

Ethical Retailing - UK - 2022

Report Price: £2195 | \$2995 | €2600

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This report looks at the following areas:

- Defining an ethical retailer.
- Usage and awareness of ethical certifications.
- Ethical behaviours over the last 12 months.
- Motivations for ethical shopping practices.
- Interest in ethical innovations.

Over half of consumers surveyed regard treatment of workers as a sign of an ethical brand, and two fifths (40%) consider fair treatment of suppliers. Knowing that workers and suppliers are treated fairly by retailers and brands builds trust and loyalty among consumers and gives confidence that the products they buy are fairly sourced. Consumers want to make sure their money is spent with brands that share their values, and look for companies to be charitable, ethical or environmentally responsible.

The cost-of-living crisis is likely to increase practices such as second-hand shopping, upcycling and reusing. There is already a rising interest in second-hand clothing, with areas such as DIY and home retailing as well as beauty and personal care seeing an increase in upcycling. 66% of adults say that eating sustainably/ethically is harder when money is tight; brands need to further highlight the benefits of purchasing an ethically certified product in order to justify charging consumers more.

Cost of production as well as labour disruption is pushing prices up for a variety of retailers; consumers who are price-sensitive may choose to forgo sustainable purchases purely on a cost basis, which will have a negative effect on ethical retailing, particularly in clothing where fast fashion is so cheap and accessible.

More and more shoppers actively seek out ethical brands to shop with, presenting an abundance of opportunities for retailers to focus on becoming sustainable and ethically aware. If brands can offer consumers transparent,



“Consumers are increasingly valuing ethical practices when considering which retailers to shop at. Knowing that workers and suppliers are treated fairly as well as the source and makeup of products gives shoppers confidence in their ethical shopping behaviours. Brands must make ethical choices easy and tangible for consumers.”

– Fiona McDonald, Retail Analyst

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understandable information about their sourcing, manufacturing and environmental impact of their products, they stand in good stead within retail.



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