

Sustainability and Online Shopping - US - 2022

Report Price: £3695 | \$4995 | €4400

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This report looks at the following areas:

- Consumers' knowledge of sustainability and efforts from brands
- Shopping behaviors in regard to sustainability online
- Research conducted around sustainability
- Important sustainable factors
- Influence of price on environmentally friendly products
- Brands' role and actions in sustainability in online shopping

Many consumers do not feel equipped with knowledge regarding brands' and retailers' sustainability efforts, with 41% having no knowledge on this topic. Brands have their work cut out for them in order to communicate what efforts they have implemented and what the direct implications are to the shopper. Ultimately, how much consumers know about sustainability and if they decide to act on that knowledge remains to be seen but equipping them with information in the first place is a must for brands looking to connect with environmentally conscious consumers.

Inflation is making it difficult for consumers to shop with sustainability in mind. They are focused on their budgets, the price of products and the quality of items more so than sustainability in the current market. It doesn't mean that sustainability isn't important – consumers do want to more actively consider this factor with their shopping habits and purchases, but they will need help in order to make their budgets work. Options such as flexible payment solutions will be key in the current economic environment.

One of the biggest threats to shopping sustainably is related to the negative effects of greenwashing. The majority of consumers (66%) aren't sure whether marketing around sustainability is genuine or not. This means that shoppers could be skeptical, even of brands who are doing the right things in the right ways. Transparency and authenticity is needed from brands in order for consumers to feel confident purchasing environmentally friendly products online.



“Brands' sustainable and environmental efforts are attracting the attention of consumers as they shop online. While inflation is currently making it more difficult for consumers to purchase sustainable items that carry a premium price tag, sustainability will be a key focus for shoppers in the coming years.”

– **Katie Hansen, Senior Analyst, Retail & eCommerce**

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The good news is that consumers are open to learning about and participating in sustainability when shopping online. Consumers do see value in sustainable products as well as options such as returning packaging for reuse and shopping secondhand. Younger consumers will lead the way in sustainability adoption and be a key target market for brands in this arena.



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