

# The Sustainable Consumer - US - 2022

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## This report looks at the following areas:

- US consumers' attitudes towards and personal engagement with living a sustainable lifestyle
- Consumers' understanding of sustainability concepts and predominant knowledge gaps
- The potential impacts of the climate crisis that concern consumers the most
- Consumers' expectations for brands' sustainability and the most resonating environmental claims

The attention and spotlight placed on the current climate crisis has only continued to intensify, emphasizing the need for more sustainable lifestyles and business practices worldwide. Despite this growing need, the majority of US consumers continue to demonstrate little engagement in adopting more sustainable behaviors. Consumers continue to struggle with the challenges of living a sustainable lifestyle, particularly a widespread lack of knowledge and understanding when it comes to sustainability concepts. Long-standing concepts such as the need for recycling and the consequences of wasting natural resources are top of mind among consumers; however, more abstract concepts such the impact of their carbon footprint or the need for regenerative agriculture fail to meaningfully resonate with consumers.



"Despite a growing need for more sustainable behaviors, US consumers continue to be minimally engaged with living a sustainable lifestyle."

– Lisa Dubina, Associate Director | Culture and Identity

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