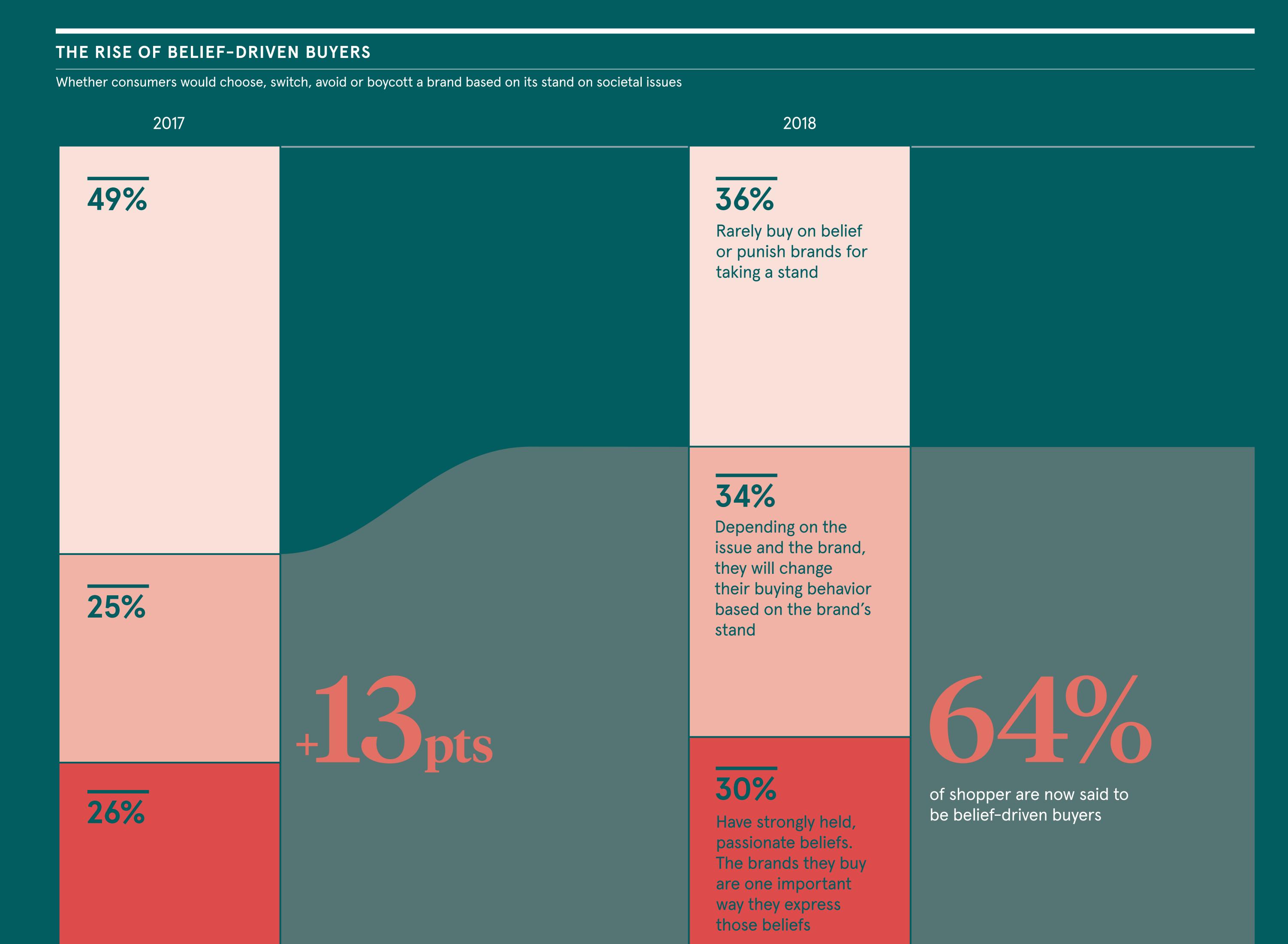
