

# Buying sustainability

Americans continue to show interest in sustainability measures, even if they find them confusing. “Many simply don’t know yet which products are better or worse—a huge communication opportunity for food producers, distributors and sellers,” says Anthony Leiserowitz, director of the Yale Program on Climate Change Communication.

**85%** of Americans report they’ve been thinking about sustainability the same amount or more during the COVID-19 pandemic.

**56%** want both the government and brands to prioritize sustainability.

**20%**

Choose not to buy products from food companies that are not taking steps to reduce their environmental impact.

## Confusion reigns

Consumers say they want to make sustainable choices, but confusion and lack of transparency make it difficult for them to know what to do. Yet, sales show marketing works.

**5.6+**

Rate at which sustainability-marketed products grew over conventionally marketed products, when measured by gross merchandise value.

In more than **90%**

of product categories, the sustainability-marketed products outperformed their conventional counterparts.

**70%**

rarely or never talk about this issue with friends or family.

Nearly 2/3rds report having never been asked to eat more plant-based foods, and more than half rarely or never hear about the topic in the media.



## Sustainability’s staying power



Say sustainability will be equally or more important when the pandemic subsides.



Have been more sustainable and say they’re inspired to find ways to keep being sustainable.



Admit being less sustainable during COVID-19 and say they don’t like it; 43% call it a “necessary evil” and 36% say they feel guilty.

Sources: Cenomatica; Yale School of Forestry & Environmental Studies; New York University Center for Sustainable Business. Image: Getty