

Ethical Retailing - UK - 2023

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This report looks at the following areas:

62% of consumers have recycled used products in the past 12 months making it the most common type of ethical behaviour for consumers to engage in. The popularity of recycling is accentuated by companies prioritising this as part of their wider sustainability goals for reducing single-use plastic and giving a lending hand for consumers to do the same. Recycling points have also become an area for retailers to differentiate themselves with and is a move that is highly warranted given recycling areas are a must-have for the 44% of consumers who would choose to shop at a retailer that have them.

Shopping for ethical products have become less of a priority for consumers due to the cost-of-living crisis. In a climate where the price of a product is more important than how ethical it is (70%), retailers need to work hard at convincing the value of ethically produced products over standard ones. An emphasis should be on the financial benefits of shopping ethically which are not always apparent to consumers.

Consumers are also calling for accountability when it comes to making ethical claims as 76% think there should be more legal restrictions on ethical claims made by retailers. Many are confused by ethical claims or don't trust retailers to be completely transparent about their sustainability commitments.

Retailers should have an active role in making ethical claims more comprehensible as 62% are confused by ethical claims made by retailers. Fostering transparency and making these efforts consumer-facing will be imperative going forward and taking early action will help retailers stand out.



"Shopping for ethical products has become less of a priority for consumers due to the cost-of-living crisis and in a climate where the price of a product is more important than how ethical it is, retailers need to work hard at convincing the value of ethically produced products over standard ones."

- Emily Viberg, Retail analyst

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