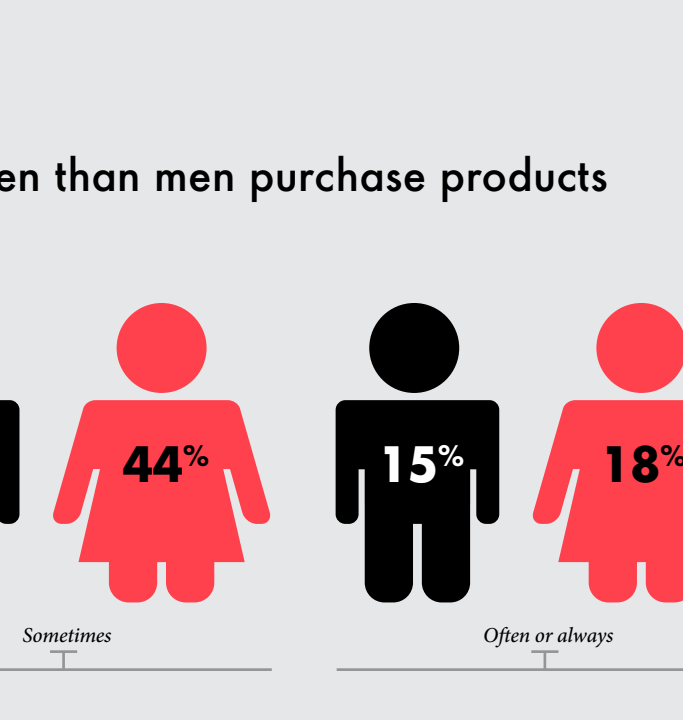


Will Consumers Pay for Sustainability?

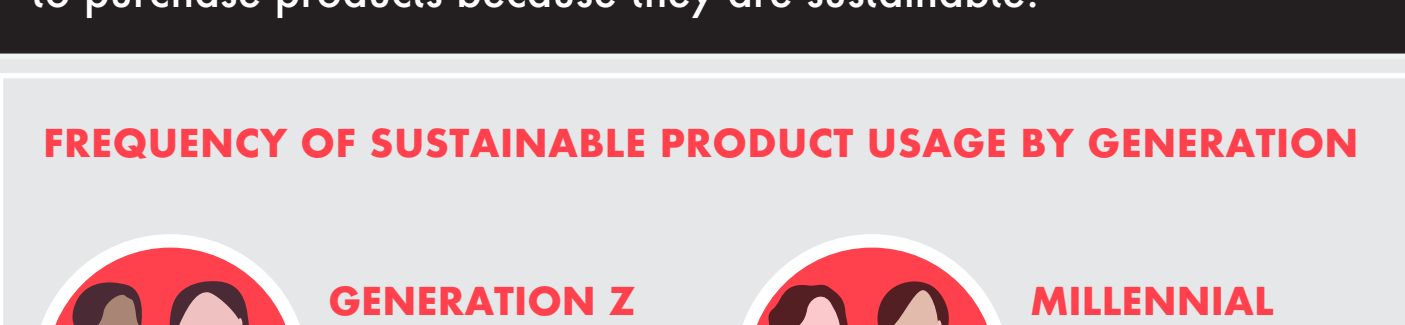
Publicis Sapient conducted a survey of consumers in six countries to see how much they value corporate sustainability, how brands can build trust with consumers around their sustainable efforts and implement sustainable business practices profitably.

