

Sustainability Consumer Trends Fall 2022/Winter 2023

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Background & Objectives

Overview

Provoke Insights, a leader in research for branding, advertising, media, and content marketing initiatives, conducts a bi-annual consumer trends study to keep a pulse on the market across multiple industries. The extensive study allows Provoke Insights to stay ahead of the trends and understand consumer mindset in the current moment.

Fall 2022/Winter 2023 Wave

Three years since Covid began, fears of the pandemic have decreased, but consumers have other growing concerns, from inflation to the economy. Provoke Insights wants to understand how these new issues impact consumers' buying behavior. In this wave, Provoke Insights dives deep to understand how these new issues have impacted buying behavior.

This deck focuses on sustainability.

Methodology

Provoke Insights conducted a 15-minute survey among 1,500 Americans between the ages of 21 and 65. The study was in-field in Autumn 2022.

A random stratified sample was used followed by weighting to ensure a high degree of representation of the U.S. population (household income, age, gender, geography, ethnicity, and children in the household).¹

Results based on this sample have a maximum margin of sampling error of $\pm 2.5\%$ at a 95% confidence level.

Statistical differences between subgroups indicated in this report were tested at a 95% confidence level.





Current State of the Market

Consumers fear their financial future as the economy and inflation are major concerns. They are experiencing price increases. As a result, budgets are tightening. Consumers are eating more at home, making fewer impulse purchases, and buying store-label brands.



Sustainable Consumer

More than a quarter of consumers consider themselves environmentally conscious. Furthermore, two in ten are willing to pay more for items that are sustainably sourced. However, compared to 2021, this purchasing preference has trended slightly downward. Consumers' economic concerns could be contributing to this shift. Those who are more likely to purchase sustainable items are more likely younger, affluent Americans. They also tend to be democrat and optimistic about the future.



Purchasing Trends

Consumers willing to pay more for sustainable items are loyal to familiar brands and prefer to shop from small businesses. They purchase from a variety of categories, including apparel, skincare, beauty, and electronics.

They are planning for additional big-ticket purchases in the near future, including home renovations, buying a car, and traveling internationally.

Overview



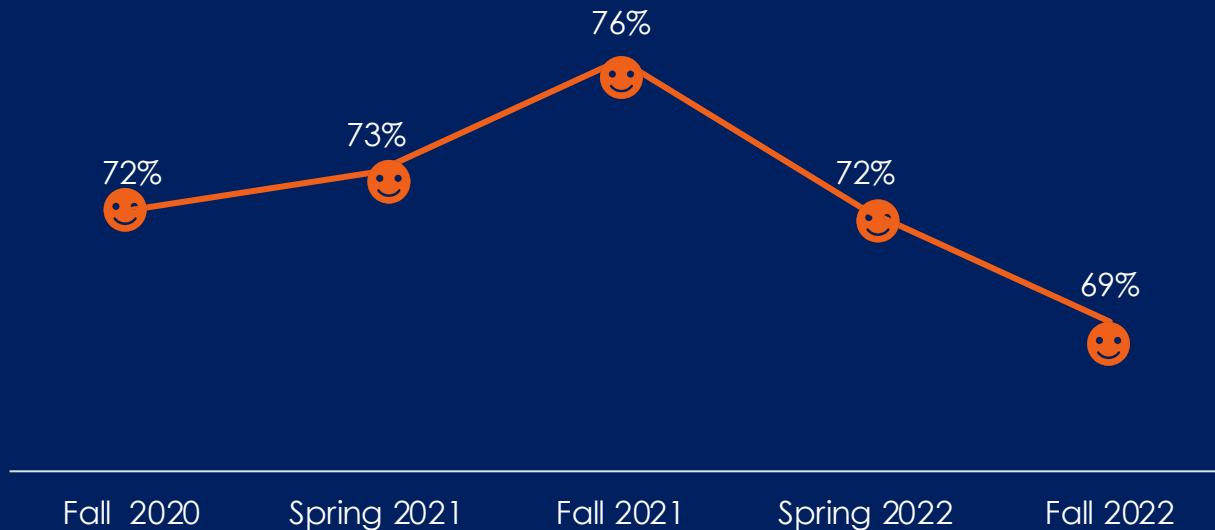
What External Trends are
Impacting Brands Today?



