

Sustainability Impact on Purchase Behavior



Concern for the Environment is Making a Big Impact on Consumer Product Purchasing

More than half of shoppers are very concerned about the future of the environment, and this sentiment often drives what they purchase



56%

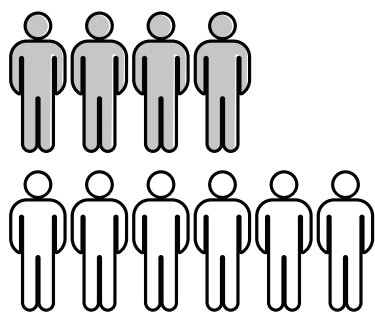
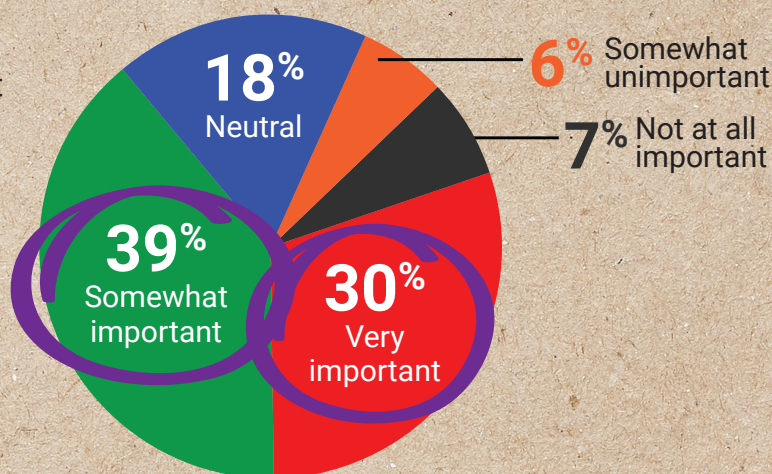
of shoppers are **very concerned** about the future of the environment



75%

of Millennials say that **sustainability is very/somewhat important** when buying consumer packaged goods

IMPORTANCE OF SUSTAINABILITY WHEN PURCHASING CPG



4-in-10

shoppers are more concerned about sustainability now vs pre-COVID-19

AND HERE'S HOW THEIR PURCHASE HABITS CHANGED

30%

changed a lot

58%

changed a little

Zero Waste
Less Packaging
Recycling
Reusable Bags
Less Plastic
Buy Local



Shoppers are making the effort to live eco-friendlier lifestyles

80%

Have made it a priority to reduce, reuse, and recycle products and packaging

60%

Paying more attention to product packaging/ impact on the environment

63%

More likely to seek out food/bev that is minimally processed

59%

Have made it a priority to live a more eco-conscious lifestyle

Older shoppers are more likely to recycle, while younger shoppers are more likely to modify their buying habits

SUSTAINABLE ACTIVITIES OVER THE PAST YEAR

INDEX TO ALL SHOPPERS



Gen Z/Millennials

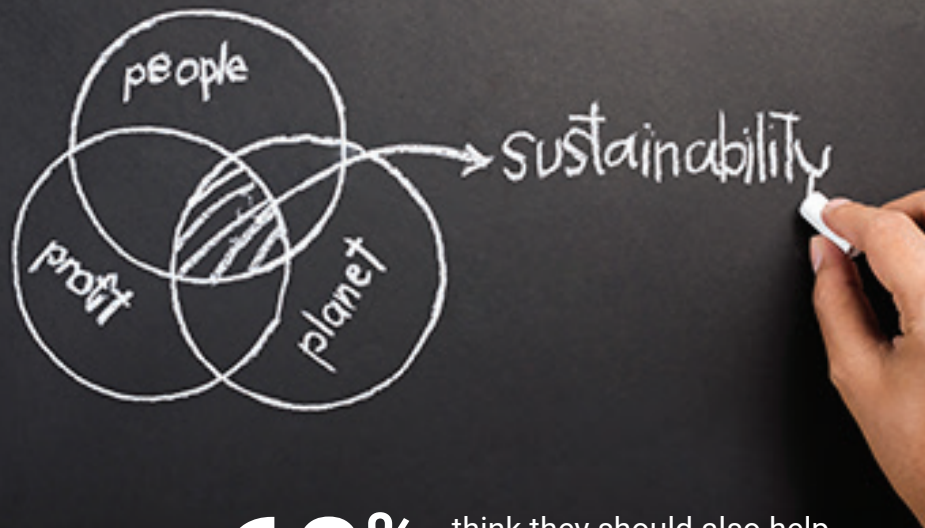
Boomers+

Sustainable Activity	Percentage	Gen Z/Millennials	Boomers+
Recycle as much trash as possible	69%	81	114
Use reusable shopping bags	68%	91	106
Make a conscious effort to minimize food waste	64%	85	114
Use energy saving devices in my home	59%	84	111
Sell/donate items to re-sale, thrift, or consignment shops	52%	88	111
Avoid single-use plastics	46%	98	98
Buy local to reduce environmental concerns of long-distance shipping	39%	89	104
Buy environmentally friendly HH cleaning products	39%	111	89
Buy organic food and/or beverages	39%	115	80
Buy items from re-sale, thrift, or consignment shops	34%	109	91
Drive an electric or hybrid car	8%	132	82

