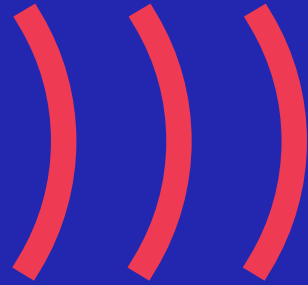


SUS TAIN ABLE

CONSUMER CHOICE
SURVEY 2024



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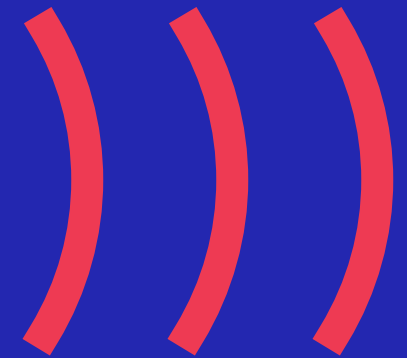
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Research Objectives

The survey aims to gauge the sustainable consumption behaviour of Hong Kong consumers and gain insights into the market trends in sustainable consumption.

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SURVEY 2024

Research Methodology

83%

Respondents aged between
18-49 years old

Mainly covering

**Generation Z
& Millennials**

1,199

Hong Kong consumers
interviewed in total

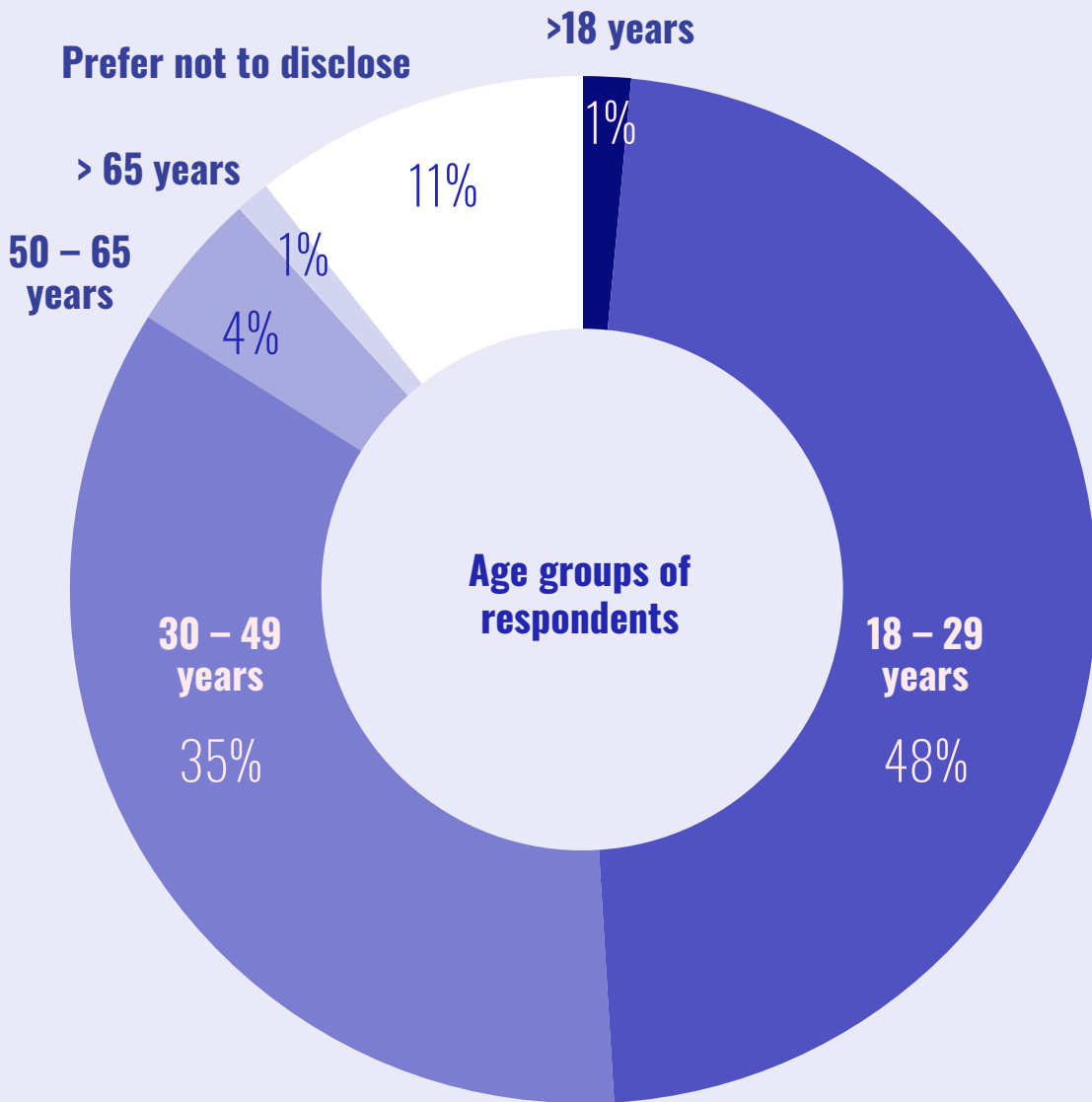
Survey conducted via an
online questionnaire

Among those willing to reveal the
range of monthly income

69%

Respondents * have an average
monthly income higher than
HK\$25,000

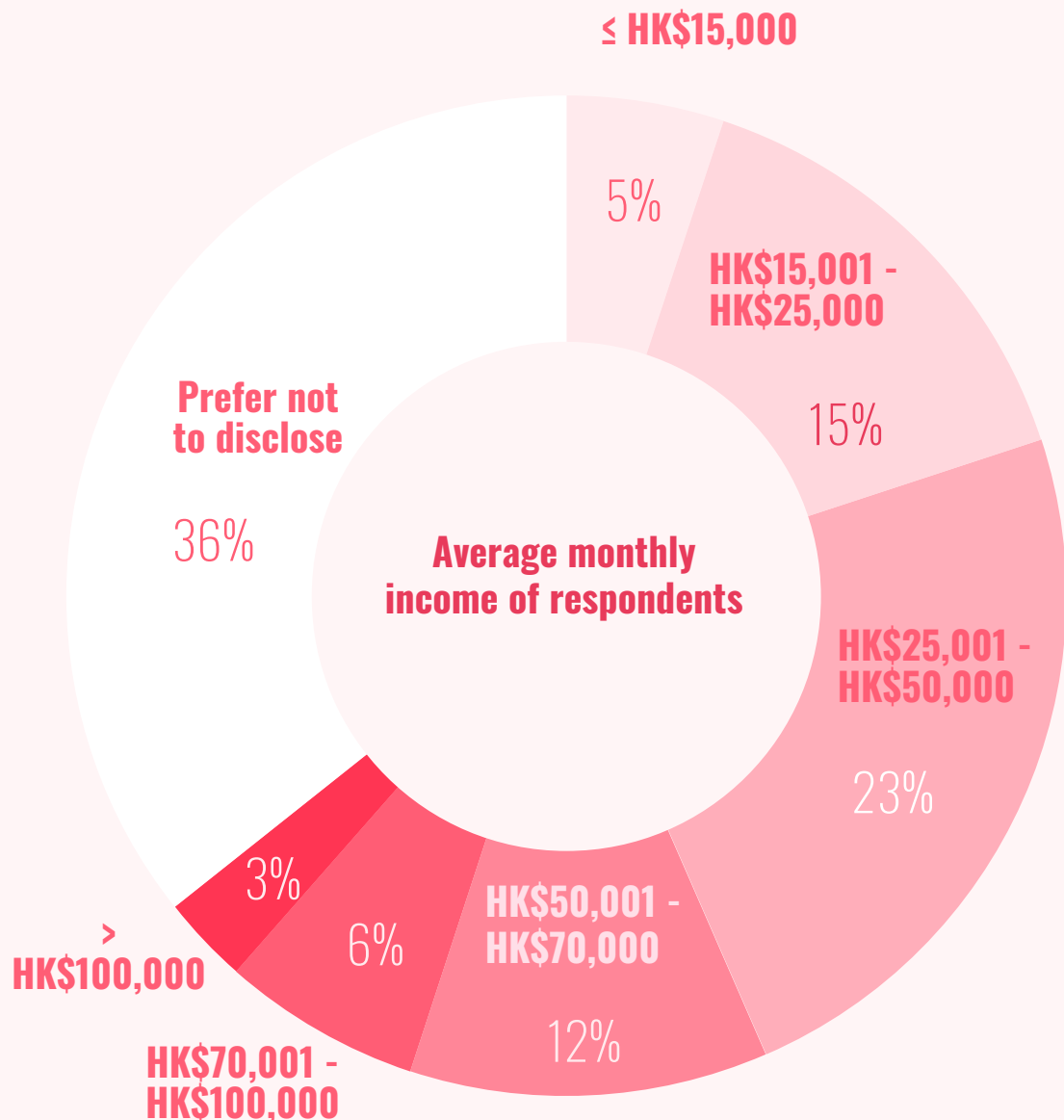
*Respondents who chose not to disclose their average
monthly income are not included.



Majority are aged 18 – 49
Half are under 30 years

No. of respondents (n = 1,199)

Under 18 years old	18
18 - 29 years old	570
30 - 49 years old	418
50 - 65 years old	53
>65 years old	13
Prefer not to disclose	127



Among those willing to reveal the range of monthly income 69% of respondents* have an average monthly income >HK\$25,000

* Respondents who chose not to disclose their average monthly income not included.

No. of respondents (n = 1,199)

>HK\$100,000	34
HK\$70,001 - HK\$100,000	77
HK\$50,001 - HK\$70,000	139
HK\$25,001 - HK\$50,000	282
HK\$15,001 - HK\$25,000	178
≤ HK\$15,000	61
Prefer not to disclose	428

8 questions

About sustainable consumption

1

Ever changed consumption behaviours?

2

How does it affect consumption habits?

3

Ever paid a higher price?
How much?

4

Preconceived negative impressions?

5

Expectations from favourite brands?

6

What sustainable factors do consumers value?

