



The 2020 Consumer and Sustainability





How has the COVID-19 Pandemic affected Eco-Friendly buying behavior?

Sustainability was shaping up to be an ever-growing influence in US consumer purchase behavior heading in to the 2020s. Then, the pandemic hit. Would the emerging story of buyers leveraging their spending power to drive companies to deliver real eco-friendliness in their products & packaging, fall prey to the havoc wreaked by the pandemic?

Turns out, sustainability remains important. In fact there is evidence that the pandemic has strengthened consumers' resolve.

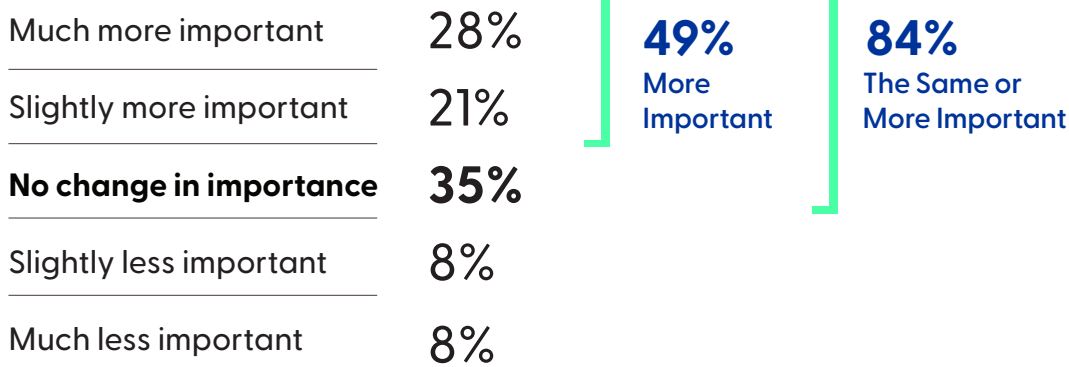
Going green is going strong.

The trend towards continued increase in the importance of sustainability is most evident when it comes to packaging: nearly half of US consumers say sustainable packaging is more important now than it was before the pandemic.

Together with those who say its importance has stayed the same, more than 80% of the market feel sustainable packaging is important.



Has sustainable packaging become more or less important to you since the start of the pandemic?





Safety and sustainable packaging go hand in hand

What's caused you to change your views on sustainable packaging since the pandemic?

Safety concerns	59%
Change in values	40%
Budgeting concerns	38%
Time concerns	34%

Consumers see safety benefits in packaging types that correlate with recyclable material

Thinking about Covid-19, which of the following do you see as the safest option to prevent transmission?

I don't see any difference between packaging types	28%
Plastic packaging	24%
Paper packaging	22%
Metal packaging	15%
No packaging	8%
Other	3%





“Green Grocer” takes on a whole new meaning

Consumer sensitivity to sustainable packaging influences the groceries they buy.

When buying groceries, how important is it to you that packaging is sustainable?

Very important	45%
Quite important	32%
Not that important	16%
Not at all important	7%

How much attention do you pay to sustainable packaging when shopping?

It influences my choice of product	48%
It influences my choice of brand	44%
It influences my choice of retailer	34%
I don't pay any attention to sustainable packaging when shopping	22%

48%

Say sustainable packaging absolutely influences their purchase decision

1 in 3

Say the desire to buy products with sustainable packaging impacts where they shop





Sustainability extends to Home Delivery

For home deliveries, which of the following do you think a supermarket should offer?

Goods to be supplied in paper bags	60%
Accept plastic bag returns	45%
Bagless delivery	32%



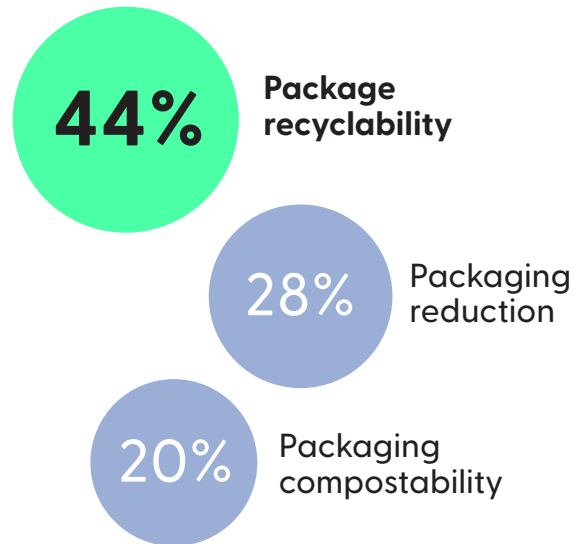
People are opting out of “paper or plastic”

They want less packaging overall, and want to be able to recycle it.

