

State of Sustainability - US - 2023

Report Price: £3695 | \$4995 | €4400

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

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**

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100



Report Price: £3695 | \$4995 | €4400

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Table of Contents

OVERVIEW

- What you need to know
- This Report looks at the following areas
- Definition
- Market context

EXECUTIVE SUMMARY

- Top Takeaways
- Consumer trends
- Only a third of consumers feel sustainability is an important consideration in daily life

Figure 1: Importance of sustainability in daily life, 2023

Figure 2: Outlook on personal behaviors, by generation, 2023

- Although unsustainable actions are more common, consumers remain engaged with small acts of sustainability

Figure 3: Unsustainable vs sustainable behaviors, 2023

- Consumers have high expectations for brands' sustainability, but are also skeptical of brands' sustainability claims

Figure 4: Expectations for brands' sustainability efforts, 2023

Figure 5: Attitudes to brands' sustainability efforts, by generation, 2023

- Opportunities and competitive strategies
- Repairing and buying refurbished have the opportunity to grow in popularity, especially among young consumers

Figure 6: Participation in circular economy, 2023

- Collaboration between brands and the government are needed to educate and encourage sustainability among consumers

Figure 7: Responsibility for improving sustainability, by generation, 2023

CONSUMER SUSTAINABILITY BY THE NUMBERS

- Consumers' consideration of and dedication to sustainability greatly varies

Figure 8: Sustainability Attitudes, cluster segmentation, 2023

- Segments

- Earnest Optimists (33%)

Figure 9: Sustainability segments: Earnest Optimists, 2023

- Overestimating Enthusiasts (28%)

Figure 10: Sustainability segments: Overestimating Enthusiasts, 2023

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

Report Price: £3695 | \$4995 | €4400

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

- **Guilty Underperformers (20%)**
Figure 11: Sustainability segments: Guilty Underperformers, 2023
- **Old-School Skeptics (19%)**
Figure 12: Sustainability segments: Old-School Skeptics, 2023

MARKET FACTORS

- **The climate crisis accelerates to critical levels**

CONSUMER SUSTAINABILITY – FAST FACTS

OUTLOOK ON SUSTAINABILITY

- **Only a third of consumers deem sustainability an important consideration in their day-to-day life**
Figure 13: Importance of sustainability in daily life, 2023
Figure 14: Importance of sustainability in daily life, by sustainability segments, 2023
- **Millennials and parents are more likely to prioritize sustainability in their everyday life**
Figure 15: Importance of sustainability in daily life, by generation, 2023
Figure 16: Importance of sustainability in daily life, by parental status, 2023
- **The majority of consumers feel they're doing their part, and few feel guilty for their unsustainable habits.**
- **Trend spotlight: Hyper Fatigue has consumers checked out of sustainability goals**
Figure 17: Outlook on personal behaviors, by sustainability segments, 2023
- **Gen Z adults are less likely to feel they are doing their part when it comes to sustainability**
Figure 18: Outlook on personal behaviors, by generation, 2023
- **Consumers feel brands and private individuals are equally responsible to improve sustainability efforts**
Figure 19: Responsibility for improving sustainability, by sustainability segments, 2023
- **Younger consumers more likely to look to the government to address sustainability**
Figure 20: Responsibility for improving sustainability, by generations, 2023

LIFESTYLE AND BEHAVIORS

- **Nearly half of the population believe it's easy to live a sustainable lifestyle**

What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
- Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

| | |
|----------|----------------------|
| Visit | store.mintel.com |
| EMEA | +44 (0) 20 7606 4533 |
| Brazil | 0800 095 9094 |
| Americas | +1 (312) 943 5250 |
| China | +86 (21) 6032 7300 |
| APAC | +61 (0) 2 8284 8100 |

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 21: Ease of sustainably living, by sustainability segments, 2023

- **Although unsustainable actions are more common, consumers remain engaged with small acts of sustainability**

Figure 22: Unsustainable vs sustainable behaviors, 2023

- **Consumers' sustainable and unsustainable behaviors don't always align with their perceptions of their sustainability**

Figure 23: Unsustainable vs sustainable behaviors – Repertoire analysis, by sustainability segments, 2023

- **Incremental sustainability looks different across generations**

Figure 24: Unsustainable vs sustainable behaviors – Repertoire analysis, by generation, 2023

- **Younger consumers, especially Millennials, take the time to learn and stay up to date on ways to be more sustainable**

Figure 25: Sustainability – Learning and researching, by generation, 2023

- **Greater financial affluence seems to correlate with a larger share of both sustainable and unsustainable behaviors**

Figure 26: Unsustainable vs sustainable behaviors – Repertoire analysis, by household income, 2023

Figure 27: Unsustainable vs sustainable behaviors, by household income, 2023

CIRCULAR ECONOMY OPPORTUNITIES

- **The majority of people have participated in some facet of the circular economy**

Figure 28: Participation in circular economy, 2023

Figure 29: Participation in circular economy – Nets of activities in the past 12 months, 2023

- **Repairing and refurbished electronics have the opportunity to grow in popularity, especially among young consumers**

Figure 30: Participation in circular economy – Select responses, 2023

Figure 31: Participation in circular economy – Nets of activities in the past 12 months, by generation, 2023

- **Brand spotlight: Back Market hacks Apple stores**

Figure 32: Back Market goes Hack Market for Earth Day, 2023

SUSTAINABILITY AND BRANDS

- **Consumers have high expectations for brands' sustainability, despite being skeptical of their efforts**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 33: Perceived responsibility for improving sustainability, 2023

Figure 34: Attitudes toward brands' sustainability efforts, by generation, 2023

- **Consumers feel the transportation industry has the largest negative impact on sustainability**

Figure 35: Perceived impact of specific industries on sustainability, 2023

- **Gen Zs and Millennials are more attuned to the sustainability impact of the food industry and fast fashion, yet knowledge and behaviors do not always align**

Figure 36: Perceived impact of specific industries on sustainability, by generation, 2023

- **Consumers expect brands to be reducing, transparent and proactively educating customers**

Figure 37: Expectations for brands' sustainability efforts, 2023

Figure 38: Patagonia films | The Monster in Our Closet, 2023

- **Younger consumers actually have lower expectations for brands' sustainability efforts, indicating cooperation between brands and government is needed**

Figure 39: Expectations for brands' sustainability efforts, by generation, 2023

COMPETITIVE STRATEGIES AND MARKET OPPORTUNITIES

- **Brands must provide convenience and education in sustainability strategies**
- **Package Free offers convenient and all-encompassing sustainable laundry kits**

Figure 40: Package Free offers a greener version of laundry day, 2023

- **NIVEA Brazil educates and enables employees to live more sustainably**

Figure 41: NIVEA Brazil partners with Ambipar Triciclo, 2023

- **US brands can take inspiration from sustainability strategies abroad**
- **Lotte Department Store hosts "plogging" event for customers**
- **Austrian government offers repair vouchers to encourage a repair-and-reuse culture**

APPENDIX – DATA SOURCES AND ABBREVIATIONS

- **Data sources**
- **Consumer survey data**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

- **Consumer qualitative research**
- **Abbreviations and terms**
- **Abbreviations**
- **Terms**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100



About Mintel

Mintel is the **expert in what consumers want and why**. As the world's leading market intelligence agency, our analysis of consumers, markets, product innovation and competitive landscapes provides a unique perspective on global and local economies. Since 1972, our predictive analytics and expert recommendations have enabled our clients to make better business decisions faster

Our purpose is to help businesses and people grow. To find out how we do that, visit **[mintel.com](https://www.mintel.com)**.