



# Consumer shift towards sustainability

Going green is going strong.





# A growing concern for sustainability and eco-friendly packaging

Sustainability has been shaping up to be an ever-growing influence on the global consumer. There has been a lot of recent talk about environmental concerns emerging as a strong trend that drives consumer purchasing decisions. This trend could have significant impact for business as companies look to deliver eco-friendliness in their products and packaging to meet consumer expectations.

Are consumers steadily drifting away from unsustainable products and likely to drop brands who don't meet their eco-preferences? How important is this trend to consumers and how much impact will this have on businesses that continue with current practices? To find out, we surveyed to 1035 Australians and 531 New Zealanders.

## Going green is going strong.

The growing trend for the importance of sustainability is most evident in product packaging: 82% of Australians and 85% of New Zealanders value sustainable packaging, with environmental concerns driving their purchases. This sentiment is strong across all age groups in both countries.

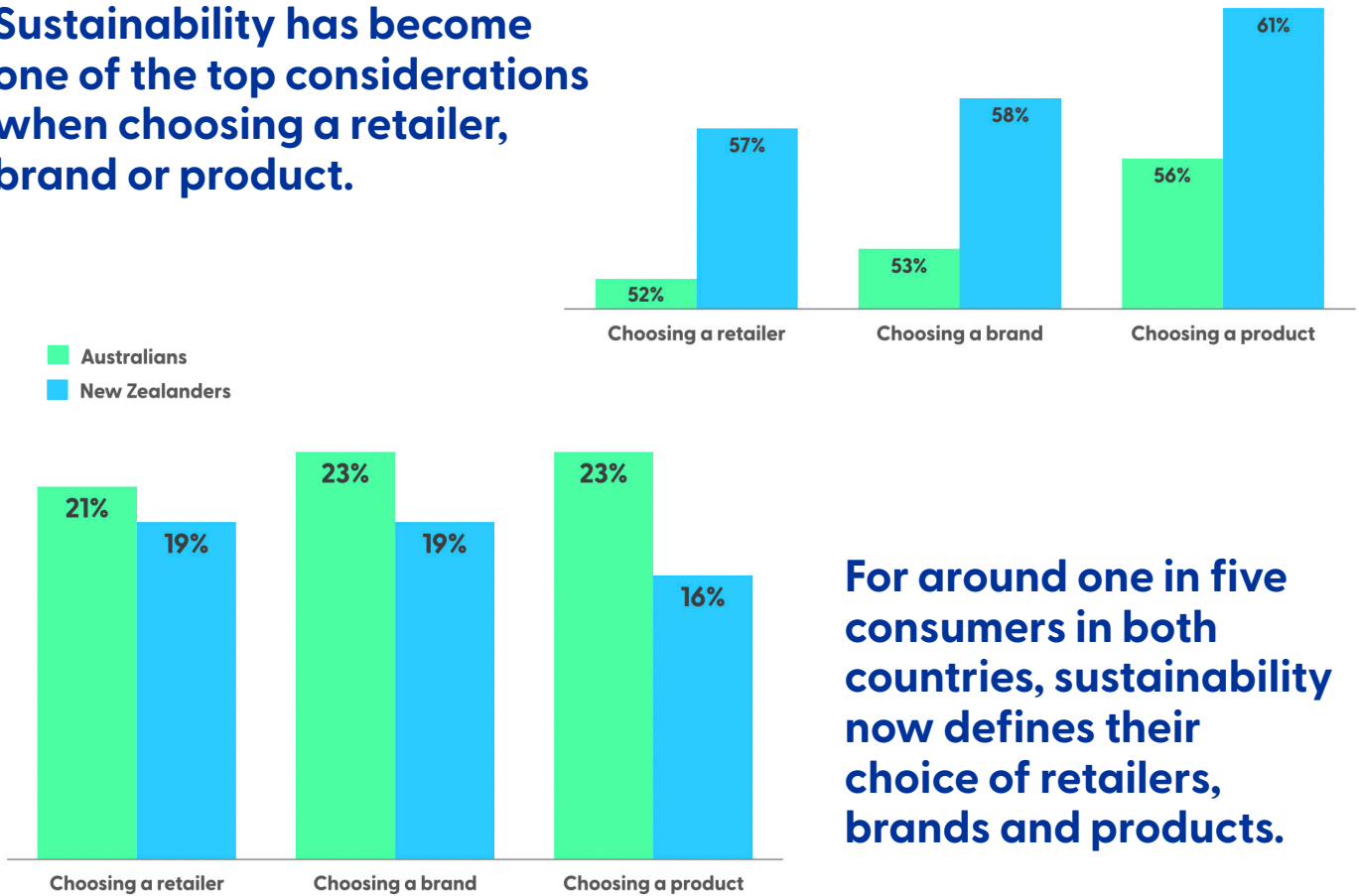


	Australians	New Zealanders
18-34 year-olds	85%	85%
35-54 year-olds	81%	84%
55+ year-olds	81%	84%



# Sustainability strongly influences consumer choice

Sustainability has become one of the top considerations when choosing a retailer, brand or product.