7

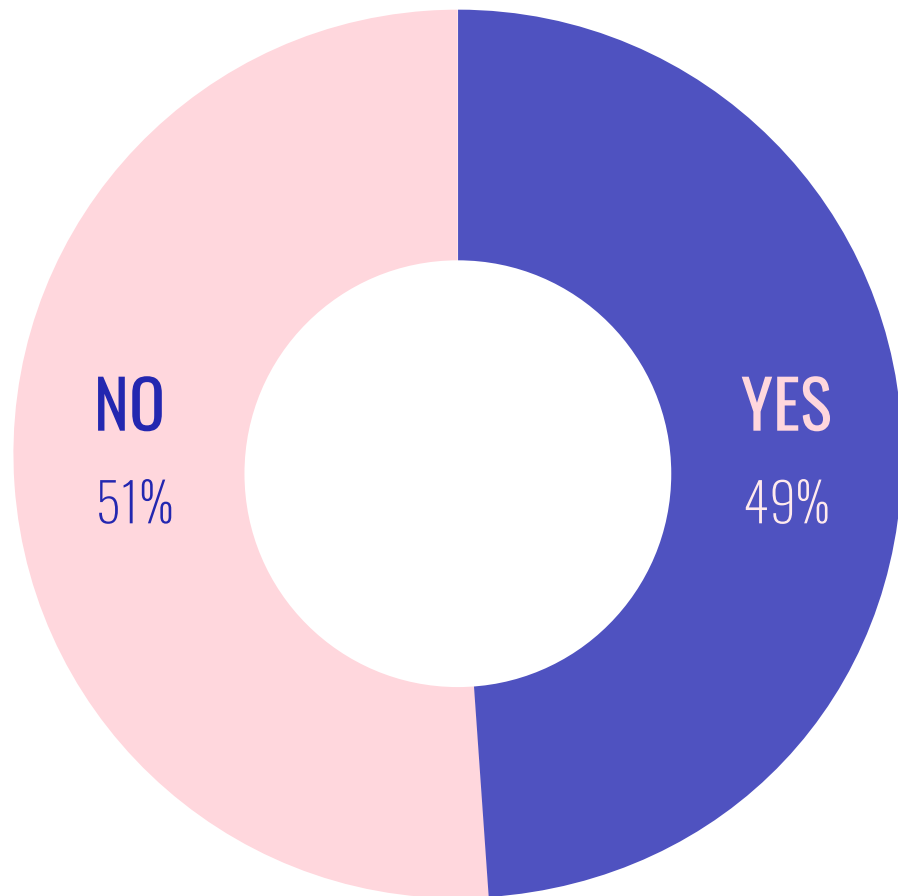
Awareness levels consistent with consumption patterns?

8

What are the market opportunities?

1

**Ever changed consumption
behaviours?**

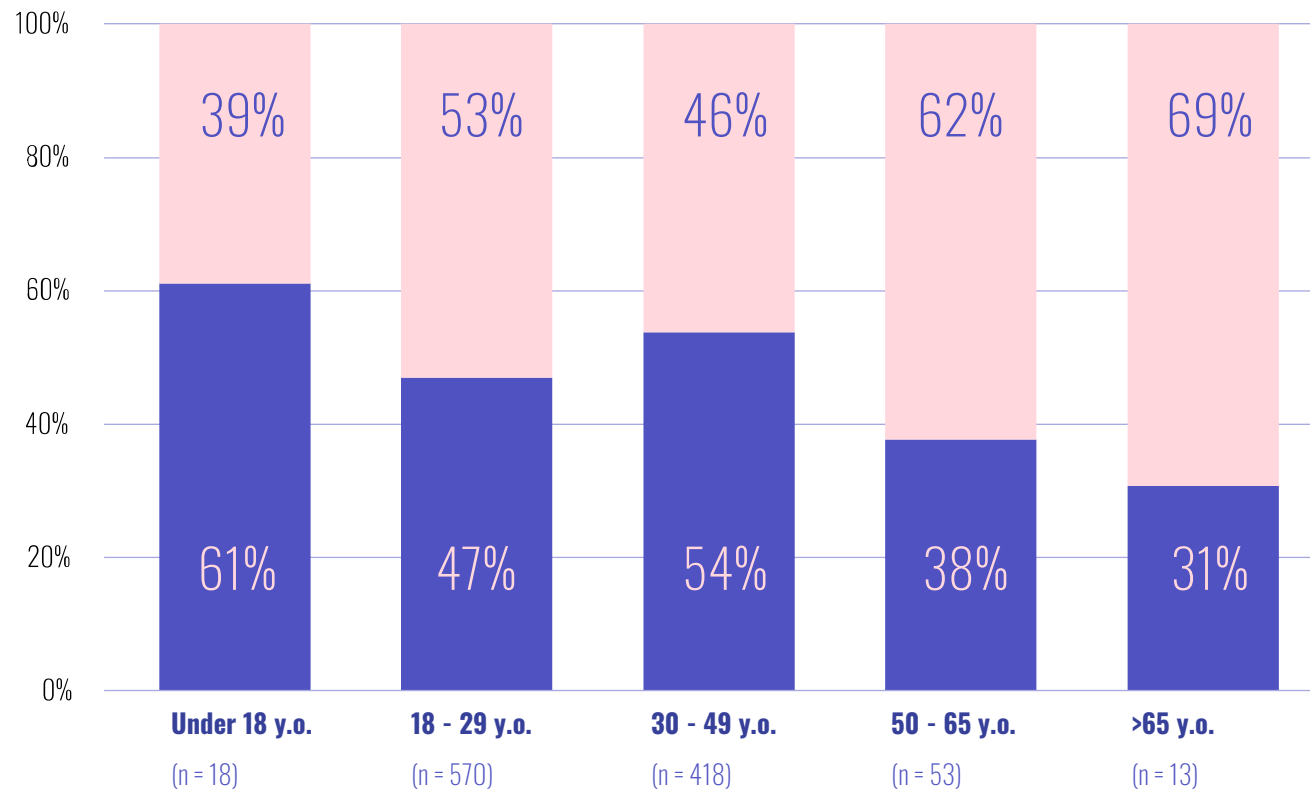


Have you ever stopped or reduced purchasing products and/or services from a brand, or reconsidered a brand because they do not prioritise sustainability?

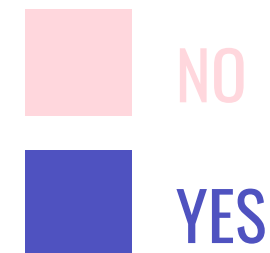
No. of respondents (n = 1,199)

YES	586
NO	613

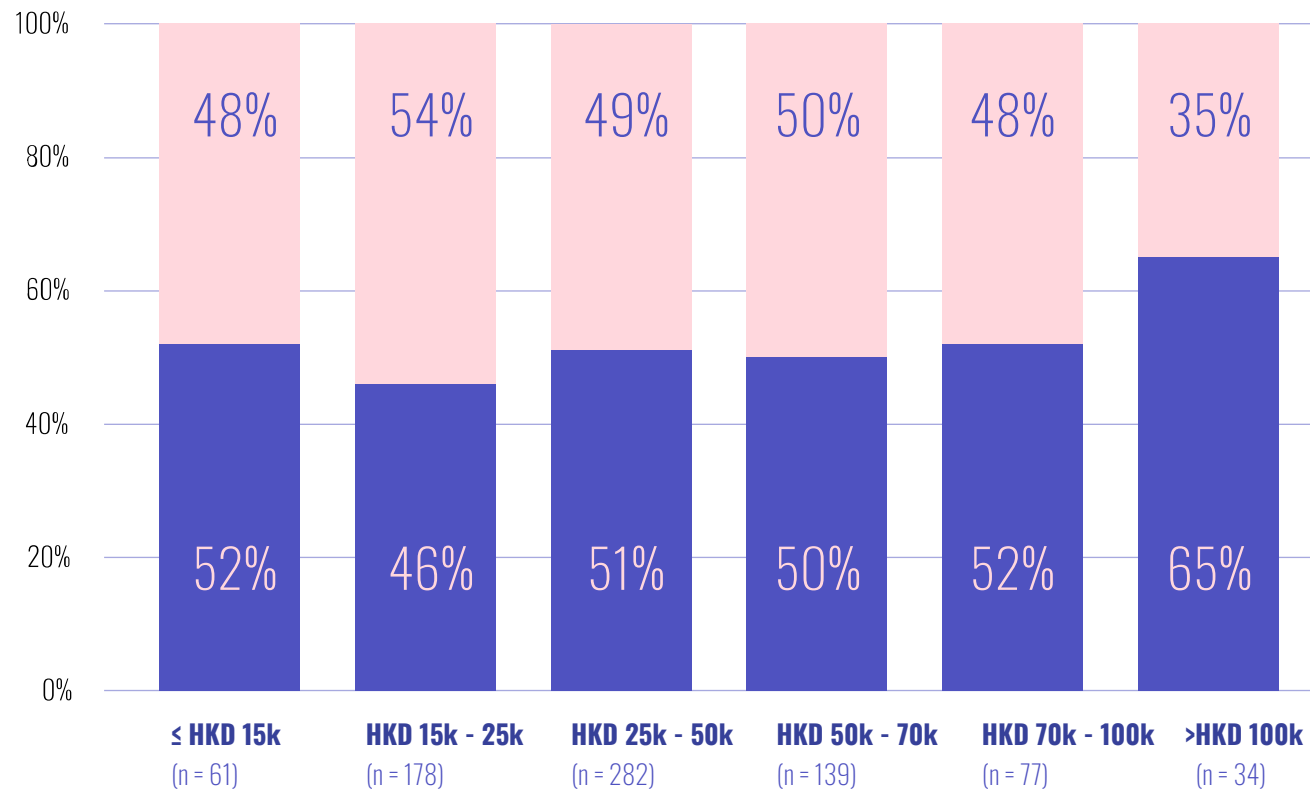
Age groups of respondents



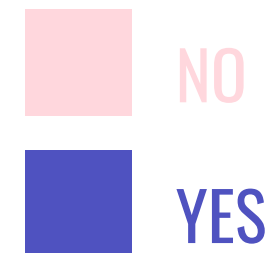
Have you ever stopped or reduced purchasing products and/or services from a brand, or reconsidered a brand because they do not prioritise sustainability?



Average monthly income of respondents



Have you ever stopped or reduced purchasing products and/or services from a brand, or reconsidered a brand because they do not prioritise sustainability?



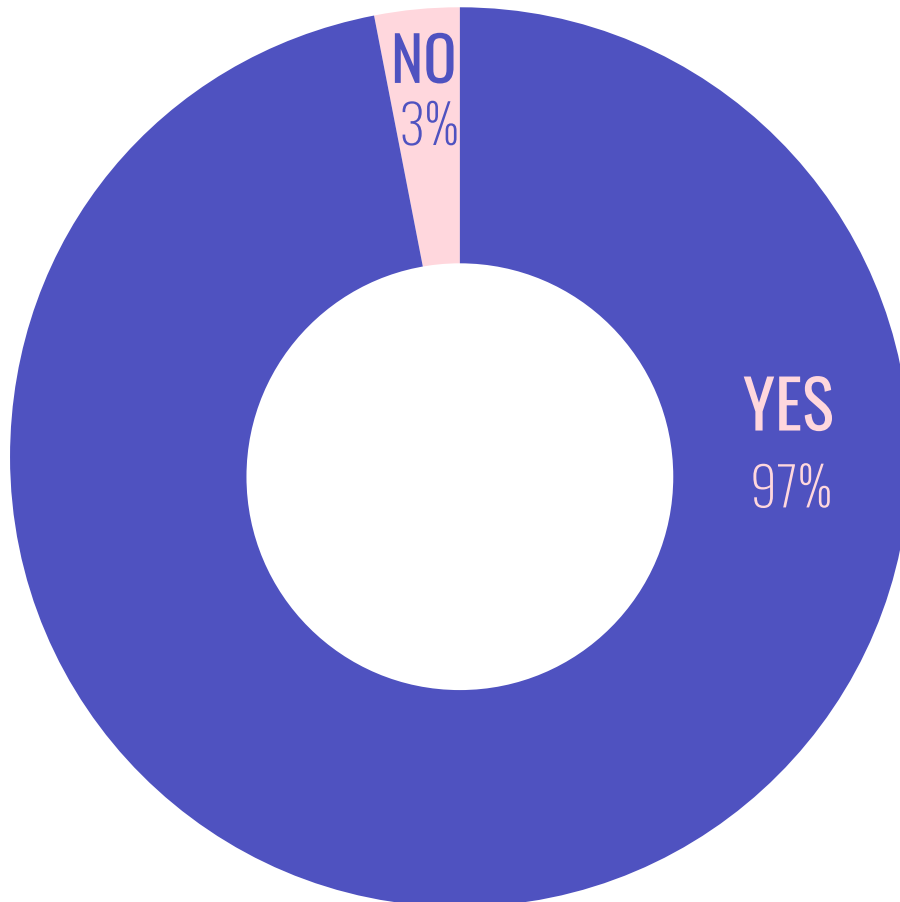
Has the level of importance brands place on sustainability influenced consumer behaviour?

