

# CONSUMER SUSTAINABILITY TREND

## Unveiling the Impact of Sustainable Awareness on Consumer Shopping Behaviors

### WHAT IS SUSTAINABLE TREND?

The sustainable trend embodies a strategic response by brands to meet the preferences of environmentally conscious consumers, fostering both expectation fulfillment and a collective commitment to sustainability.



Plastic-Free



Compostable



Cruelty-Free



Not Tested on Animals



Eco-Friendly



Vegan



Carbon Zero



Sustainable Packaging



Plant-Based



Organic

some of the terms brands use when tapping into consumer sustainability trends

**Green Marketing:** Brands strategically promote products for their environmental benefits, aligning with heightened consumer environmental awareness.

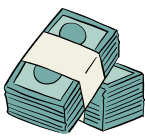
**Consumer Demand:** The sustained increase in environmentally conscious consumers indicates a lasting shift towards sustainable choices, reflecting a growing and persistent demand.

**Consumer Education:** Green marketing serves to inform consumers about environmental issues, emphasizing the benefits of eco-friendly products. This educational aspect encourages a meaningful change in consumer behavior towards sustainability.

## WHY SHOULD COMPANIES INCORPORATE SUSTAINABLE PROMOTIONS INTO THEIR MARKETING PLANS?

### CONSUMER BEHAVIOR TREND 2023

In 2023, shoppers who prefer to shop for sustainable gifts spend 29% more on average than those who do not.



43% of Shoppers identify as "Sustainable Gift Shoppers", a significant 4% increase from 2022, underlining a shift towards conscious consumerism.

### GENERATION BREAKDOWN:

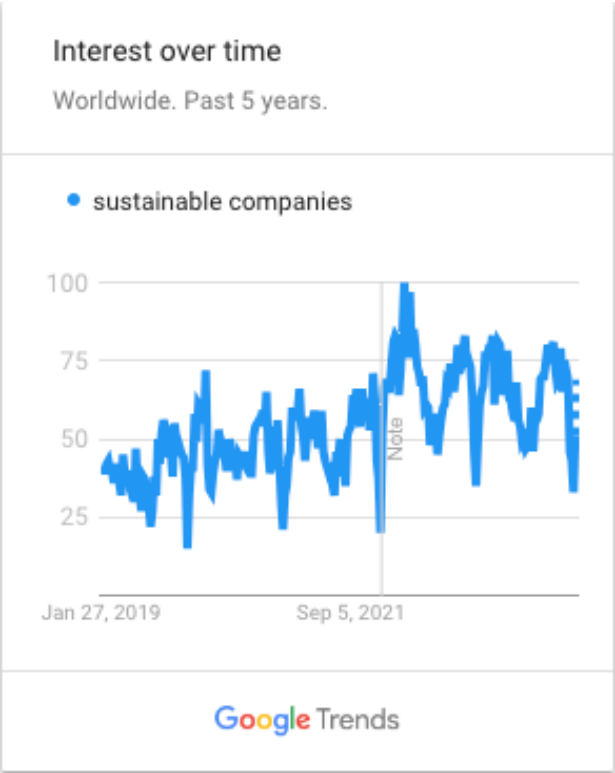
55%

- Gen Z and Millennials
- 7% increase compare to 2022

5%

- Older Generations
- 1% increase compare to 2022

### GOOGLE KEYWORD SEARCH TRENDS



This surge in online search over the years emphasizes the growing importance consumers place on sustainability when making purchasing decisions.

## STAYING COMPETITIVE IN AN ENVIRONMENTALLY CONSCIOUS WORLD



### Invest in Authentic Sustainability

With increasing environmental consciousness, brands strategically integrate sustainability into marketing. Prominent brands not only sell sustainable products but also utilize **creative storytelling** to inform consumers about eco-friendly choices, inspiring action towards a sustainable future.



### Greenwashing

Brands must steer clear of greenwashing, a deceptive practice portraying products as more environmentally friendly than reality. This exploits consumer sustainability concerns, risking reputation damage and eroding trust.

# SUCCESSFUL SUSTAINABILITY CAMPAIGN - IKEA



source: IKEA UAE

Ikea's latest witty campaign, showcasing their newest collection of soft toys made from ocean plastic, garnered widespread attention across various social media platforms.

### MEASURING THE IMPACT OF A SUSTAINABLE CAMPAIGN



- Increase in People's Awareness
- Promotion of Products
- Building Sentimental Attachment
- Purchase Conversion Rate

Result: The campaign got reposted and exposed on social media platforms such as LinkedIn, receiving reactions from over 20,000 people.

source:[https://www.linkedin.com/posts/famouscampaigns\\_witty-new-campaign-from-ikea-promoting-new-activity-7036458256336048128-6duG](https://www.linkedin.com/posts/famouscampaigns_witty-new-campaign-from-ikea-promoting-new-activity-7036458256336048128-6duG)

## CONCLUSION THOUGHTS: HOW CAN RETAILERS KEEP UP?

For retailers, offering enticing discounts and promotions alone is insufficient. Retailers need to make financial commitments to implement their sustainability initiatives. Engaging in sustainability efforts is not only beneficial for the environment but also advantageous for the business.