Younger consumers are more likely to act on their beliefs and drop brands that don't meet their eco-preferences.

Stopped using a brand in the last 6 months due to sustainability concerns

	Australians	New Zealanders
18-34 year-olds	25%	26%
35-54 year-olds	21%	18%
55+ year-olds	9%	18%



## Shifting purchasing habits

Around half of Australian (49%) and New Zealand (54%) consumers are now looking beyond traditional retailers and supermarkets in a bid to shop more sustainably, choosing to shop for sustainable products online, at farmers markets, and boutique eco-stores.

	Australians	New Zealanders
Takeaway cutlery	30%	34%
Takeaway coffee cups	26%	30%
Aerosol air fresheners and deodorants	18%	20%
Plastic cling wrap and cleaning wipes	17%	21%
Plastic sandwich zip-lock bags	16%	20%

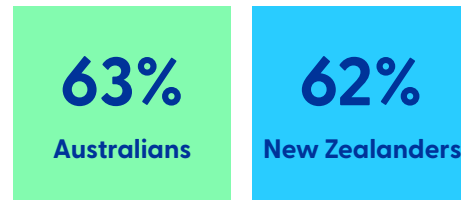
Due to environmental concerns, many consumers have stopped using some products altogether.



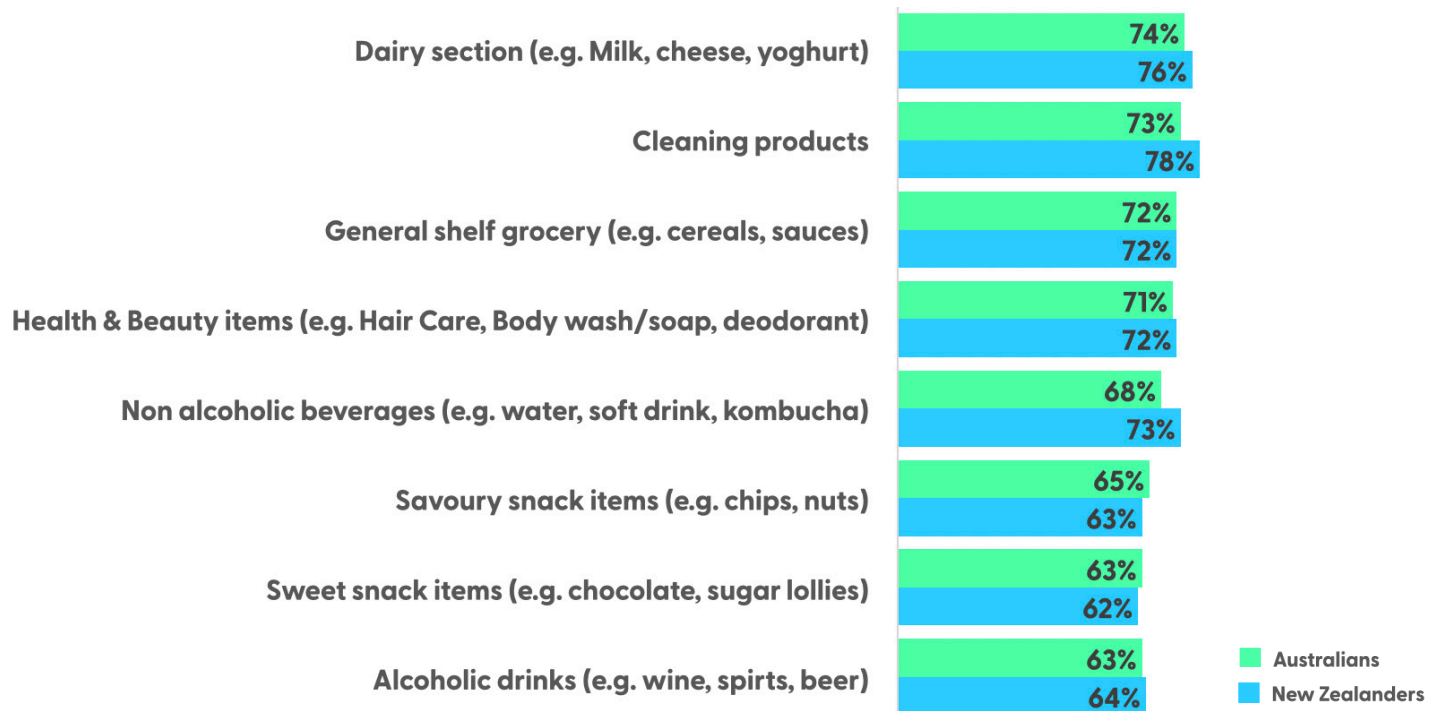


# “Green Grocer” takes on a whole new meaning

Two thirds of consumers in both Australia and New Zealand claim sustainable packaging is more important to them now, compared to how they felt last year or two years ago.



