

## September 2023

### Electric and Hybrid Vehicles - US

“Consumers’ growing interest in sustainability combined with automakers’ increasing commitment toward electric and hybrid vehicles presents a massive potential for growth in this category in the years ahead. However, obstacles such as perceptions, availability and affordability continue to pose challenges to consumers’ adoption. As such, it will be crucial for ...

## July 2023

### Sustainability in Food and Drink - US

“The incidence of sustainability claims on food and drink packaging is on the rise, and consumers say they want to make the best choices for the environment. Still, sustainable brands must also convince shoppers that their products will also meet consumers’ needs on the core factors that have always driven ...

### State of Sustainability - US

“Stress and concern over non-stop social, political and personal issues has consumers deprioritizing sustainable living. Instead they are placing the onus of addressing the climate crisis on brands, governments and other consumers. As unsustainable behaviors remain more common than sustainable ones, brands should encourage small, incremental steps toward sustainability to ...

## May 2023

### Circular Shopping - US

“Circular shopping options are becoming increasingly attractive due to their financial and environmental benefits. Additionally, perceptions around ownership are shifting – with more and more consumers looking for flexibility and the stigma of buying secondhand decreasing. But it’s not just about practicality – consumers are also drawn to these ...

## February 2023

### Consumers and the Economic Outlook - US

“Cooling inflation and a solid labor market are likely the direct contributors to consumers’ positive outlook entering the new year. With further rate hikes and unemployment projected to rise, revisiting these sentiments six months from now – which is when experts project the US to enter a mild recession – ...



**Sustainability:**  
**US - USA**

## **Upcoming Reports**

**Clean and Conscious Beauty - US -  
2023**

**Sustainability in Retail - US - 2023**