MORE THAN HALF OF U.S. CONSUMERS (56%) RARELY OR NEVER PURCHASE PRODUCTS BECAUSE THEY'RE SUSTAINABLE **56%**

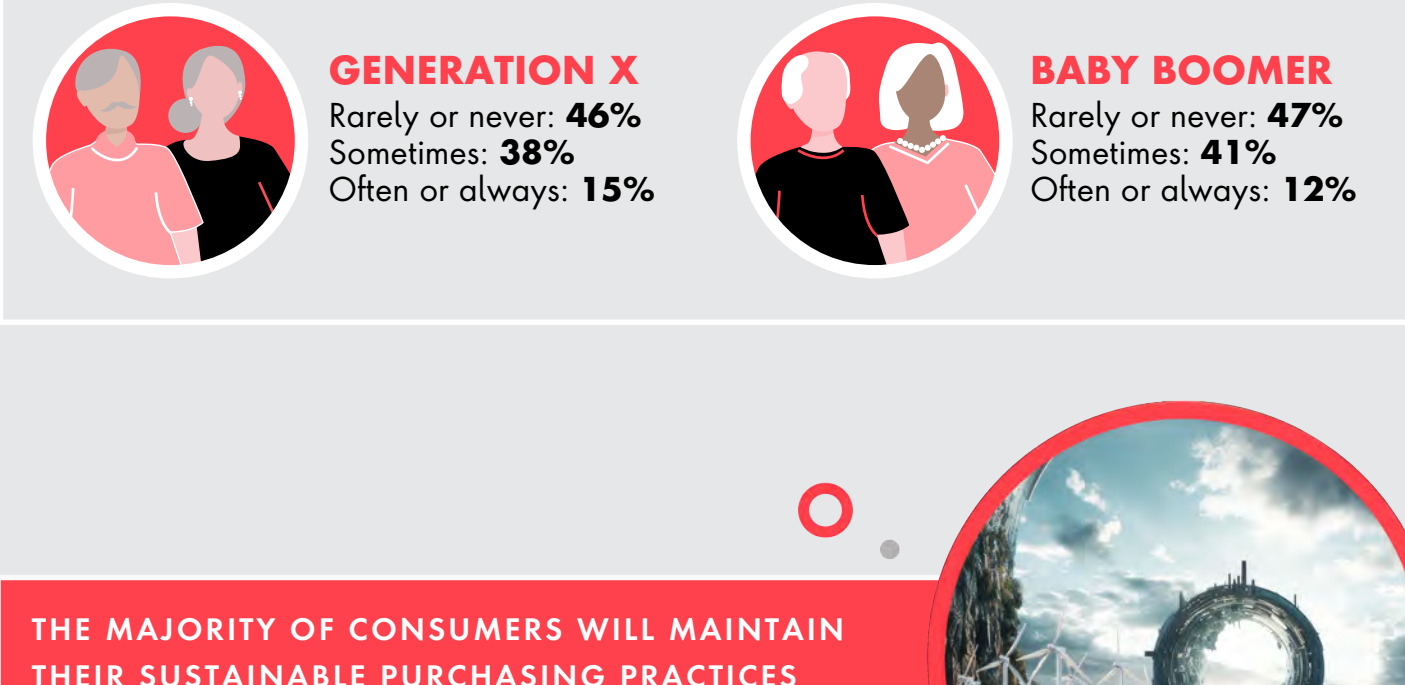
Conversely, German, Australian and French consumers are much more likely to purchase sustainable products. More than **21%** of German consumers will often or always purchase products because they are sustainable & **18%** of French and Australian consumers will often or always purchase products because they are sustainable



Globally, significantly more women than men purchase products because they are sustainable.



Of all age groups, millennial and Gen Z consumers are most likely to purchase products because they are sustainable.



THE MAJORITY OF CONSUMERS WILL MAINTAIN THEIR SUSTAINABLE PURCHASING PRACTICES EVEN IF COSTS INCREASE

Globally, between 18% and 28% of consumers will increase sustainable purchasing practices, like choosing minimal packaging for deliveries, even if costs increase. However, significantly fewer consumers in **Sweden** will increase sustainable purchasing activities if costs increase.

Roughly one-third of global consumers are likely to continue buying sustainable products even if they are more expensive

THREE STRATEGIES TO INCREASE REVENUE FROM SUSTAINABLE PRODUCTS, ACCORDING TO DATA:

1 INVEST IN PREMIUM, SUSTAINABLE BRANDS
As the economy improves and younger generations gain purchasing power, consumers will go out of their way to buy from eco-friendly brands.

2 MAKE SUSTAINABILITY MORE AFFORDABLE
Younger generations are more open to secondhand goods, providing an opportunity for brands to develop affordable sustainability.

3 UNDERSTAND THE POLITICS OF SUSTAINABILITY
Market sustainable products to demographics more likely to purchase, such as women, Gen Z, Australian, German and French consumers.

