

# Attitudes towards Sustainability - China - 2023

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## This report looks at the following areas:

- Sustainability from both product and brand communication perspectives
- What sustainable product truly is and how much more consumers are willing to pay for those with such claims
- The features of memorable sustainable slogans and impressive publicity approaches regarding sustainability
- Consumers' attitudes towards sustainable fashion products and their concerns on the second-hand and rental fashion market

The significance of sustainability has already been widely recognised by the public. Sustainability-themed events together with industry summits also prompt more people actively participate in the practice of sustainability. It is exciting news for brands that consumers have developed a consensus to pay a premium for products with sustainability claims – over 80% of surveyed consumers are willing to pay a premium (within 10% at least).

However, it is not always easy to convince consumers about the authenticity of brands' sustainability claims and justify the high prices. Consumers now have put forward higher requirements about sustainable products. Brands need to do much more in terms of product itself and communication than simply giving a claim.

Moreover, the fashion industry is expanding its range in terms of sustainable practice. Besides offering eco-friendly products and novel experiences, second-hand and renting could become a new frontier for fashion brands.



"Consumers have now reached a consensus to pay a premium for products that claim to be sustainable, but with higher requirements regarding what would constitute a truly sustainable product. Brands would need to provide more sustainable options throughout the entire product life cycle in order to convince consumers and justify premium pricing."

**- Helen Ren, Research Analyst**

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