

THE SUSTAINABLE CONSUMER – CANADA – 2023



Sustainability messaging needs to be simple, obvious and easily attainable to break through to today's busy consumers.



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The Sustainable Consumer – Canada – 2023

This report looks at the following areas:

- Sustainability's importance in the mind of the consumer
- A comparison of pride in sustainability versus guilt about unsustainability
- The industries consumers believe are having the largest negative impact on the environment
- What 'red flags' consumers perceive as clear indicators that a product isn't sustainable
- Gauging consumers' awareness and knowledge of different sustainability concepts
- What types of activities and behaviours consumers are willing to do to become more sustainable
- How companies can best support sustainability groups and initiatives in order to build goodwill with consumers



Sustainability messaging needs to be simple, obvious and easily attainable to break through to today's busy consumers.

Overview

As front-and-centre as sustainability has become, it still takes a back seat to purchase factors like price, quality and convenience. That's not to say that sustainability isn't important, but it gives context to its role in the market. Companies need to find balance by providing win-win sustainable solutions to consumers that make a difference but require minimal sacrifice.

Attitudes towards sustainability are also connected to economic trends. As budgets tighten, consumers prioritize their immediate needs. Sustainable solutions that also offer savings (eg secondhand shopping, home vegetable gardens) can gain in relevance, while solutions that cost money (eg higher prices for sustainable products) will be dismissed as unaffordable.

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A major challenge is ensuring ROI for these sustainable investments. Familiarity is still low for many sustainability concepts like regenerative agriculture and the Rainforest Alliance. Companies must therefore find solutions that are simple and tangible for consumers, yet also effective and financially feasible.

But while it's a difficult needle to thread, there is a clear roadmap for companies. Focusing on simple, easy, fun, win-win solutions will resonate best with consumers – who have shown that they want to be sustainable, but in ways that don't disrupt their current lifestyles.

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Report Content

EXECUTIVE SUMMARY

Key issues covered in this Report

- Overview
- What you need to know

Consumer trends: key takeaways

- Sustainability is secondary, but it can't be ignored
- Driven by pride, but guilt is catching up
- Packaging is a focal point for consumers
- Consumers gravitate to win-win solutions
- Consumers are still learning the lingo

Market predictions

- Market overview
- Outlook for sustainable consumption
- Opportunities
- Challenges

CONSUMER INSIGHTS

Consumer fast facts

Consumer fast facts (continued)

The role of sustainability in purchase decisions

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- Some consumer groups are particularly unlikely to consider sustainability
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- thredUP takes thrifting online

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