

Importance of Sustainability

This week's insights were collected Friday, June 24 – Tuesday, June 28, 2022, among a general population of n=1000 U.S. consumers age 21+.

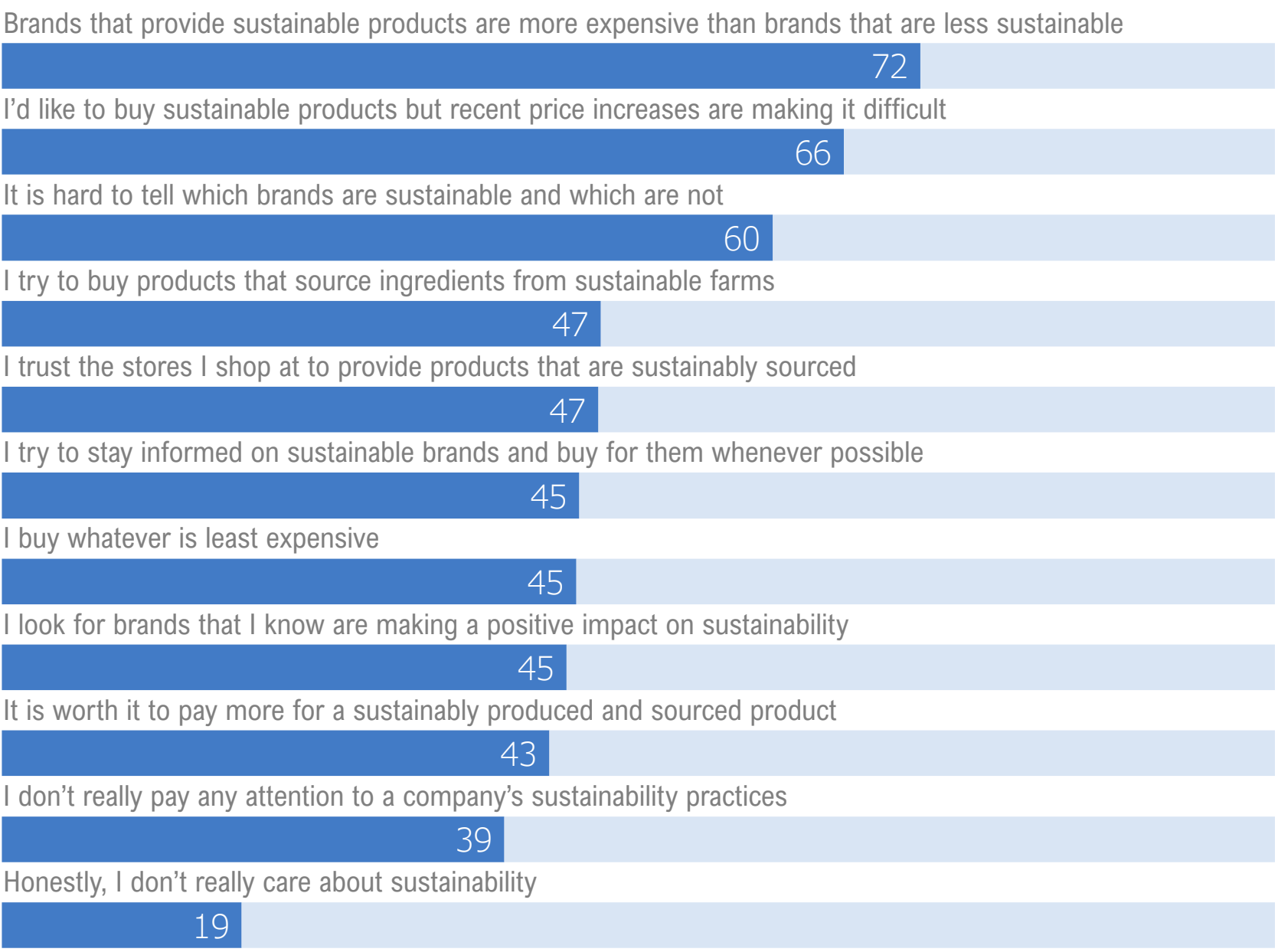
Price is a concern for sustainability.

Consumers consider the price of a product more important than sustainability when making purchase decisions. Sustainable products are perceived as more expensive and current price increases are making it more difficult to afford sustainable products. Regardless, many still consider a sustainably produced and sourced product to be worth the extra cost.

Stores shopped at are trusted to provide products that are sustainably sourced. Consumers look to the package for information on a product's sustainability.

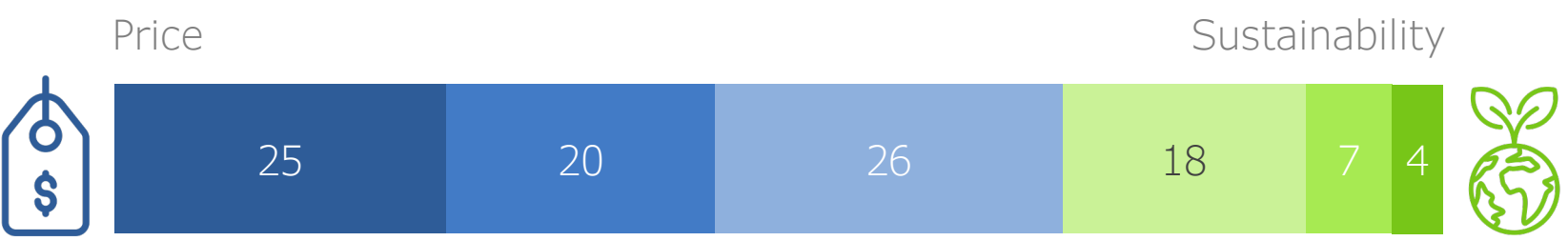
Sustainability Agreement Ratings

% Total Respondents Agree Strongly/Somewhat



Importance: Price vs. Sustainability?

% of Total Respondents



Information Sources for Sustainability

% of Total Respondents



Base: Total (n=1000)
 Q1: Many consumer packaged goods companies are making efforts to provide consumers with products that are sustainable, use fewer resources and create less waste, reducing their impact on the environment. Please think about when you are shopping for products such as food, personal care, paper goods, etc. and indicate how much you agree or disagree with the following statements:
 Q2: Which is more important when making your product purchases – price or the brand's sustainability practices?
 Q3: How do you learn about a brand or company's sustainability efforts?