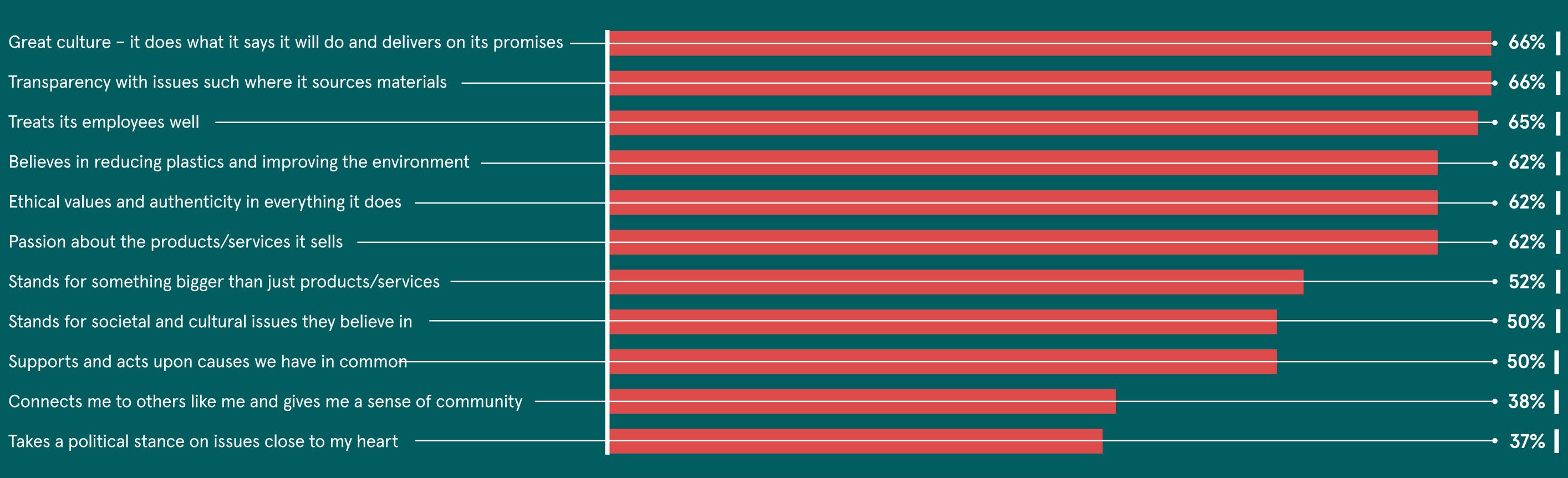
# CONSCIOUS CONSUMERISM