## When buying the following products, how important is it to you that the packaging is sustainable?



### Will Caruso, Senior Marketing Scientist and Packaging Expert at the Ehrenberg-Bass Institute for Marketing Science:

“Sales of brands who ignore eco-preferences might not decrease in sales next year (2021), but in the long term brands need to look for more sustainable ways to package their products. It is clear from this research sustainability packaging is becoming a category norm that should not be ignored.”



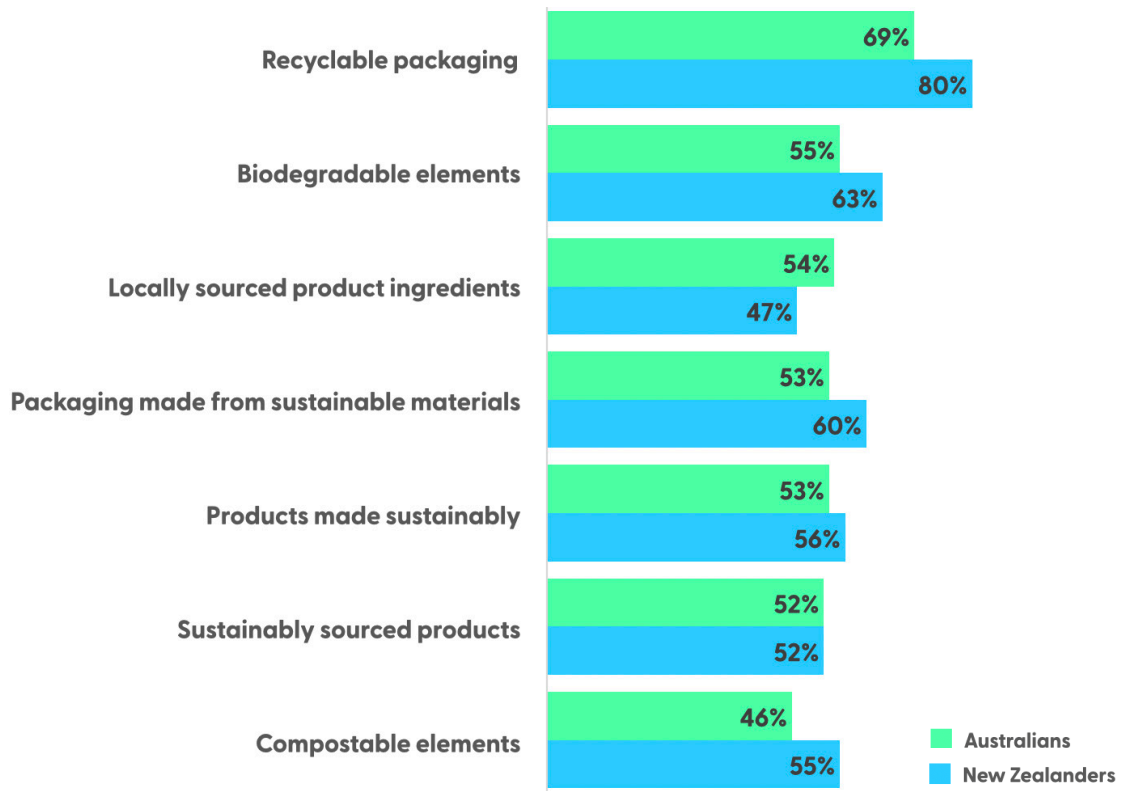


## Sustainability also extends to Home Delivery

When it comes to online purchases, Australians and New Zealanders believe supermarkets should improve their sustainability choices for home deliveries.