Consumer Optimism

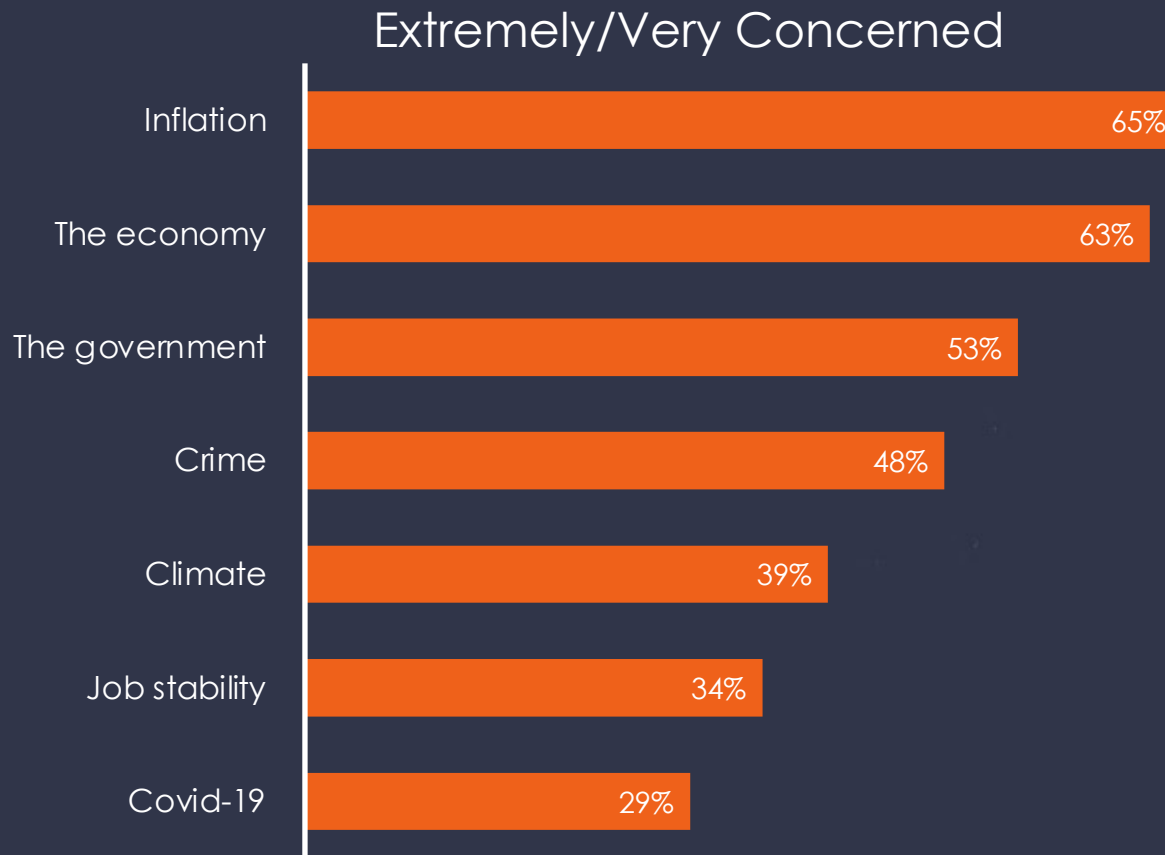
Optimism levels have declined to below where they were during the peak of the Pandemic.