Fresh produce tops the list of 'green' products purchased, followed by cleaning products and eggs



Most people think food retailers should have a purpose that extends beyond making money



80%

of shoppers think food retailers should do more than make money

60%

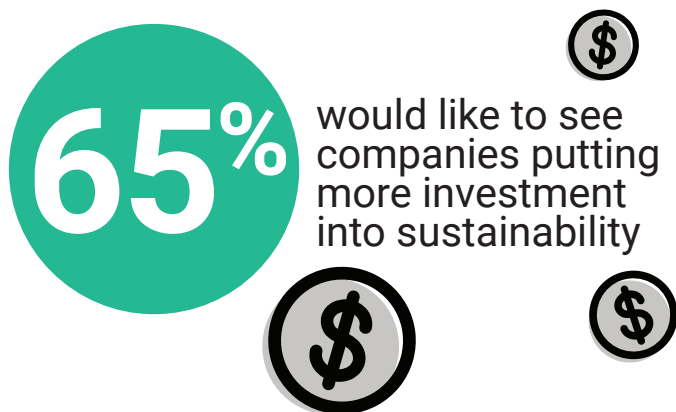
think they should also help employees and communities

20%

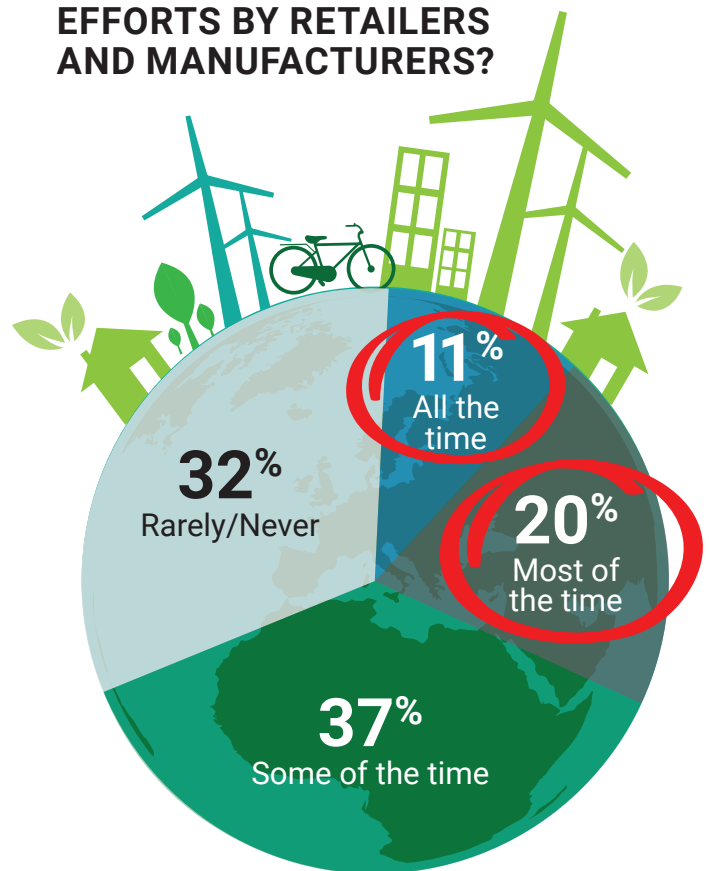
think they should strive for more/make the world a better place

Source: prod-wp.pub.coke.com

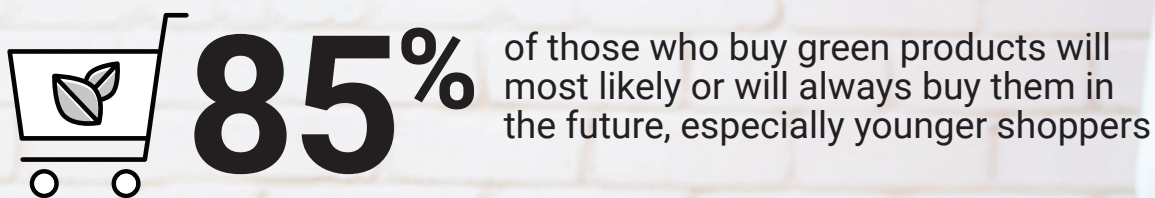
Only about 1-in-3 shoppers are noticing sustainability efforts by retailers and manufacturers on a regular basis



NOTICING SUSTAINABILITY EFFORTS BY RETAILERS AND MANUFACTURERS?



Shoppers who buy green products today largely intend to continue this habit



Millenials/Z

27%

Gen X

17%

Boomers +

14%

Intend to always by green products