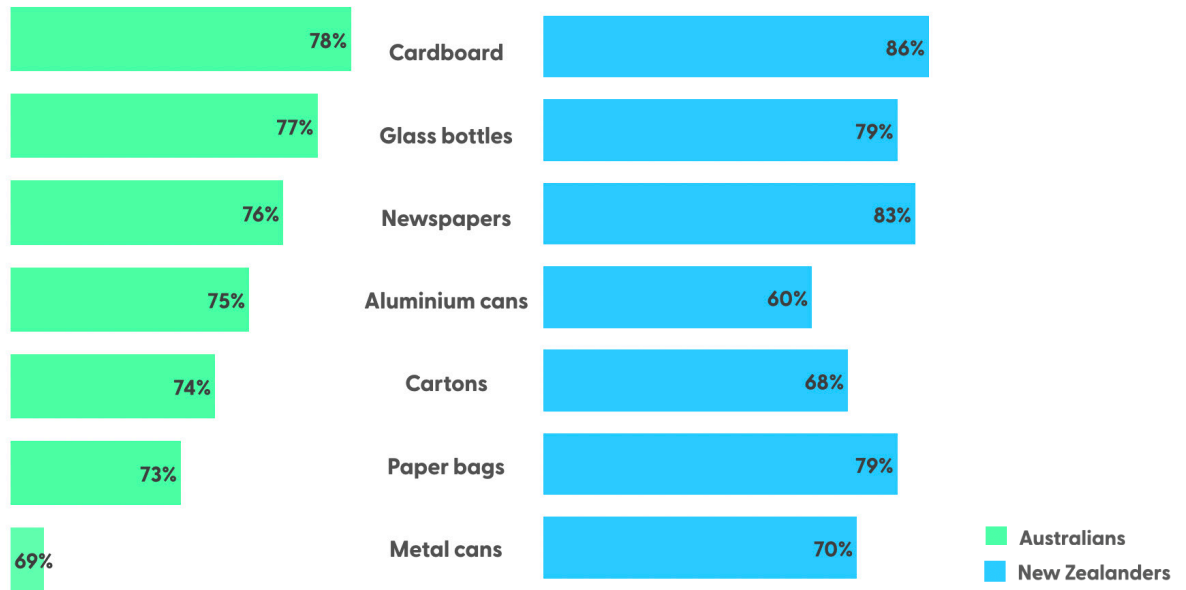
	Australians	New Zealanders
Goods to be supplied in paper bags	69%	84%
Bagless deliveries	43%	35%
Accept plastic bag returns	46%	26%

## Recyclable packaging and Biodegradable elements top the list of the most important factors consumers associate with sustainability





# Packaging consumers consider most easily recyclable



## Sharon Humphreys, Executive Director, Packaging Council of New Zealand:

“Packaging touches everybody, every day and Toluna’s research gives valuable feedback into what is important for consumers. We know many of our members are looking for ways to make their packaging more sustainable, and given the increased consumer focus on this issue we would encourage everyone in the packaged goods industry to deliver packaging which not only meets functional requirements, but also reflects those qualities which are important to consumers.”



## Key packaging concerns

	Australians	New Zealanders
Packaging recyclability	61%	64%
Threat to wildlife and the environment	60%	67%
The amount of plastics used	58%	65%
Excessive packaging	56%	65%
Compostability	43%	43%



# Can companies charge a premium for sustainable packaging?

Many consumers are willing to pay more for a product that has sustainable packaging, but they expect transparency to justify this premium.

	Australians	New Zealanders
Clearer information on packaging source to ensure sustainability	57%	63%
Information on how the costs increase helped make the packaging sustainable	58%	61%
Company or product aligning with ethical cause to assist sustainability	37%	36%
Alignment with a socially ethical cause to assist sustainability	31%	29%
Alignment with an environmental cause	39%	39%







# Choosing a sustainable lifestyle is amongst consumers' New Years' resolutions

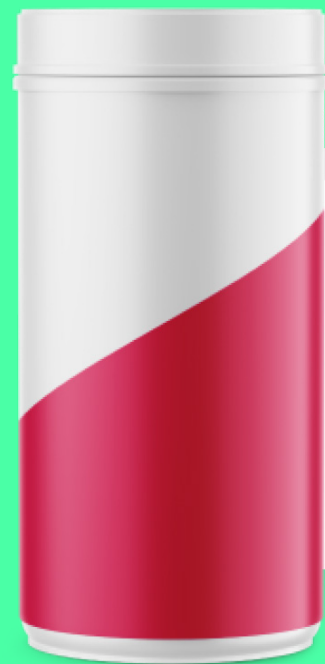
**43%** of Australians and **58%** of New Zealanders stated that they had promised to themselves to make more sustainable life choices in 2021.

## Toluna's take

It's clear that sustainability is a key concern for many consumers, and one that is influencing the way they make purchasing decisions. Consumers are more conscious about excess and unnecessary packaging than they were two years ago, and now they're moving to drop certain brands and products altogether if they don't meet their expectations.

Retailers and brands can no longer afford to ignore the shifting consumer sentiment. We're already seeing some brands innovating in this space and the research shows us that making sustainable changes to packaging will help brands win customers; consumers now expect to see more sustainable options, so brands must deliver or risk losing market share.

As we move into 2021, we can expect to see even more focus on sustainability and environmentally conscious purchasing, and it will be more important than ever for businesses to keep track of the ever-changing customer insights and continue to change their offering accordingly.





# 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](https://tolunacorporate.com)