Key Finding 1

Nearly half of consumers have **stopped or cut down on their purchases** because brands do not place sufficient focus on sustainability.

2

**Do the sustainability elements
of products affect consumers'
purchasing decisions?**



Is sustainability information relevant to me?

No. of respondents (n = 1,199)

YES (Relevant)	1161
NO (Completely irrelevant)	38

How does product sustainability influence consumer behaviours?

Of similar quality and price, I prefer sustainable products

69%

Sustainability considerations affect my impression of a product

42%

More confident in brands supporting sustainable development

33%

Interested in sustainable elements, but will not affect my purchasing decision or impression of the product

32%

I avoid buying products of poor sustainability performance

31%

Sustainability is one of the determining factors of my purchasing decisions

27%

Sustainability information is completely irrelevant to me

3%

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

Question: Please select the statement(s) that you agree with.

(You can choose multiple options)

No. of respondents (n = 1,199)*

How does product sustainability influence consumer behaviours?

Of similar quality and price, I prefer sustainable products

69%

Sustainability considerations affect my impression of a product

42%

More confident in brands supporting sustainable development

33%

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3%

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

No. of respondents (n = 1,199)*

Do the sustainability elements of products affect consumers' purchasing decisions?

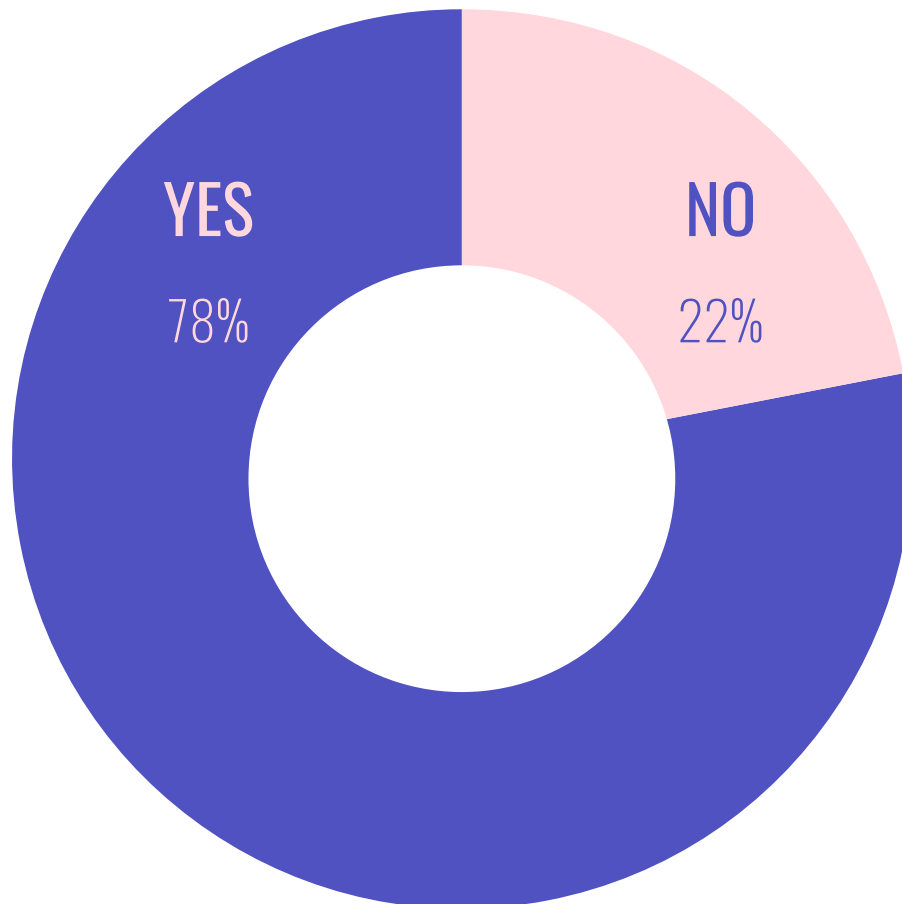
Key Finding 2

Only 3% of respondents believe that information about product sustainability is **completely irrelevant to consumers**

Consumers would prefer products with sustainability elements **when quality and price are comparable**

3

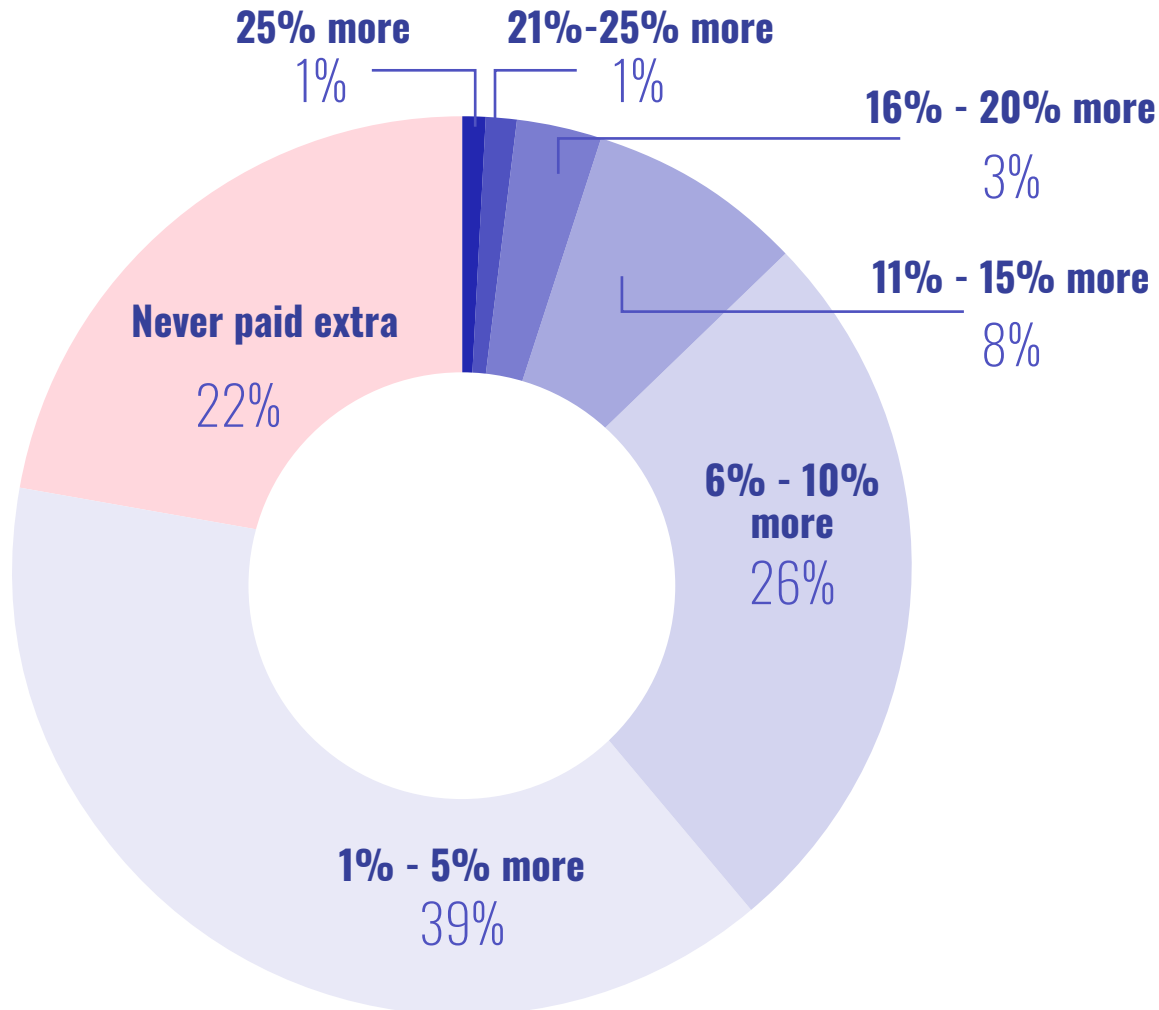
**Have consumers ever paid more
for more sustainable products
or services?**



For products and/or services of similar quality, have you ever paid more for more sustainable products and/or services?

No. of respondents (n = 1,199)