Very/Moderately Optimistic



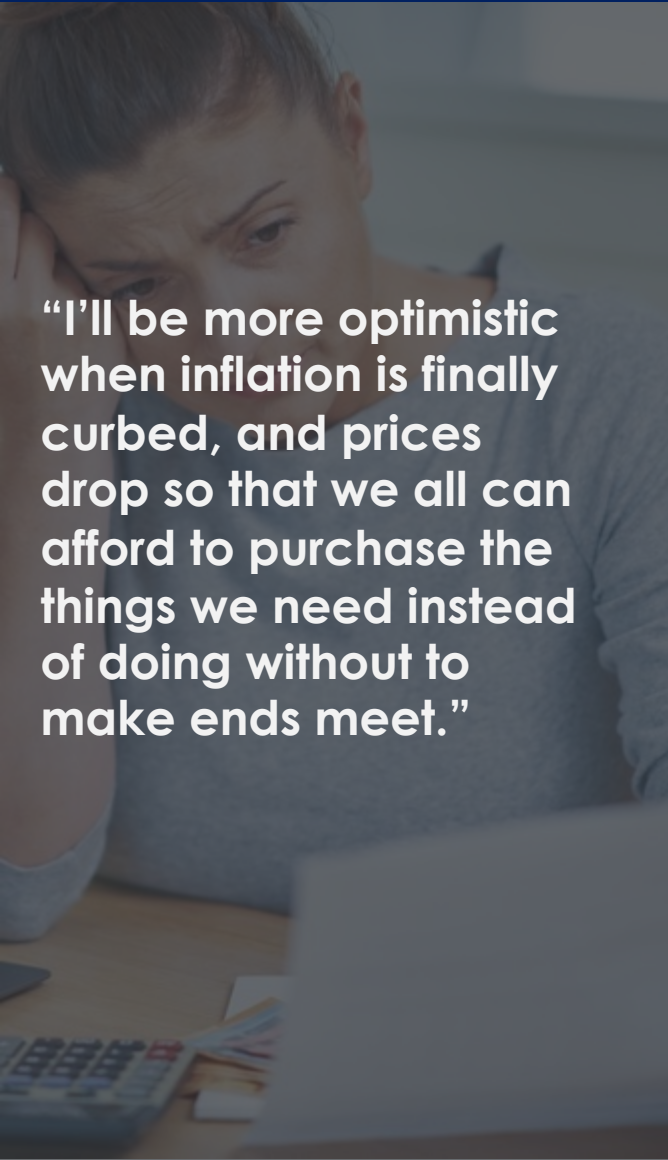
Top Concerns Impacting Consumers

*Inflation and the economy are major issues for most Americans.
Job stability and Covid-19 are not key worry areas.*

