

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 ...