YES	936
NO	263



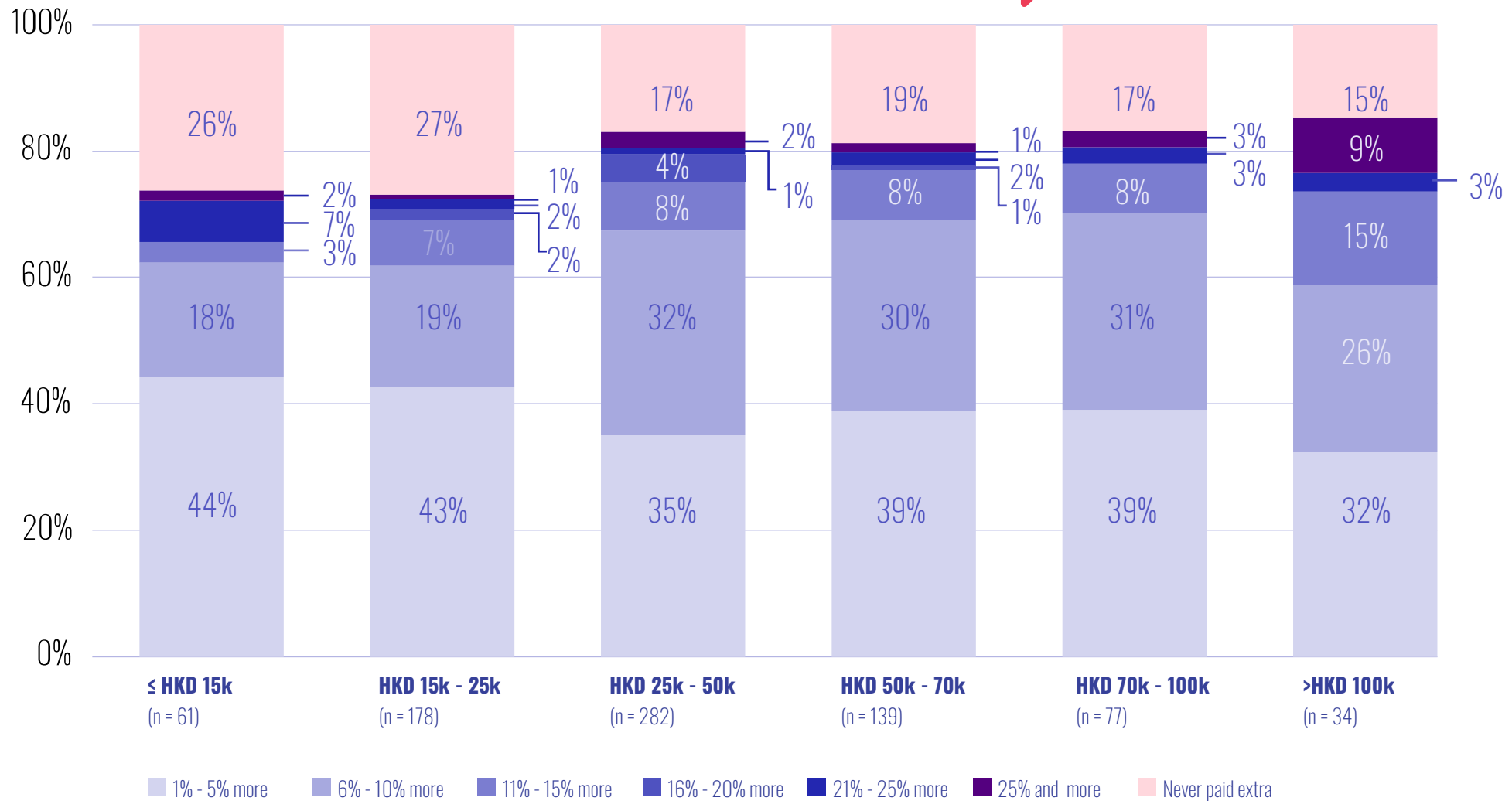
For products and/or services of similar quality, have you ever paid more for more sustainable products and/or services? If so, how much extra are you willing to pay on average?

No. of respondents (n = 1,199)

25% + more	9
21%-25% more	12
16%-20% more	34
11%-15% more	90
6%-10% more	307
1%-5% more	472
Never paid more	263

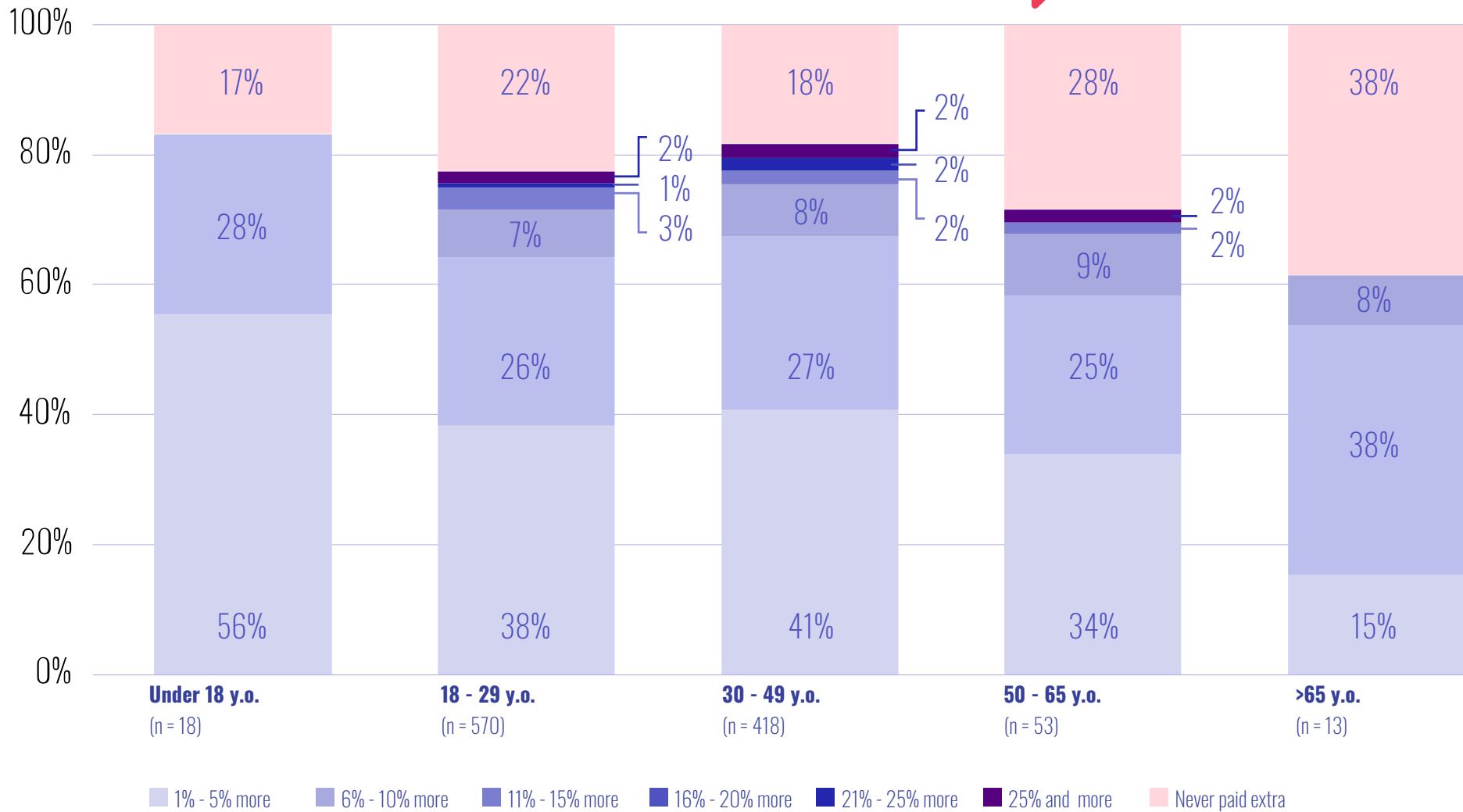
For products and/or services of similar quality, have you ever paid more for more sustainable products and/or services? If so, how much extra are you willing to pay on average?

Average monthly income of respondents



For products and/or services of similar quality, have you ever paid more for more sustainable products and/or services? If so, how much extra are you willing to pay on average?

Age groups of respondents



Have consumers ever paid more for more sustainable products or services

Key Finding 3

Near 80% of respondents have paid more for a more sustainable product or service

Only 13% have paid more than 10% on average

4

What factors might discourage consumers from purchasing sustainable products?

Impressions of sustainable
 products that reduce
 intention to purchase

More expensive

70%

Less choices

38%

Exaggerating or misleading about sustainability performance

36%

Less durable

29%

Lower quality

29%

Less aesthetically pleasing

18%

None of the above

4%

0% 20% 40% 60% 80% 100%

Question:: Which of the following are your impressions of sustainable products and/
 or services, that would reduce your intention to purchase sustainable products and/
 or services? (You can choose multiple options)

No. of respondents (n = 1,199)*

What factors might discourage consumers from purchasing sustainable products?

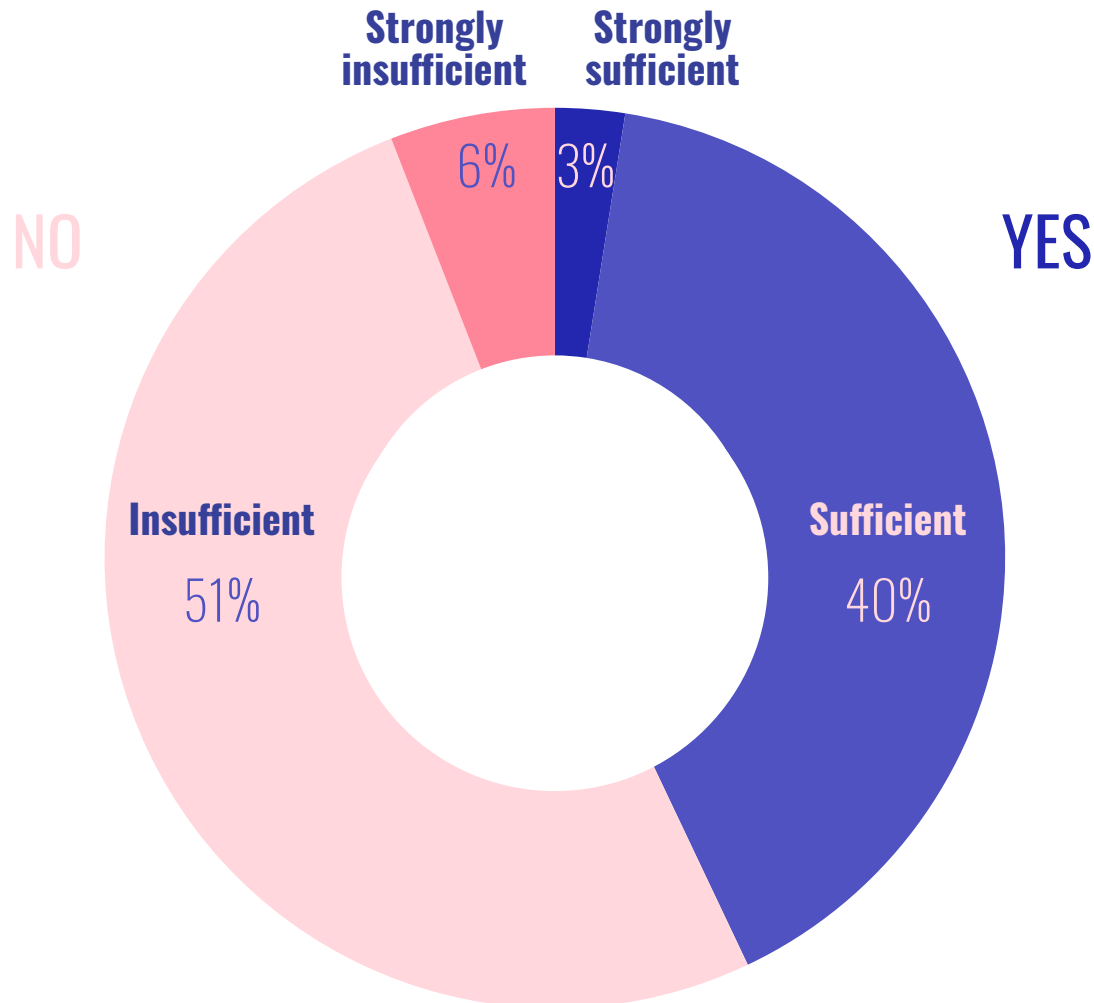
Key Finding 4

Consumers' impression of sustainable products being **more expensive** is the main reason why they are **less inclined to consume them**

Other factors include **limited product choices** and **exaggerated or misleading sustainability claims** of sustainability performance

