State of Sustainability - US - 2023

Report Price: £3695 | $4995 | €4400

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This report looks at the following areas:

- **Consumers' attitudes towards sustainable living**
- **Sustainable lifestyles and behaviors in the US**
- **Current engagement and opportunities within the circular economy**
- **Consumers' perceptions of and expectations for brands' sustainability**

The global climate crisis continues to escalate despite sustainability initiatives. Emissions continue to rise, carbon-cutting efforts fail to have a sufficient impact, and human activity continues to transform the planet at a record pace. Yet, the climate crisis remains only one of several global issues that have people concerned and on high alert. As inflation, political division, and international affairs outweigh many Americans' concerns about the climate crisis, US consumers are looking to brands to provide sustainability solutions.

"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."

– **Lisa Dubina, Associate Director | Culture and Identity**

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