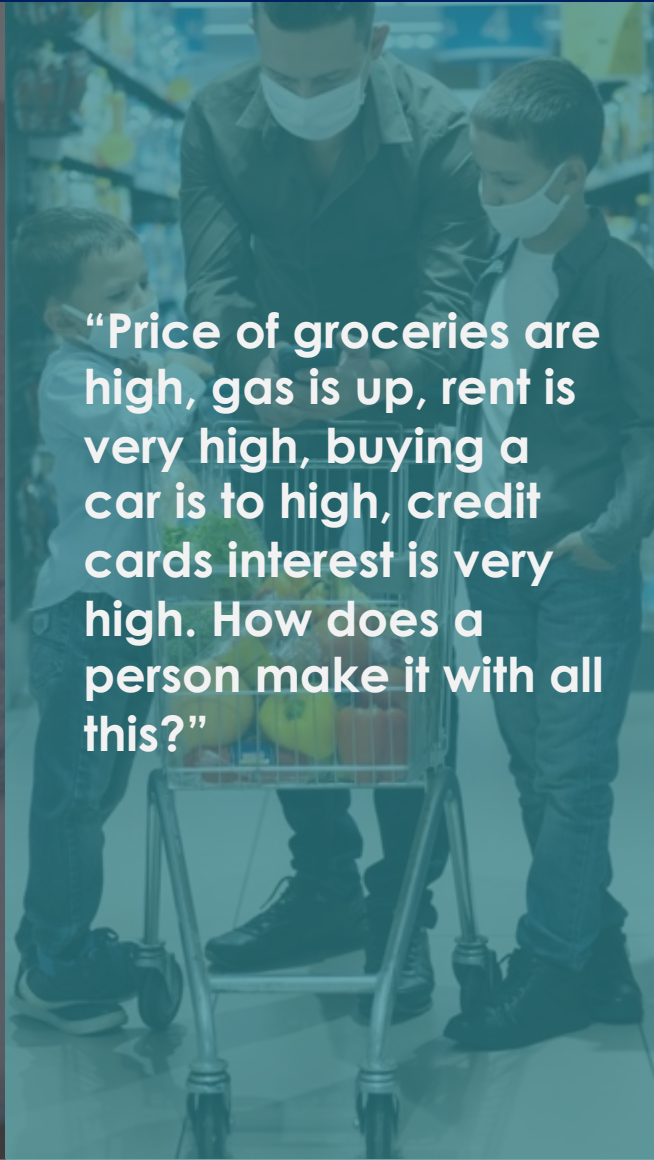


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Optimism Will Grow As The Economy Improves



“I’ll be more optimistic when inflation is finally curbed, and prices drop so that we all can afford to purchase the things we need instead of doing without to make ends meet.”



“Price of groceries are high, gas is up, rent is very high, buying a car is too high, credit cards interest is very high. How does a person make it with all this?”



“Personally, I am optimistic about my future. The future of the country leaves me in doubt. I think fixing the economy would be a first step of many this country needs for some recovery.”

Consumers are in saving-mode; using multiple techniques to reduce their spend.



More Budget Conscious in the Last 6 Months

Top Ways They're More Budget Conscious

-  39% Eat at home
-  29% Less impulsive with purchases
-  22% Buy generic/store label brands
-  19% Use coupon
-  17% Less discretionary spending
-  15% Shop at discount store

Base: All Qualified Respondents (N=1,500)

Base: Slightly/More Budget Concern (n=1,051)

Sustainability Trends



27% of Americans
consider themselves
environmentally conscious
(Top 2 on a 7-point agree scale)



Groups Significantly
More Likely to Agree
Include...



36% Democrat



31% Males



32% HHI \$100K+



30% Optimistic about
the future



19% of consumers will pay
more for items that are sustainably
sourced
(Top 2 on a 7-point agree scale)

Groups Significantly More Likely to Agree Include...



26% Democrat



25% Parents



23% Gen Z



22% Millennials



23% HHI \$100K+



23% Optimistic
about the future

Paying More For Items That Are Sustainably Sourced

Compared to 2021, consumers' willingness to pay for sustainable items has been trending down.

Will Pay More for Items That are Sustainably Sourced
(Top 2 on a 7-point agree scale)