5

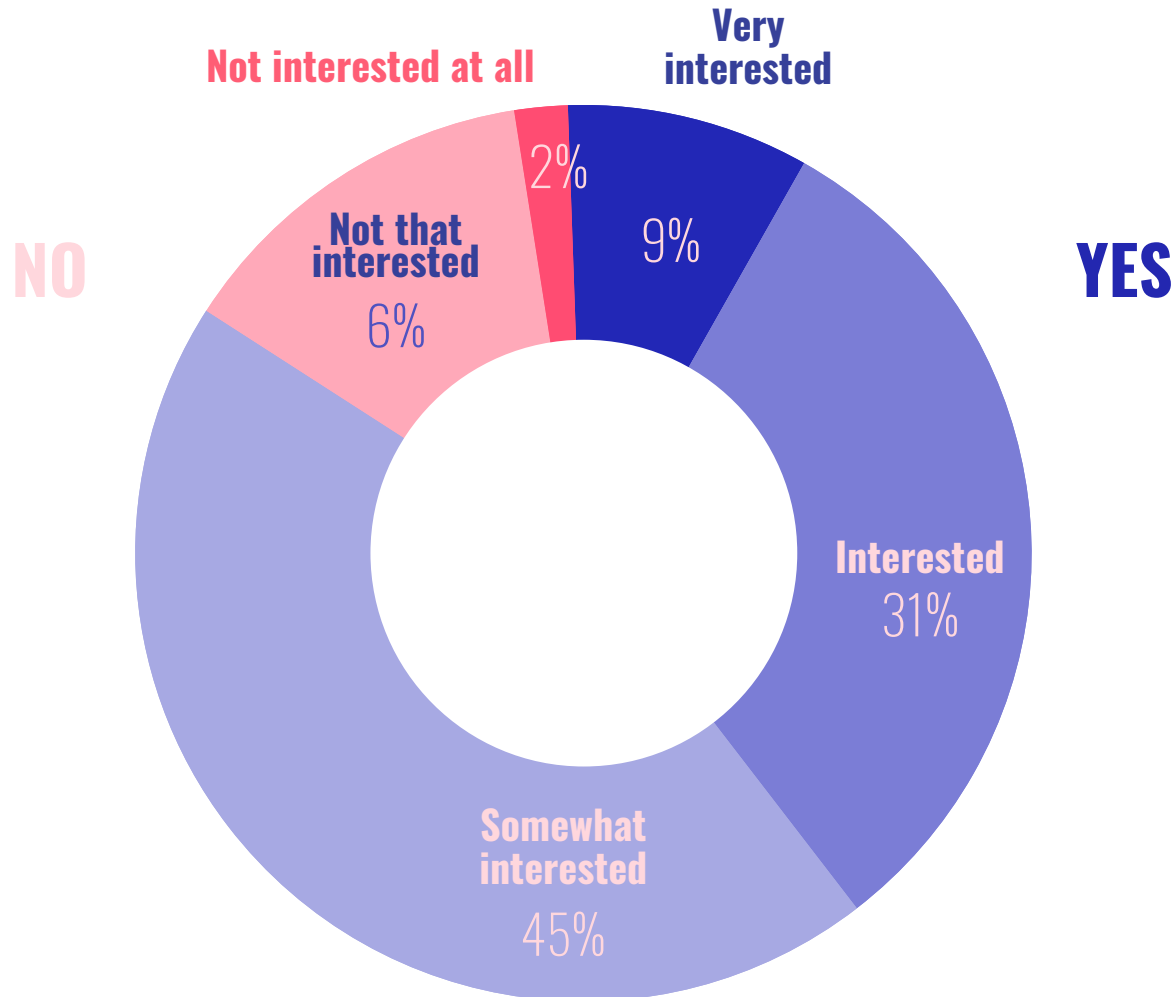
**Do consumers have any
expectations from brands'
sustainability efforts?**



Are your favourite brands doing enough in sustainable development?

No. of respondents (n = 1,199)

Strongly sufficient	30
Sufficient	485
Insufficient	613
Strongly insufficient	71



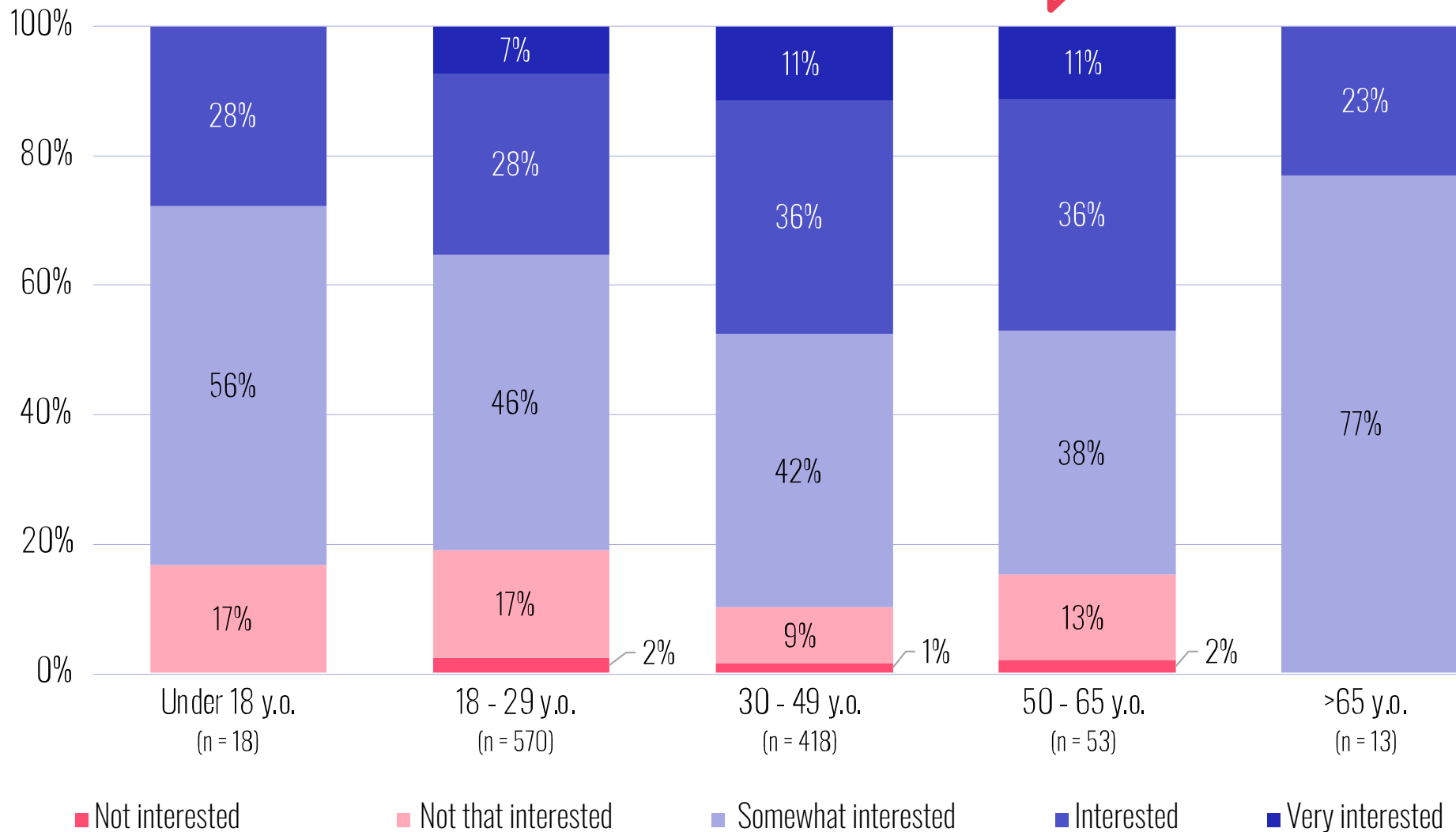
How interested are you in learning about the sustainability commitments and initiatives of your favourite brands?

No. of respondents (n = 1,199)

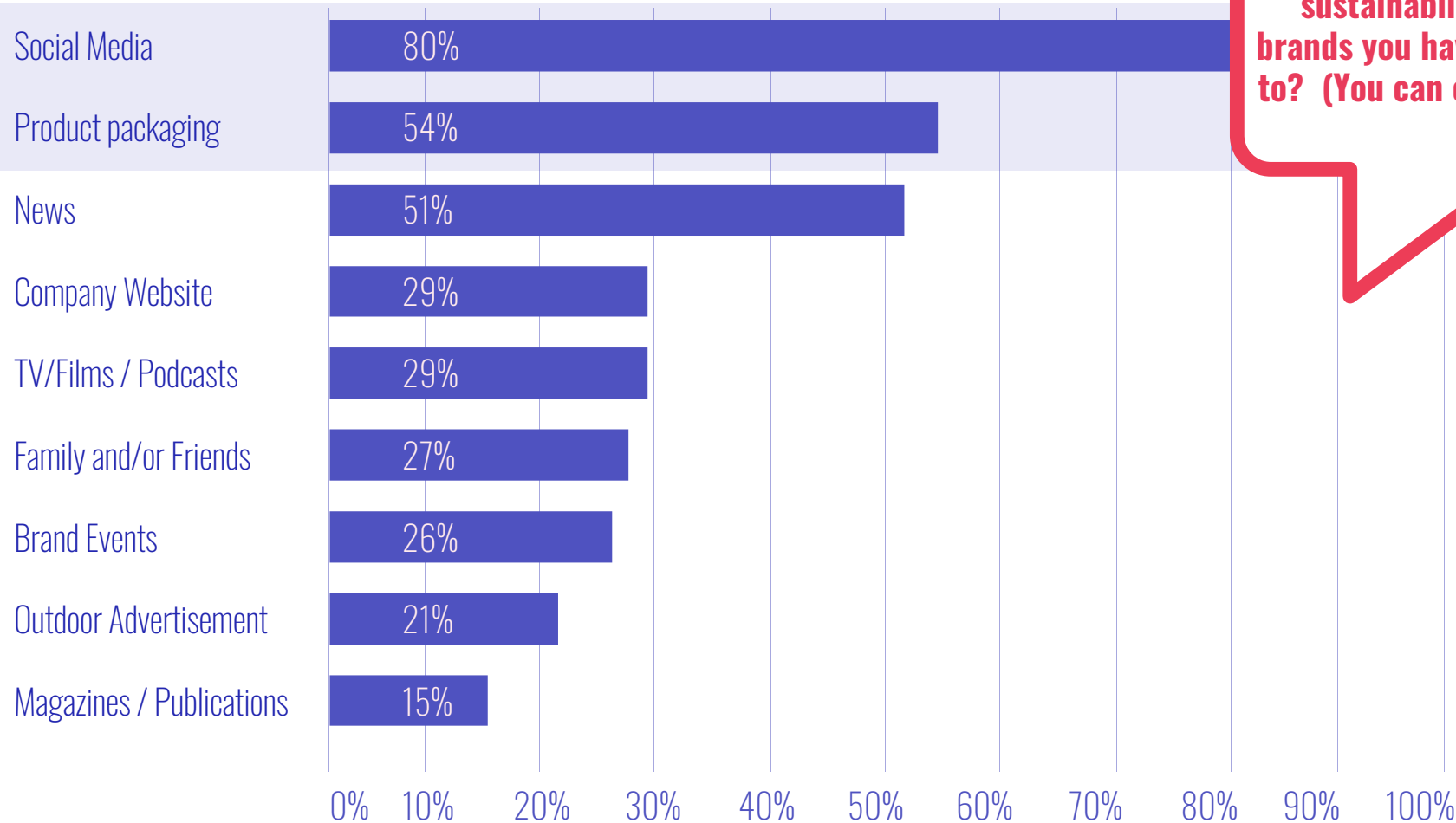
Very interested	105
Interested	376
Somewhat interested	534
Not that interested	161
Not interested at all	23

How interested are you in learning about the sustainability commitments and initiatives of your favourite brands?