Which aspect of packaging are you most concerned about?

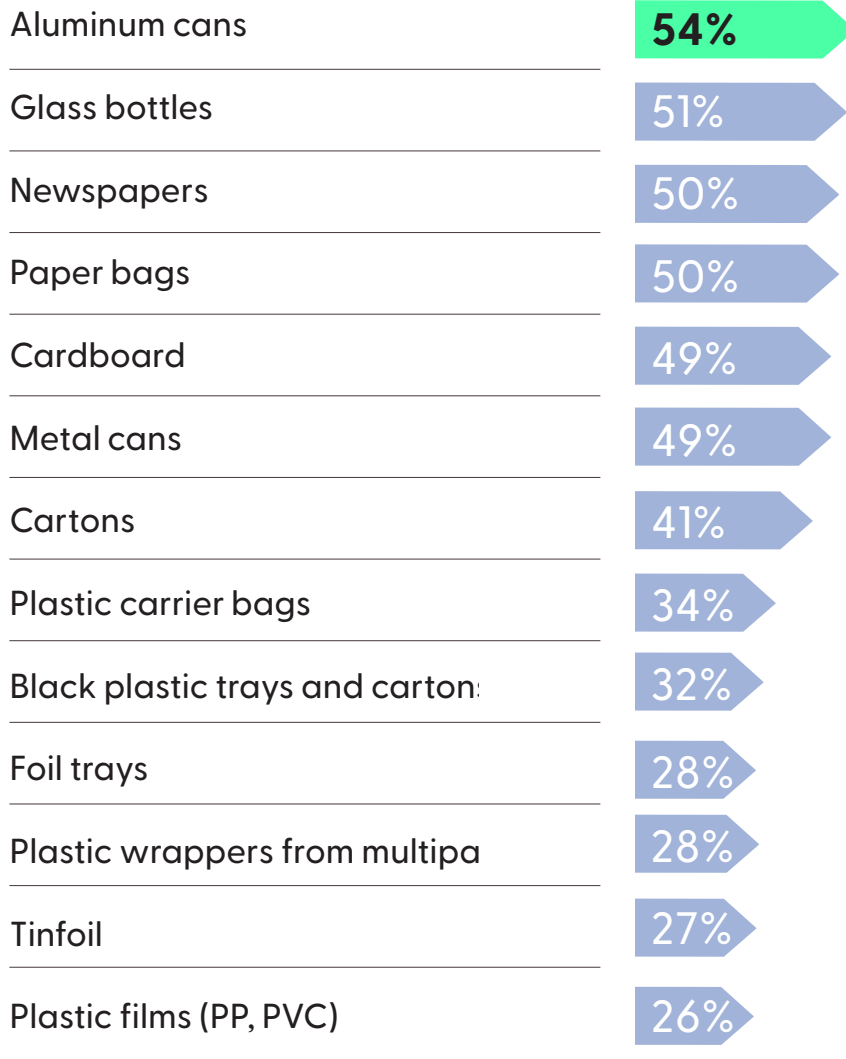


Which is most important in eliminating packaging waste?





Which of the following types of packaging do you think are recyclable at your local recycling center?



Toluna 2020 Consumer Insights

This study on sustainability was designed as a deep dive into how the pandemic has affected behavior relative to this specific consumer trend. It was fielded in October 2020, with a sample size of 1,000+.



Start Knowing

Toluna delivers real-time consumer insights at the speed of the on-demand economy. By combining global scale and local expertise with innovative technology and award-winning research design, we help clients explore tomorrow, now. Toluna is the parent company of Harris Interactive Europe and KuRun Data. Together, we push market research toward a better tomorrow.

Learn more at tolunacorporate.com