25%



22%



19%



Fall 2021

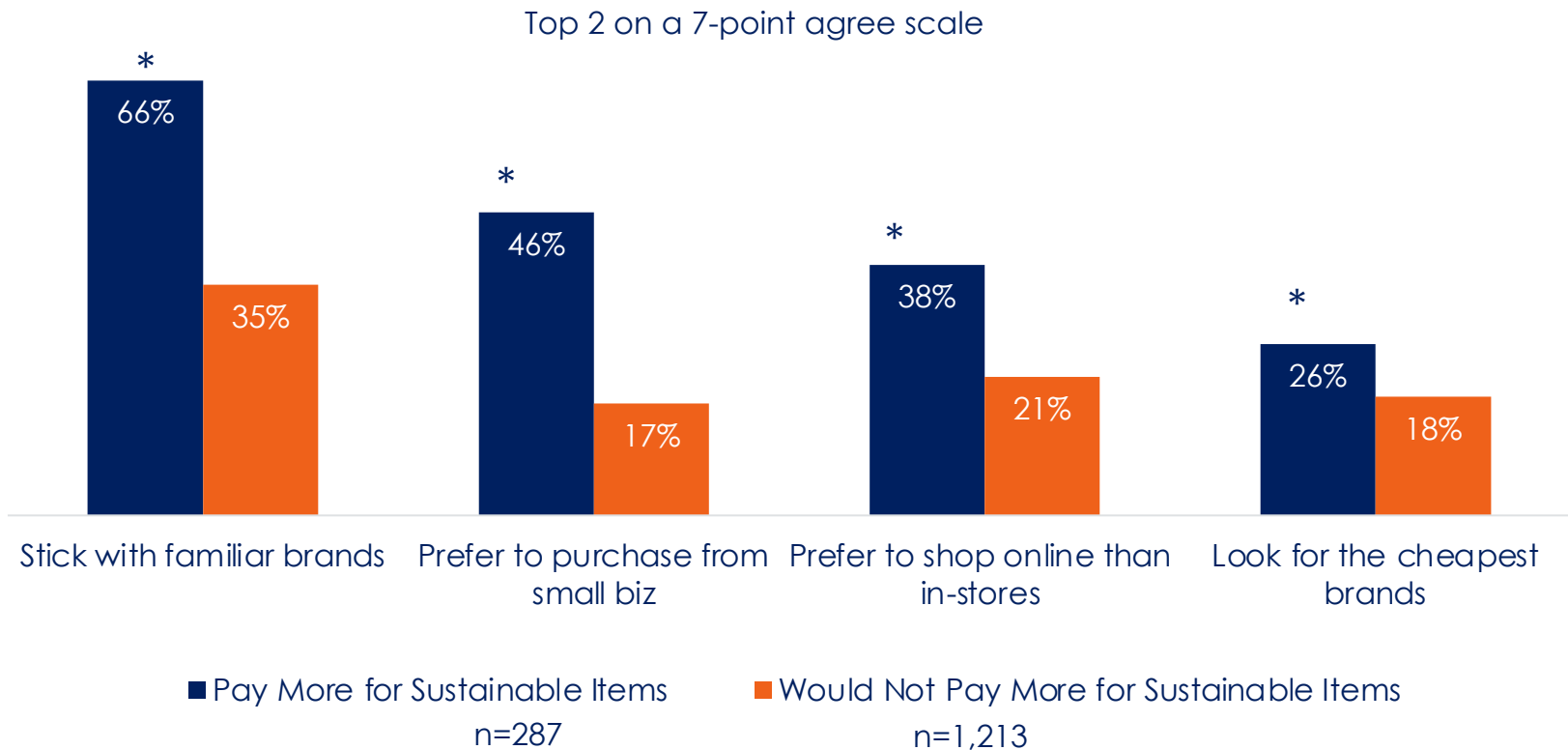
Spring 2022

Fall 2022

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Sustainable Consumers: Purchasing Attitudes

