Will Consumers Pay for Sustainability?

- The majority of consumers will maintain this behavior even if costs increase.
- German & U.S. consumers (23%) saying that certifications are important in evaluating a company's sustainability practices overall, with nearly 1 in 4 (21%) saying that they trust sustainability labeling and certifications (34%).
- Consumers are least likely to purchase products if they do not trust sustainability labeling, with this statement more likely to be true for women, Gen Z, Australian, and French consumers.
- More than 50% of consumers are most likely to purchase, such as women, Gen Z, Australian, and French consumers are much more likely to purchase sustainable products. More than 31% of U.S. consumers say they will purchase products because they are sustainable, while 38% of U.K. consumers, 40% of Australian consumers, and 54% of French consumers are more likely to purchase sustainable products.

Three Strategies to Increase Revenue from Sustainability

1. **Sustainability Certifications and Language:**
   - Make sustainability more affordable.
   - Use plain language to discuss sustainability.
   - Rephrase sustainability certifications and language on products and reduce their waste.

2. **Invest in Sustainable Technology:**
   - Establish partnerships with technology providers, industry experts and other sustainability stakeholders to value advanced sustainability practices.
   - Collaborate with external partners to access new ideas, resources and expertise that can help avoid environmental and social issues.

3. **Foster a Culture of Innovation:**
   - Implement robust monitoring and reporting systems to win back consumers.
   - Create an authentic culture of innovation in your business operations and forge lasting customer relationships through sustainability.

### About the Research

Conducted in September 2023, the purpose of the research was to determine the importance of various corporate sustainability practices. The survey was conducted with 4,000 consumers in the U.S., Germany, U.K., Australia, and France. The results showed that consumers are willing to pay more for sustainable products and are more likely to purchase from companies that align with a sustainable future.