Customers these days are a passionate bunch: they're passionate about the products they buy and passionate about the brands they buy from. And with two out of every three shoppers now considered to be a 'beliefdriven buyer', companies would be wise to take notice, as ignoring the reasons behind conscious consumerism could damage sales and reputations. However, with a large numbers of customers still ranking price as the single biggest factor in their purchase decisions, retailers are being pressured to be more ethical and sustainable in their practices...for the same amount of money



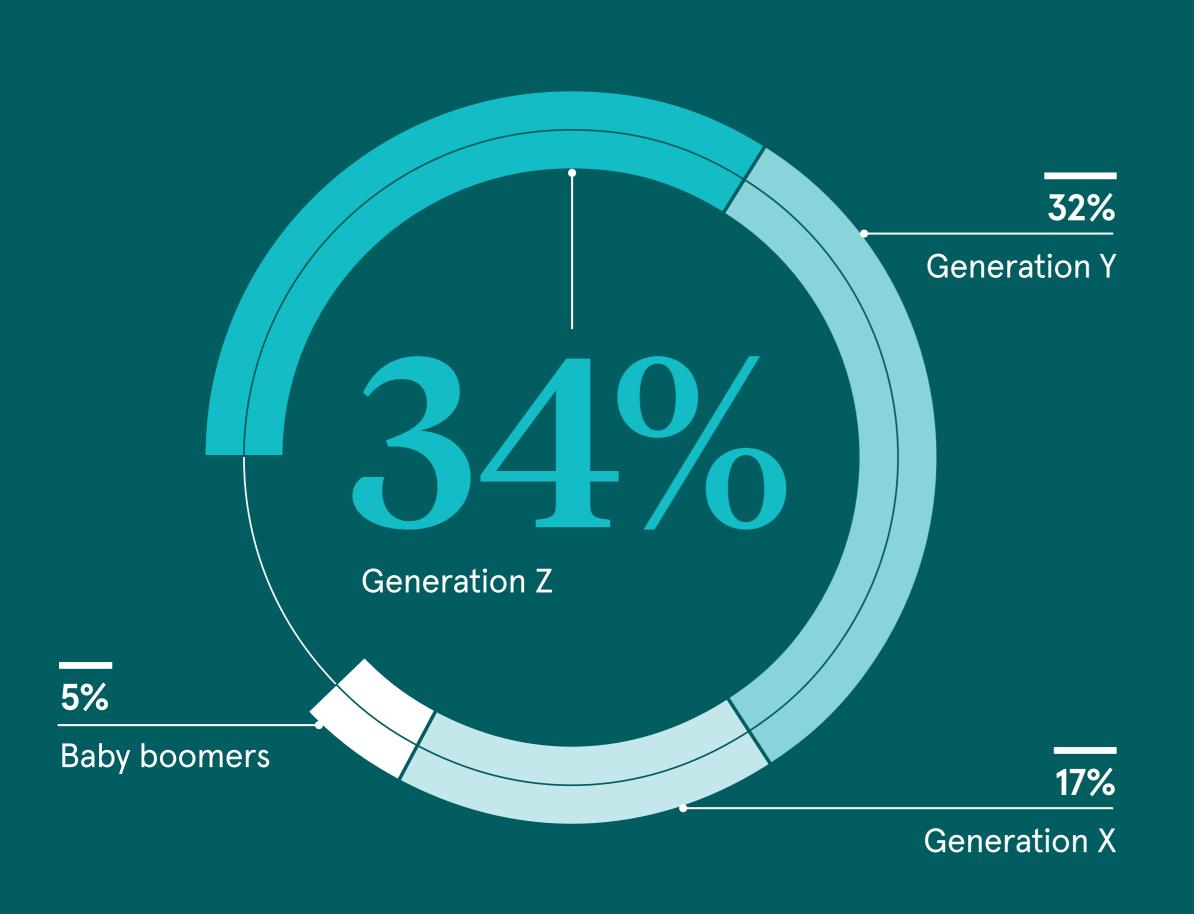
#### MOST ATTRACTIVE QUALITIES IN A BRAND

Percentage of consumers who said the following attracts them to buy from certain brands over others, beyond price and quality; based on a survey of nearly 30,000 consumers worldwide