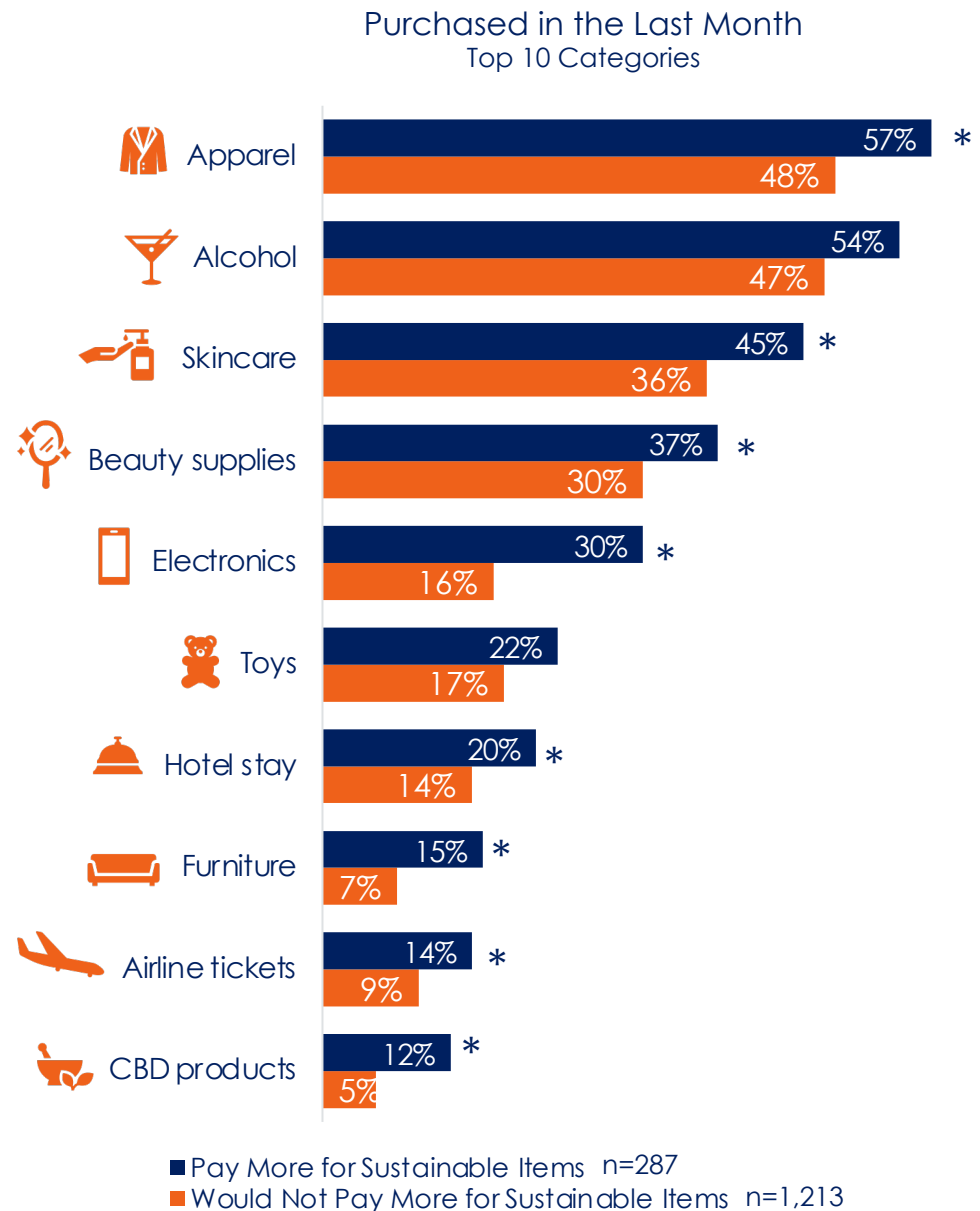
Consumers willing to expand their budget for sustainable products are brand loyal, and many prefer to shop small businesses.



*Significantly different

Sustainable Consumers: Recent Purchases

Consumers willing to spend more for sustainable items are more likely to have recently purchased from a variety of categories, including apparel, skincare, beauty, and electronics.



*Significantly different

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Sustainable Consumers:

Life stage Events

Consumers willing to pay more for sustainable products are more likely planning big-ticket purchases like home renovations, car buying, and traveling internationally.