Greenwashing has killed consumer trust, therefore businesses must be transparent and authentic in their sustainability efforts to win back consumers

THE #1 WAY COMPANIES CAN PROVE THEIR SUSTAINABILITY TO CONSUMERS IS THROUGH ENVIRONMENTAL IMPACT LABELING—YET MOST SAY THEY DON'T TRUST ENVIRONMENTAL CERTIFICATIONS

The least important sustainability practice for consumers is sustainability certifications from eco-conscious organizations, like Fair Trade or USDA Organization—with **less than one-third of consumers (31%)** saying that certifications are important in evaluating a company's sustainability

40% of consumers want brands to label products with their overall environmental impact

66% the majority of consumers also say they do not trust sustainability labeling, especially sustainability certifications

AUSTRALIAN & SWEDISH consumers are most likely to trust sustainability labeling and certifications on products, while GERMAN & U.S. consumers are least likely to trust them

50% Half of consumers say that they trust companies who reveal their sourcing and production methods, rather than publish sustainability labeling and certifications (34%)

Consumers are also more likely to support companies that invest in renewable energy sources (61%) and social and environmental activism (48%)

THREE STRATEGIES TO GAIN CONSUMER TRUST THROUGH SUSTAINABILITY, ACCORDING TO DATA:

1 USE PLAIN LANGUAGE TO DISCUSS SUSTAINABILITY
Rephrase sustainability certifications and language on packaging to regain consumers' attention.

2 MONITOR AND MEASURE PROGRESS
Implement robust monitoring and reporting mechanisms to ensure accuracy and consumers' trust.

3 DEVELOP A CLEAR VISION AND STRATEGY
Establish a concrete sustainability roadmap to respond to environmental and social issues.

In the future, sustainability will be a requirement for businesses to survive

CONSUMERS WANT BRANDS TO CREATE LONG-LASTING, DURABLE PRODUCTS AND REDUCE THEIR WASTE. THE TOP THREE CORPORATE SUSTAINABILITY PRACTICES THAT ARE MOST IMPORTANT TO CONSUMERS ARE:

- Creating long-lasting and durable products
- Reducing packaging materials
- Reducing production waste, including water and plastics

French consumers are much more likely to understand and value advanced sustainability practices, such as sourcing locally to reduce transportation emissions (54%) and the use of circular economy principles, like upcycling and reusability (46%)

1 in 4 (23%) U.S. consumers are much less likely to value corporate sustainability practices overall, with nearly 1 in 4 U.S. consumers (23%) saying that none of the above common practices are important to them

54% MORE THAN HALF OF CONSUMERS GLOBALLY BELIEVE THAT SUSTAINABLE COMPANIES WILL OUTPERFORM UNSUSTAINABLE COMPANIES IN THE FUTURE

Consumers in the **U.K., Australia** and **France** are more likely to agree with this statement than consumers in the **U.S., Germany** or **Sweden**

9 out of 10 consumers think companies should focus on end-to-end sustainable business models rather than offering a sustainable line of products

THREE WAYS TO BUILD A FUTURE-FIRST, SUSTAINABLE BUSINESS MODEL, ACCORDING TO DATA:

1 INVEST IN SUSTAINABLE TECHNOLOGY
Include sustainability as a non-negotiable factor in digital business transformation efforts, ensuring that new technology aligns with a sustainable future.

2 FOSTER A CULTURE OF INNOVATION
Foster a culture where employees are incentivized to prioritize developing sustainability skills in everything they do, which includes designing products, packaging, and more.

3 COLLABORATE WITH EXTERNAL PARTNERS
Establish partnerships with technology providers, industry experts and other sustainability stakeholders to access new ideas, resources and expertise that can support eco-innovation efforts.

ABOUT THE RESEARCH
YouGov administered the survey among 8,830 consumers across the U.S., the U.K., Australia, France, Germany and Sweden. Conducted in September 2023, the purpose of the research was to determine the importance of various corporate sustainability practices as they relate to global consumer intent, action, loyalty and brand trust. The data is meant to help brands evolve their business operations and forge lasting customer relationships through sustainability.

Publicis Sapient is a digital transformation partner helping established organizations get digitally enabled, both in the way they work and how they serve their customers. We help unlock value through a start-up mindset and modern methods, fusing strategy, consulting, and customer experience with agile engineering and problem-solving creativity. As digital pioneers with 20,000 people and 53 offices worldwide, our experience spanning technology, data sciences, consulting, and customer obsession—combined with our culture of curiosity and relentlessness—enables us to accelerate our clients' businesses by designing the products and services their customers truly value. Publicis Sapient is the digital business transformation hub of Publicis Groupe.