

Majority of Consumers Want Brands To Provide More Sustainable Products

63 percent of consumers say purchasing sustainable products is as important as purchasing the most budget-friendly option

DENVER, CO. – April 13, 2023 – With Earth Day right around the corner, consumers have a heightened awareness of their impact on the environment and are taking steps to be more sustainable. However, given the current economic climate, they want to be mindful of how much they're spending.

[Shopkick](#), a leading shopping rewards app, surveyed more than 10,000 consumers across the country this past month to understand their values around sustainability and how they incorporate them into their shopping behavior.

Key Findings from the Survey Include:

- **Sustainability Awareness:** Given the frequency of conversations around climate change, it is no surprise that the majority of consumers (72 percent) are already familiar with the sustainable products and alternatives available on the shelves. When it comes time to purchase a product, more than half of all consumers (55 percent) consider the sustainability practices of a brand they support.
- **Product Preferences:** Consumers can purchase sustainable products anywhere nowadays, but 78 percent say that groceries are the most important category for sustainability. When asked about the specific types of sustainable products they tend to buy, the majority (52 percent) purchase recyclable alternatives (steel straws, glass tupperware, etc.) and products with less wasteful packaging. Consumers also tend to purchase fresh produce (37 percent) and eco-friendly products like natural soap (30 percent).
- **Prioritizing the Planet:** When asked why they consider a brand's sustainability practices, 60 percent of consumers cite a desire to reduce production waste, 54 percent say they are concerned about the environment overall, and 49 percent want to create a better world for next generations.
- **Values Over Cost:** Not only do the majority (86 percent) of consumers want brands to provide more sustainable products, 39 percent say they are willing to pay more for them. Of those willing to buy sustainable products at a higher price, most (70 percent) would pay one to five extra dollars. Additionally, 63 percent of consumers say that sustainability is just as important as budget friendliness.
- **Willing to Waver:** If a brand is not committed to sustainability, 52 percent of Americans say they would still buy from them. However, 23 percent say they will wait

for the brand to produce a more sustainable alternative and 19 percent would switch to a brand that aligns with their values.

- **Purchasing Power Swings Green:** As the years go by, more and more consumers consider sustainability when making purchases. In fact, two in five consumers say they have purchased more sustainable products now than they did a year ago, and they plan to purchase even more sustainable products a year from now.

One of Shopkick's clients, Kori Krill, is on a mission to help make the environment a better place. Nancy Chan, Chief Executive Officer at Epion Brands, the maker of Kori Krill says, **"Brands should always create exceptional products with the planet in mind, not only because the world needs it, but because it meets growing consumer demand. Sustainability is at the heart of our operations and our brand, and featuring our Kori Krill products in the Shopkick app makes it easy for people to get the amazing health benefits of essential Omega-3s and also shop their values without having to work too hard or spend too much."**

##

About Shopkick, Inc.

Shopkick, a Trax company, is a leading shopping rewards app, bringing moments of joy to everyday shopping - both on- and off-line. For brands and retailers, Shopkick provides high consumer engagement along the entire path to purchase. The company's unique pay for performance model has been proven to deliver high ROI, while driving incremental traffic, product engagement, and sales. Some of its leading brand and retail partners include Kraft-Heinz, Barilla, GE, Kellogg's, and Unilever, among others.

Shopkick is available for free on iPhone from the App Store and for Android from Google Play. For more information, please visit www.shopkick.com.