts on personal or planetary health affect consumers at varying levels."

SOURCE

Natural Marketing Institute (NMI)

CONTEXT

53,000+ U.S. CONSUMERS AND 150,000+ GLOBAL CONSUMERS INTERVIEWED IN 23 COUNTRIES / 2014

VIEW REPORT

"Products or services to help consumers reduce their environmental impact (without compromising price, quality and convenience) will become more prevalent."

SOURCE

Natural Marketing Institute (NMI)

CONTEXT

53,000+ U.S. CONSUMERS AND 150,000+ GLOBAL CONSUMERS INTERVIEWED IN 23 COUNTRIES / 2014

VIEW REPORT

"70% of consumers would consider switching brands if brands could demonstrate better environmental credentials."

SOURCE

Forum for the Future

CONTEXT

3,000 PEOPLE ACROSS THE UK, US AND POLAND / JUNE 2014

VIEW REPORT

"90% of all respondents would stop buying products if they learn of a company's irresponsible or deceptive business practices."

SOURCE

Forum for the Future

CONTEXT

3,000 PEOPLE ACROSS THE UK, US AND POLAND / JUNE 2014

VIEW REPORT

"84% of people agree that companies should provide information on whether packaging can be recycled."

SOURCE

Forum for the Future

CONTEXT

3,000 PEOPLE ACROSS THE UK, US AND POLAND / JUNE 2014

VIEW REPORT

"82% of people agree that companies should increase the amount of recycled material in packaging."

SOURCE

Forum for the Future

CONTEXT

3,000 PEOPLE ACROSS THE UK, US AND POLAND / JUNE 2014

VIEW REPORT

"84% of American consumers report they consider sustainability when making purchase decisions."

SOURCE

Hartman Group

CONTEXT

1,841 U.S. ADULT CONSUMERS / AUG 2013

VIEW REPORT

"Corporate reputation continues to increase in importance in purchase decisions; both a brand's reputation for making green products and a solid corporate environmental reputation can have an impact at shelf."

SOURCE

Shelton Group

CONTEXT

1,032 RESPONDENTS FROM US / MARCH 2013

VIEW REPORT

"Beyond corporate reputation, Americans care about both how products are made and the content of the products they buy. For example, there's increasing concern about chemical content in a variety of non-food products."

SOURCE

Shelton Group

CONTEXT

1,032 RESPONDENTS FROM US / MARCH 2013

VIEW REPORT

"Most shoppers (78%) have purchased green products in traditional brick-and-mortar stores rather than online. In particular, most shoppers stay in the conventional product aisles and away from the 'green ghetto.'"

SOURCE

Shelton Group

CONTEXT

1,032 RESPONDENTS FROM US / MARCH 2013

VIEW REPORT

"41% of readers have a strong sense of personal responsibility in dealing with climate change, do everything they can to live ethically, have a strong sense of urgency, understand environmental and ethical concepts, and work to influence others."

SOURCE

YouGov & The Guardian News and Media

CONTEXT

1,000 READERS GLOBALLY / AUG 2011

VIEW REPORT

"Consumer brand loyalty is fickle and no longer associated with repeat purchasing. In today's world, consumers are loyal to newness. Expectations are high, while switching costs are low."

SOURCE

IBM Consumer Products Study

CONTEXT

2014

VIEW REPORT

"The percentage of consumers willing to share their current location via GPS with retailers nearly doubled year-over-year to 36 percent. Thirty-eight percent of consumers would provide their mobile number for the purpose of receiving text messages and 32 percent would share their social handles with retailers."

SOURCE

IBM Consumer Products Study

CONTEXT

2014

VIEW REPORT

"The 'sharing economy' is growing rapidly. While estimates for the current size of the nascent market vary, PwC has estimated that by 2025, five main sectors of the sharing economy could represent $335 billion in revenue worldwide."

SOURCE

MIT, Adapting to the Sharing Economy

CONTEXT

2015

VIEW REPORT

"Trustworthy companies have produced an 83% stock return since August 2012, vs. the S&P's 42%."

SOURCE

Trust Across America

CONTEXT

2012

VIEW REPORT

"HowGood product labels on grocery store shelves lifted monthly sales for the whole store by 3% per month, on average. Products labelled 'Great' saw a 31% increase in sales, on average, in a pilot program carried out at 8 stores in the U.S. "

SOURCE

HowGood

CONTEXT

2014

VIEW REPORT

ABOUT SUSTAINABLE BRANDS

Sustainable Brands® is the premier global community of brand innovators who are shaping the future of commerce worldwide. Since 2006, our mission has been to inspire, engage and equip today's business and brand leaders to prosper for the near and long term by leading the way to a better future. Digitally published news articles and issues-focused conversation topics, internationally known conferences and regional events, a robust e-learning library and peer-to-peer membership groups all facilitate community learning and engagement throughout the year.

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