Age groups of respondents

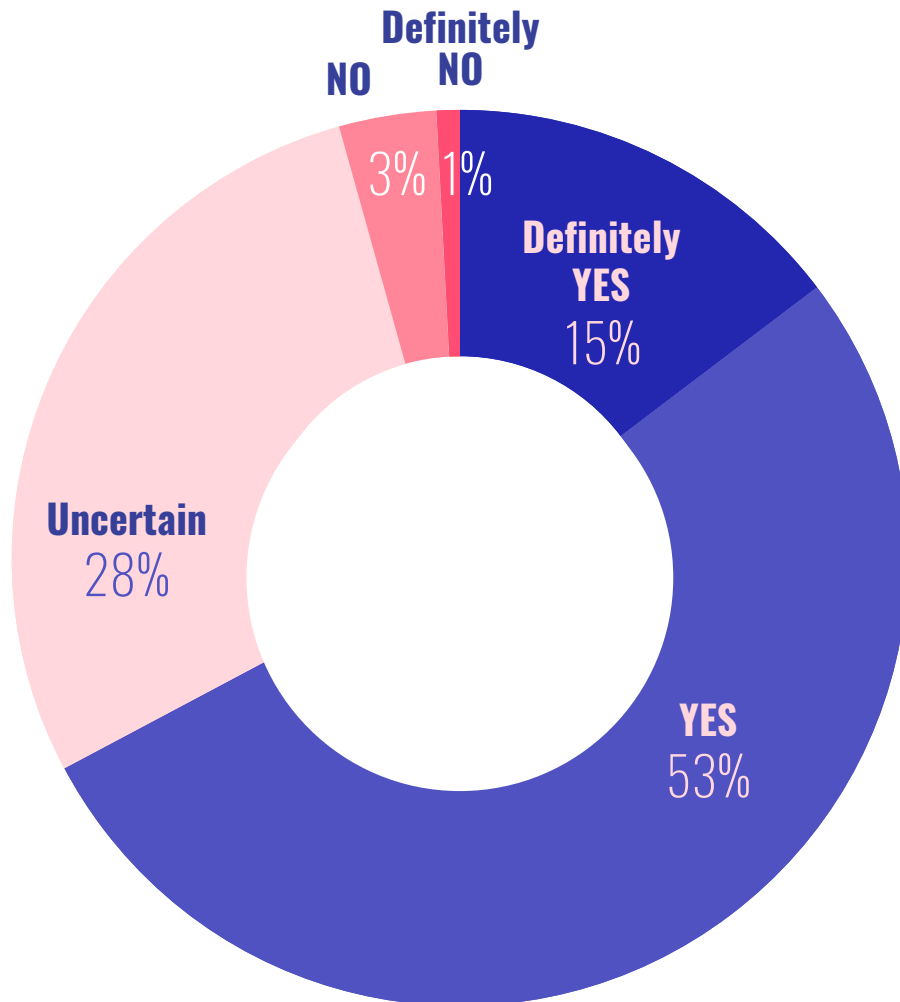


Channels to learn about sustainability information of brands



How did you learn about the sustainability information of the brands you have been paying attention to? (You can choose multiple options)

No. of respondents (n = 1,199)*



When a brand lacks transparency in its sustainability performance, will it discourage you from pursuing sustainable consumption?

No. of respondents (n = 1,199)

Definitely yes	176
Yes	630
Uncertain	341
No	42
Definitely no	10

Expectations from
favourite brands

Key Finding 5

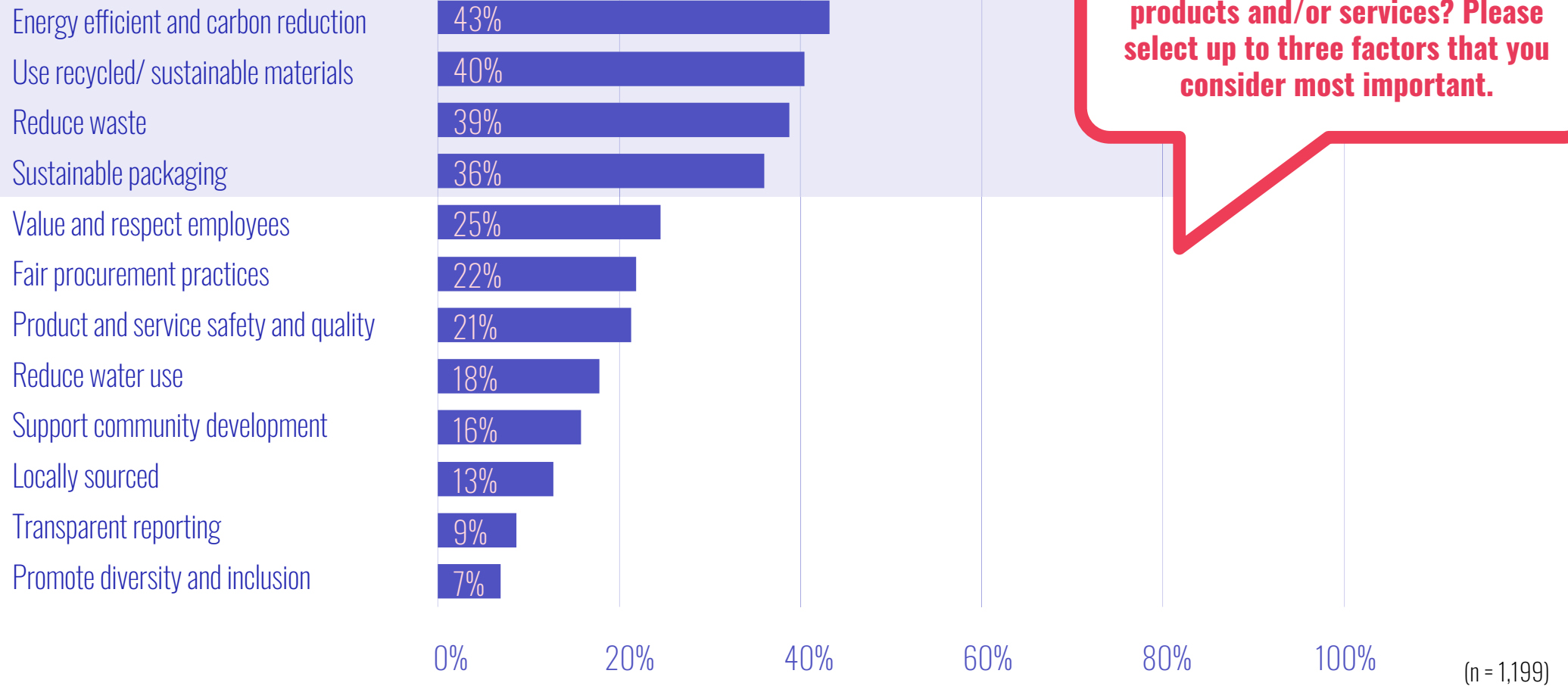
Nearly 60% of respondents think that their **favourite brands have not been doing enough on sustainability**

85% of respondents would be interested in learning more about their favourite brands' commitments and plans for sustainability; information is mainly received through social media and product packaging

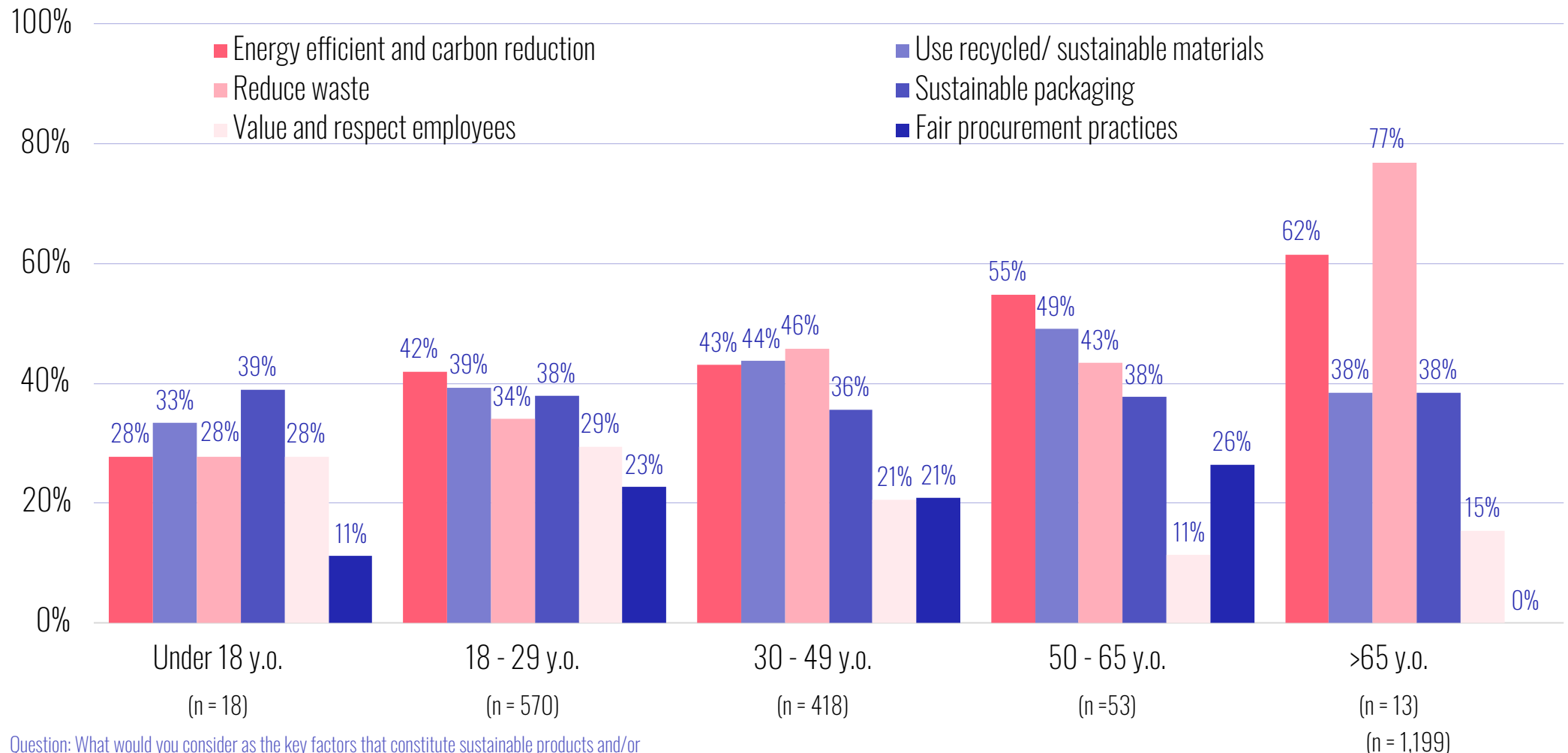
6

What are the key factors that constitute sustainable products or services from a consumer's perspective?