Will Personally Experience in the Next 3 Months



19% will make
a major home
improvement
vs. 9%



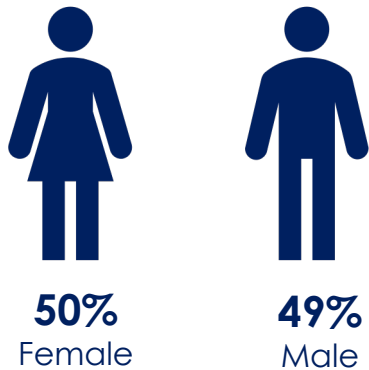
14% will
buy or lease
a car
vs. 10%



10% will go on
an international
vacation
vs. 6%

Respondent Overview

Gender



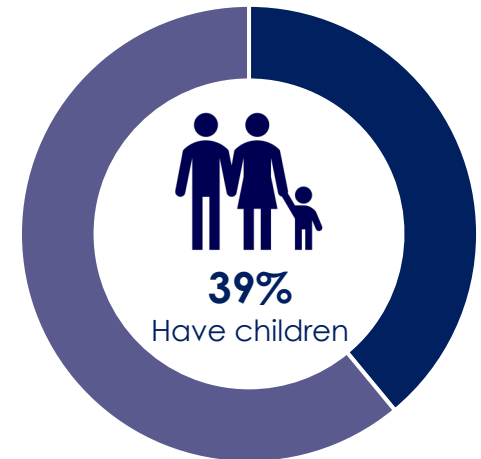
*1% other identity

Generation

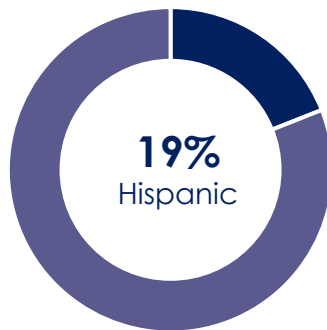
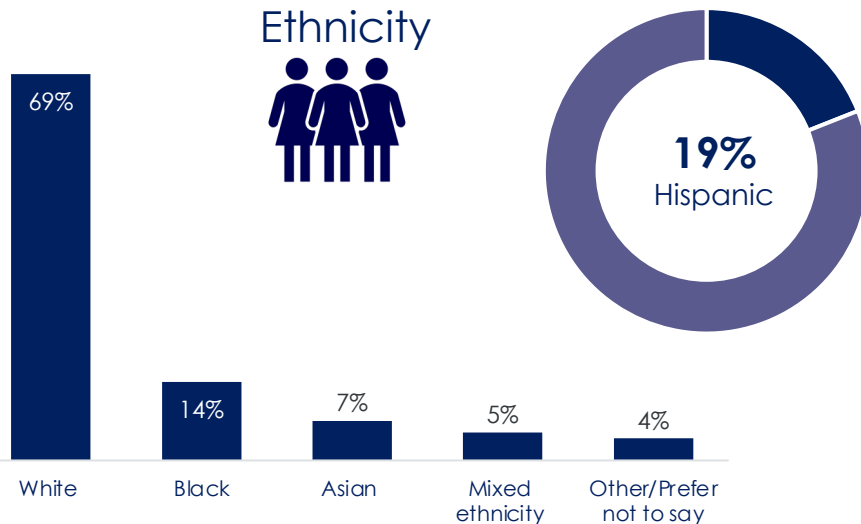
42 years old
Average Age



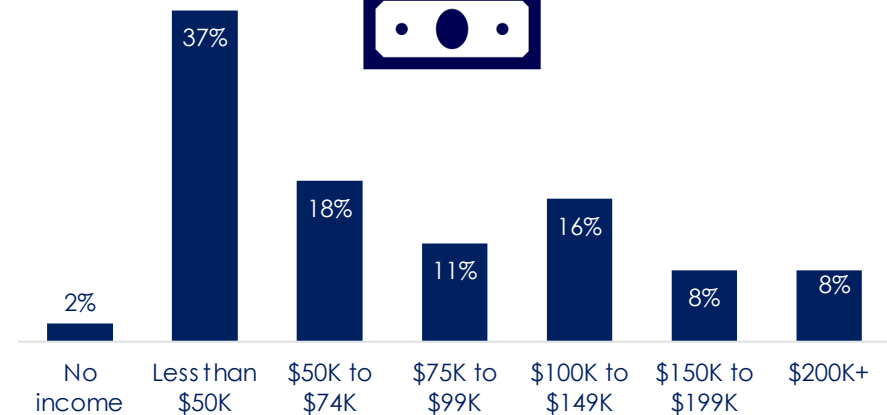
Parental Status



Ethnicity



Household Income



About Provoke Insights



Founded on the premise that research should better align with marketers' needs, Provoke Insights empowers brands to navigate through today's cluttered advertising space. This full-service market research firm solely focuses on research for **branding, advertising, and content marketing** initiatives.

At Provoke Insights, you work with a research expert who is also a seasoned brand strategist; this ensures that questions are deeply explored, and insights are cultivated and capitalized. We develop insights from the data to help guide growth for your company's vision.

For more information or press inquiries, reach out to info@provokeinsights.com.