

# THE RESULTS ARE IN: SUSTAINABILITY IS CRITICAL FOR CONSUMER BRANDS

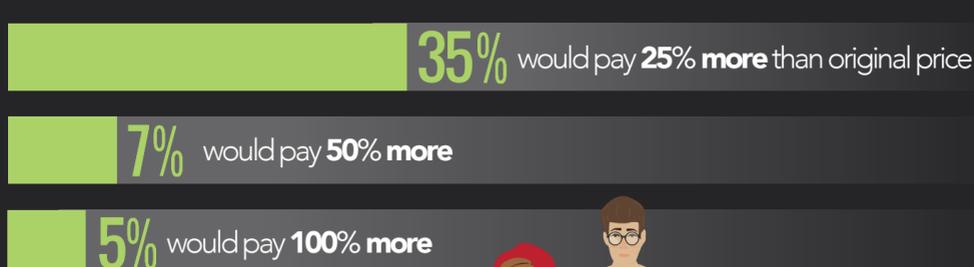
1,000+ respondents in **CGS's 2019 Retail and Sustainability Survey** say product sustainability is a major consideration for consumers. Gen Z leads the pack, being more likely to purchase, pay more and stay loyal to brands with sustainable options.

## WHEN MAKING A PURCHASE, IS PRODUCT SUSTAINABILITY IMPORTANT TO YOU?



**68%** rate sustainability important, regardless of age and gender

## CONSUMERS WILL PAY MORE FOR SUSTAINABLE PRODUCTS

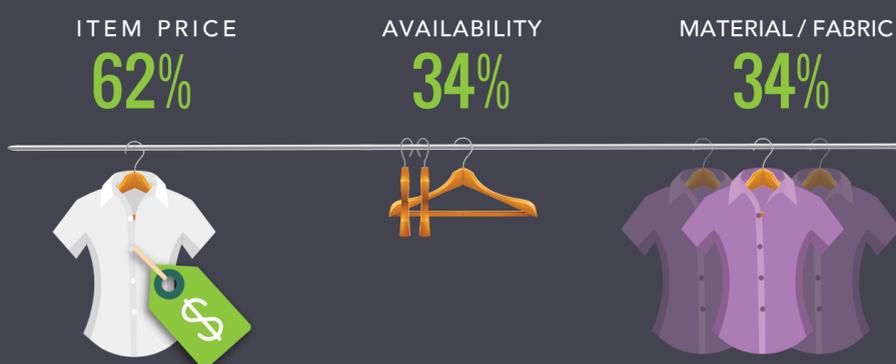


Although over 1/3 of consumers are willing to pay 25% more for sustainable products, **Gen Z is more willing to pay 50-100% more** compared with other age groups.



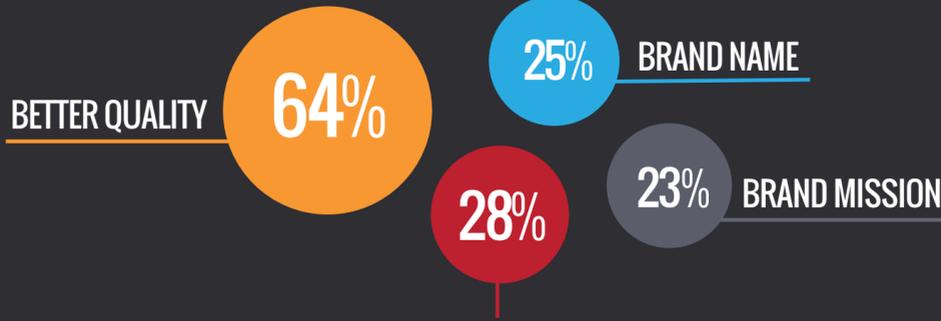
According to Bloomberg, in 2019, **Gen Z will surpass Millennials in 2019**, comprising 32% of the global population of \$7.7 billion.

## TOP 3 FACTORS IMPACTING CONSUMER PURCHASE DECISIONS



While price is top factor, **over 20% of Gen Z noted "ethical business and manufacturing" as a top purchasing consideration**

## WHAT MAKES CONSUMERS BRAND LOYAL?



For brand loyalty, **Gen Z was more likely to prioritize sustainability, brand name and company mission/purpose** compared with other age groups

## WHEN DEFINING A BRAND AS SUSTAINABLE, WHICH RESONATES THE MOST WITH CONSUMERS?

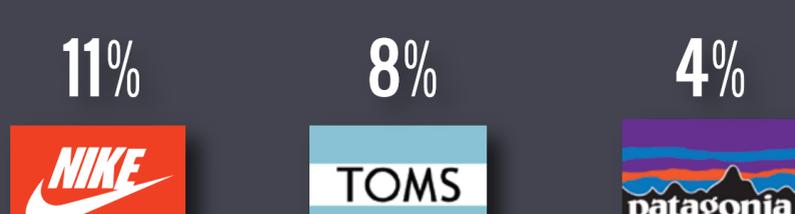


## WHAT PRODUCTS ARE MOST CRITICAL FOR SUSTAINABLE AND ECO-FRIENDLY OPTIONS?



## WE ASKED CONSUMERS: WHAT FASHION, APPAREL AND FOOTWEAR BRANDS COME TO MIND WHEN YOU THINK OF SUSTAINABILITY?

### TOP 3 NOTED:



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