Key factors that constitute sustainable products or services



Key factors that constitute sustainable products or services (top 6) by age group



What sustainable factors do consumers value?

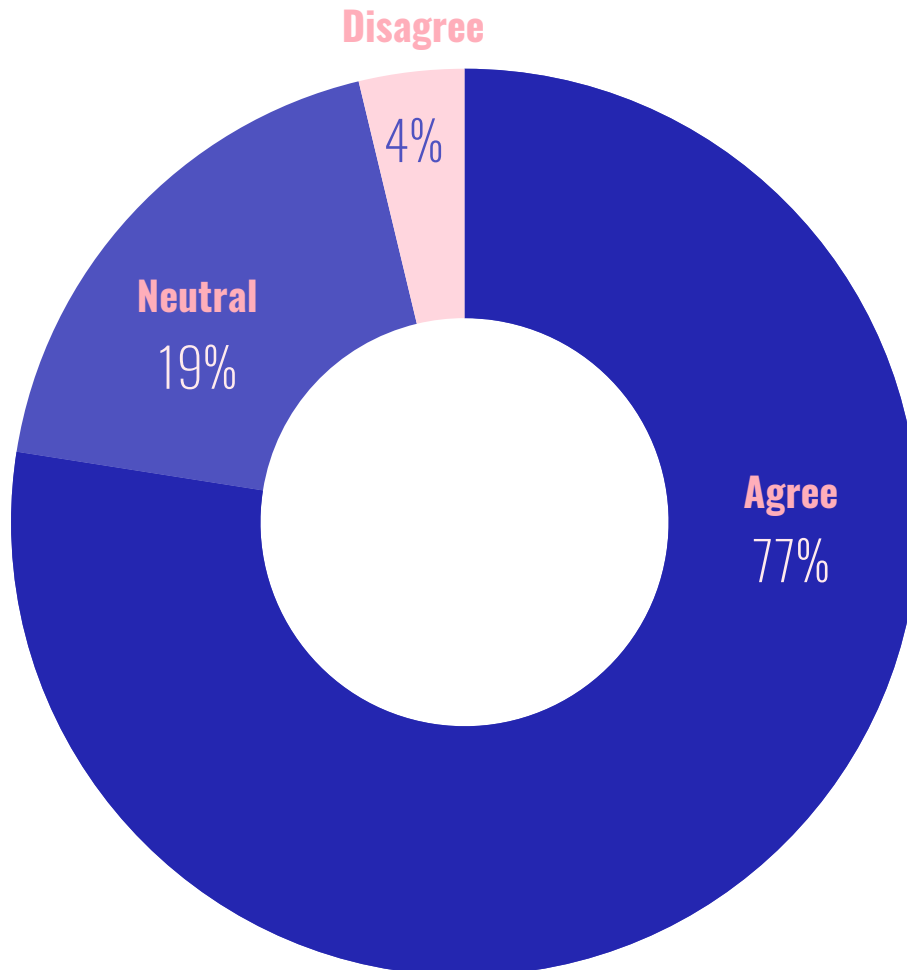
Key Finding 6

Environmental impact is perceived as the main factor constituting sustainable products or services

Nearly 40% consumers aged 29 or below rated **energy efficiency and carbon reduction, sustainable packaging and products using environmentally friendly, recycled materials** as factors they would consider

7

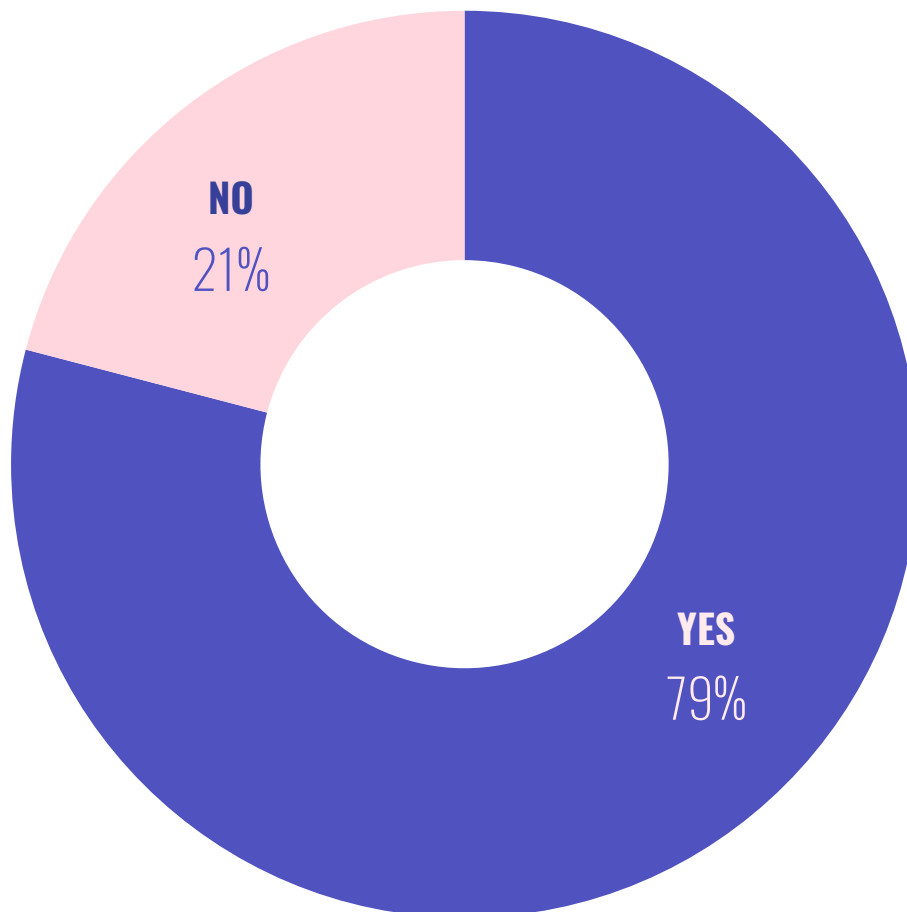
**Are consumers' awareness levels
of sustainability consistent with
their consumption patterns?**



Do you agree that consumers can contribute to environmental and social development through purchasing sustainable products and/or services?

No. of respondents (n = 1,199)

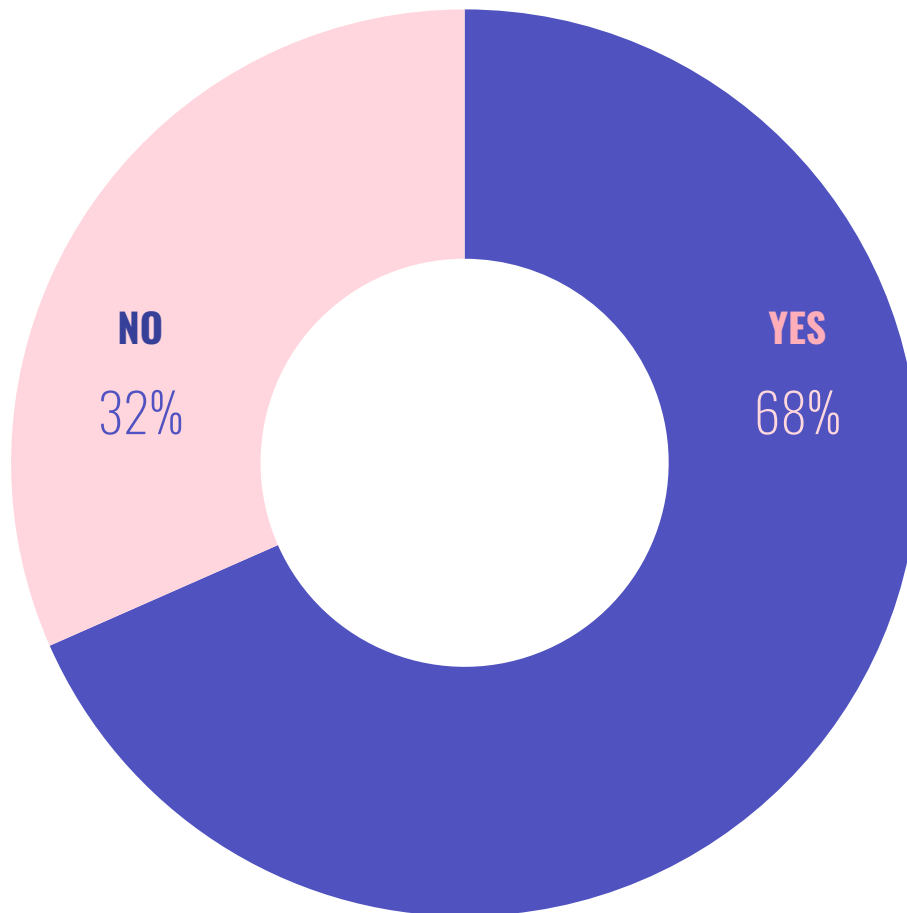
Strongly agree + Agree	929
Neutral	225
Disagree + Strongly disagree	45



Have you paid attention to sustainability aspects when choosing a brand or purchasing products or services?