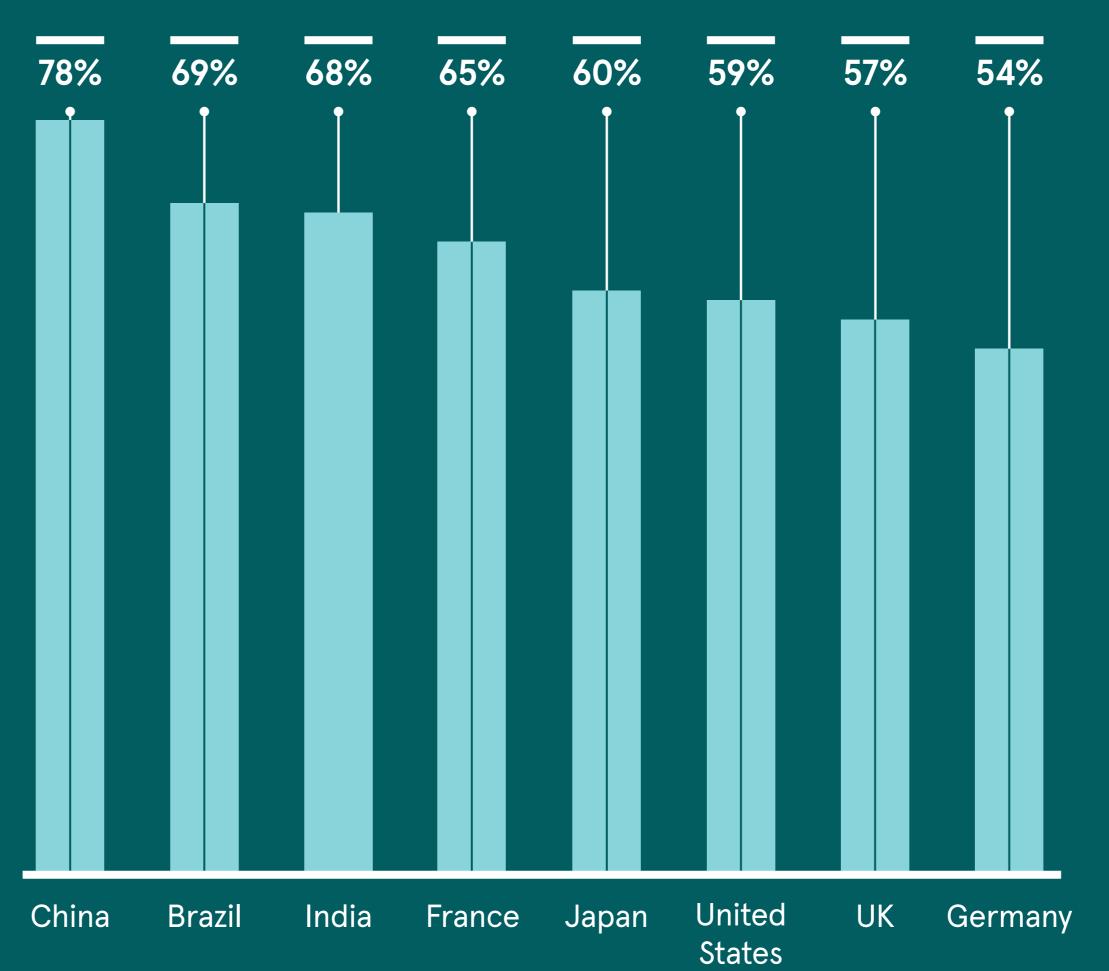
# YOUNGER CONSUMERS WILLING TO PAY MORE

Percentage of different generations willing to pay at least 20 per cent more for ethical products



# BELIEF-DRIVEN BUYING BY COUNTRY

Percentage of consumers who would choose, switch, avoid or boycott a brand based on its stand on societal issues



Edelmen 2018

of consumers rate ethical

EY 2018

Edelman 2018

behaviour as important when shopping, but only...

say they are willing to pay more for an ethically sourced product

cite price as the biggest single factor affecting their shopping behaviour, ahead of quality and functionality

EY 2018

# ETHICAL PLEDGES BY RETAIL BRANDS

Commitments to sustainable and ethical causes in recent years



EY 2018



cent in 2017



disposable cups

Will stop using emissions for home single-use straws by 2020; plans to delivery globally develop 100 per cent recyclable and



Targeting zero

by 2025

Offering free recycling of its toys and games





protect its brand"



Launched its first shampoo bottle made of 25 per cent recycled plastic in 2018; will be rolled

out to 500 million

bottles per year.



STELL/McC\RTNEY

Launched a new Known for its crueltycollection of apparel free ethos, the brand and footwear made is currently working with a biotechnology from recycled ocean company to create plastic vegan silk