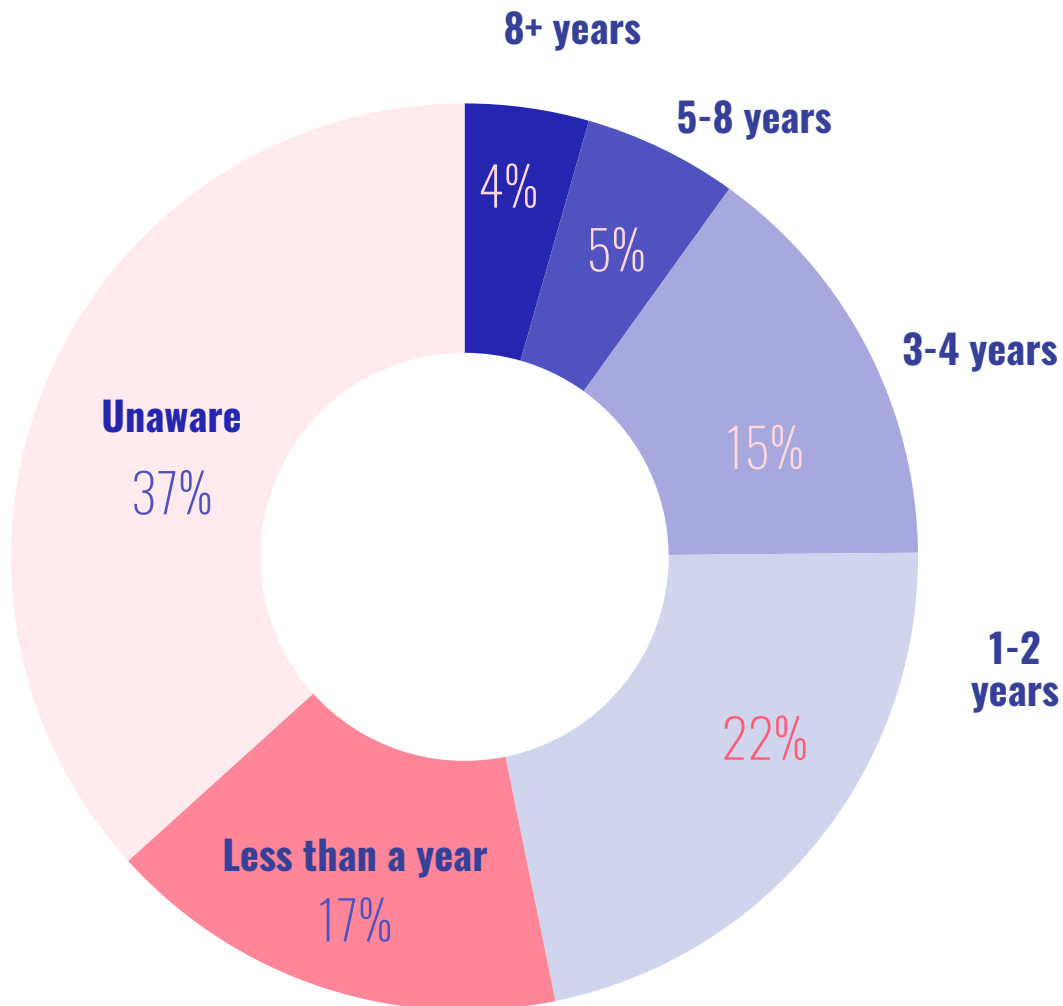
No. of respondents (n = 1,199)

It's of great importance + Important + Use as a reference	948
Less relevant + Not relevant	251



No. of respondents (n = 1,199)

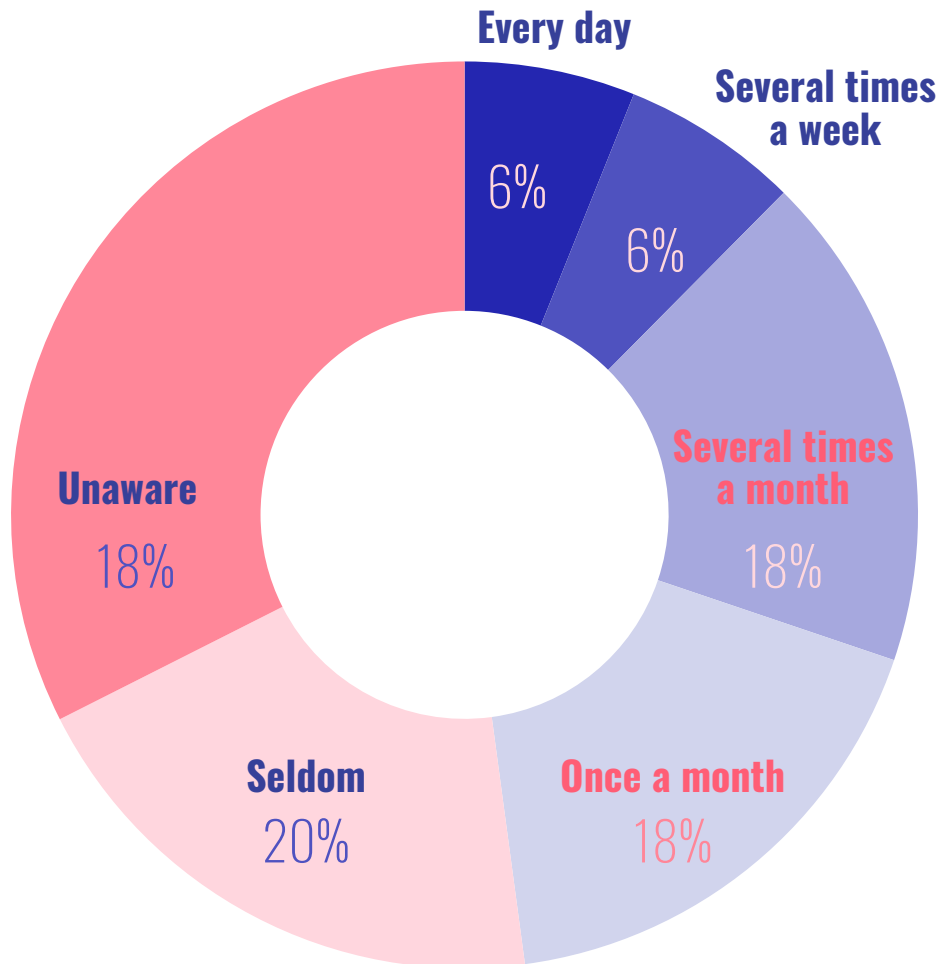
Yes	820
No	379



How long have you been using products and/or services from sustainable brands? Sustainable brands refer to brands that you believe contribute to environmental and social sustainability.

No. of respondents (n = 1,199)

More than 8 years	53
5 - 8 years	66
3 - 4 years	179
1 - 2 years	263
Less than a year	198
Not aware whether the products and/or services I've been using are sustainable	440



How frequently did you consume sustainable products and/or services in the past 3 months?

No. of respondents (n = 1,199)

Every day	73
Several times a week	76
Several times a month	213
Once a month	212
Seldom	236
Not aware whether the products and/or services I've been using are sustainable	389

Awareness levels consistent
with consumption patterns?

Key Finding 7

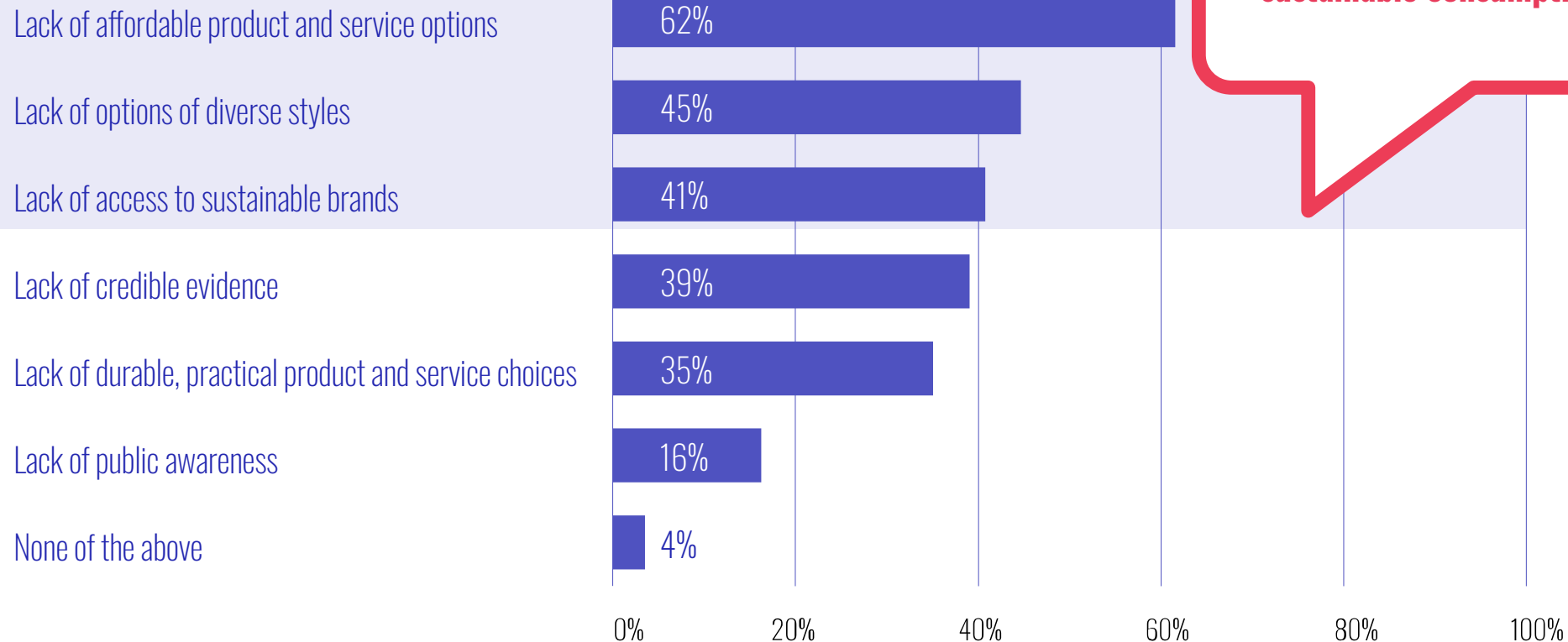
77% of respondents agreed they can
**contribute to environmental and
community development** by choosing
sustainable products or services

Near half of respondents have been using
sustainable products or services for **more
than a year**

8

What are the market gaps and opportunities in sustainable consumption to look out for?

Reason to prevent you from developing sustainable consumption habits



Which of the following do you think is likely to prevent you from developing sustainable consumption habits.

(n = 1,199)

What are the market opportunities?

Key Finding 8

Consumers have identified a lack of **affordable choices, variety, and channels** for recognizing sustainable brands as gaps.

At the same time, these gaps present opportunities for companies to compete by addressing them.

About PIE Strategy



A certified B Corporation® and a Best For The World™ B Corp, PIE Strategy takes on the toughest sustainability challenges and turns them into opportunities to create lasting value for our clients and society. We specialise in providing independent, professional strategy advisory and technical services to help our clients embed sustainability considerations into corporate and product strategies that deliver sustainable growth, while driving better outcomes for people and the planet. This is made possible by our talented team of sustainability strategists and specialists who see inspiring sustainable change not only as a profession, but also a shared passion and purpose.

PIE Strategy Website: www.piestrategy.com

LinkedIn: www.linkedin.com/company/piestrategy

About ECHO ASIA



ECHO ASIA is an Asia-Pacific's digital communications agency focused on promoting and supporting sustainability and a low-carbon lifestyle for the well-being of the people, community, and the environment, by offering purpose-driven digital, social, branding, and CSR communications solutions to corporates across Asia-Pacific. The ultimate end result is to achieve and help others achieve sustainable growth until it becomes immeasurable, and to be the earth's most dependable companion by making every business decision an innovative and socially responsible one.

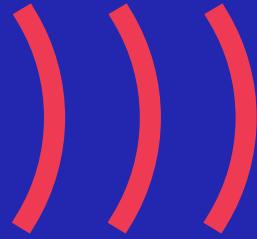
ECHO ASIA Website: www.echoasiacomm.com

Instagram: www.instagram.com/echoasia

ACKNOWLEDGEMENT

Dr. Fred Ku, Associate Dean of the Faculty of Business, The Chinese University of Hong Kong

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Download the **press release** of
Sustainable Consumer Choice Survey 2024

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