

# 2025 Sustainability Survey

Consumers willing to pay a sustainability premium for everyday retail purchases, but not other categories

## Consumers care about sustainable shopping



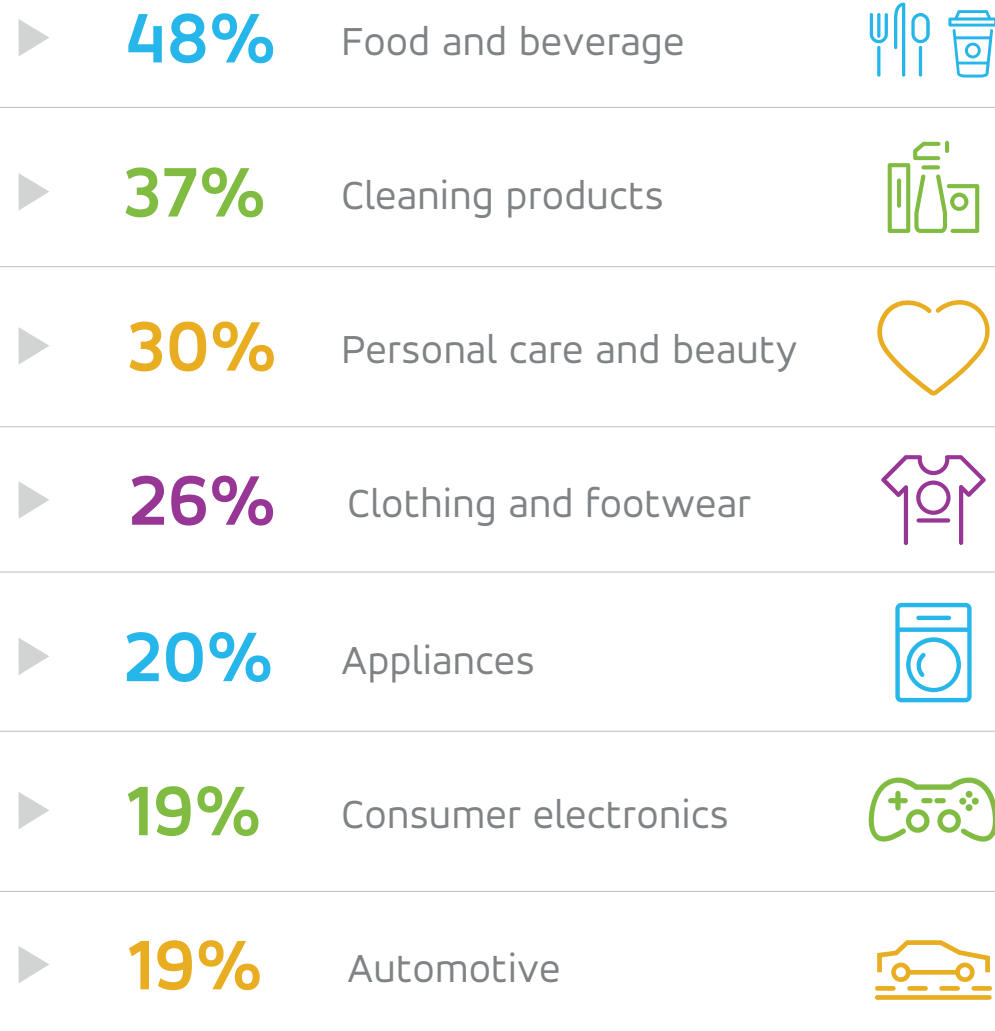
of consumers said sustainability considerations are important

### Generationally

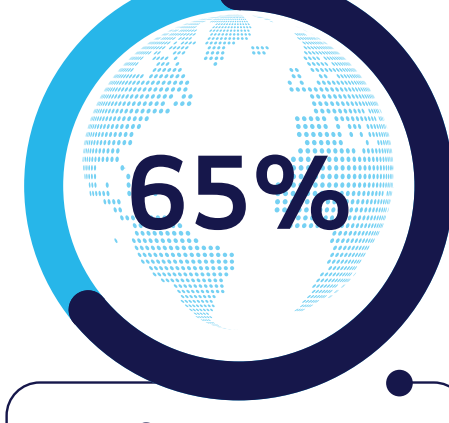


## When it comes to making sustainable choices, consumers favor routinely used items over higher-cost, occasional ones

Product categories consumers have made more sustainable choices in over the past year:

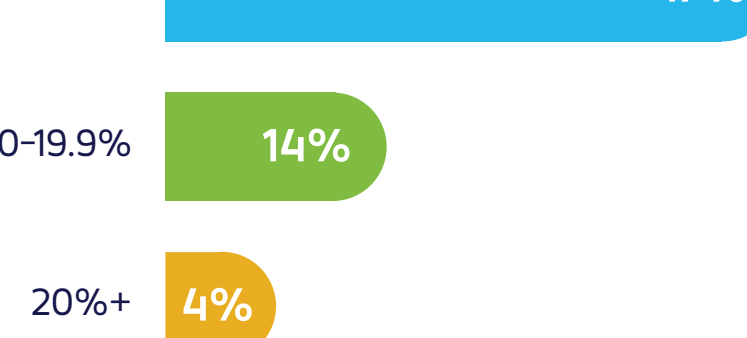


## Broadly, consumers are willing to pay more for sustainable products



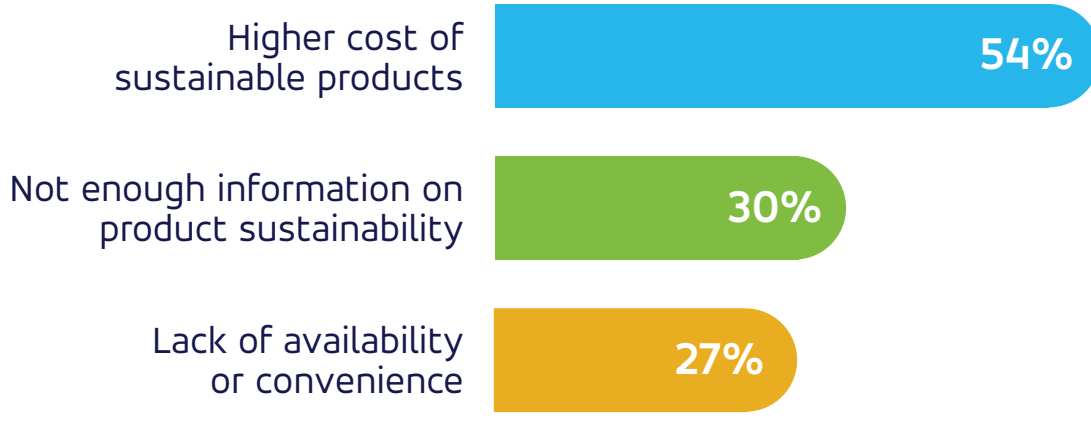
of consumers are willing to pay more for sustainable products

Percentage consumers are willing to pay more:



## High cost is the primary barrier for many consumers to shop sustainably

Biggest barriers preventing consumers from making sustainable purchasing decisions:

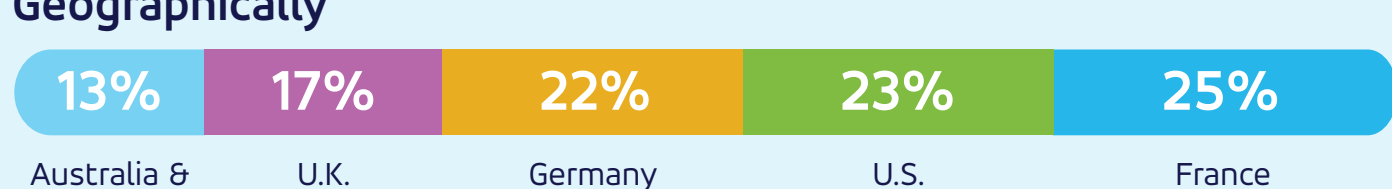


## Consumers are still wary of greenwashing...

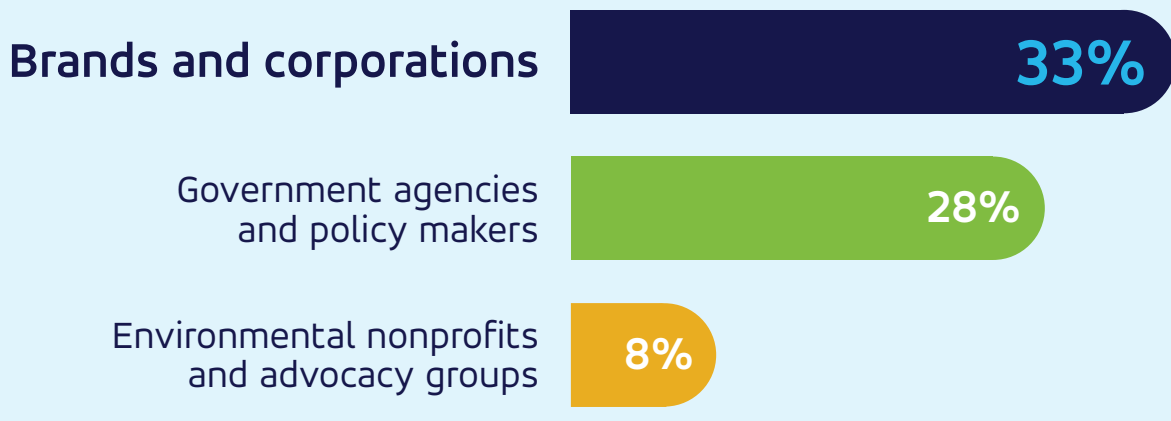


of consumers believe brands accurately communicate their sustainability initiatives in their ads and marketing

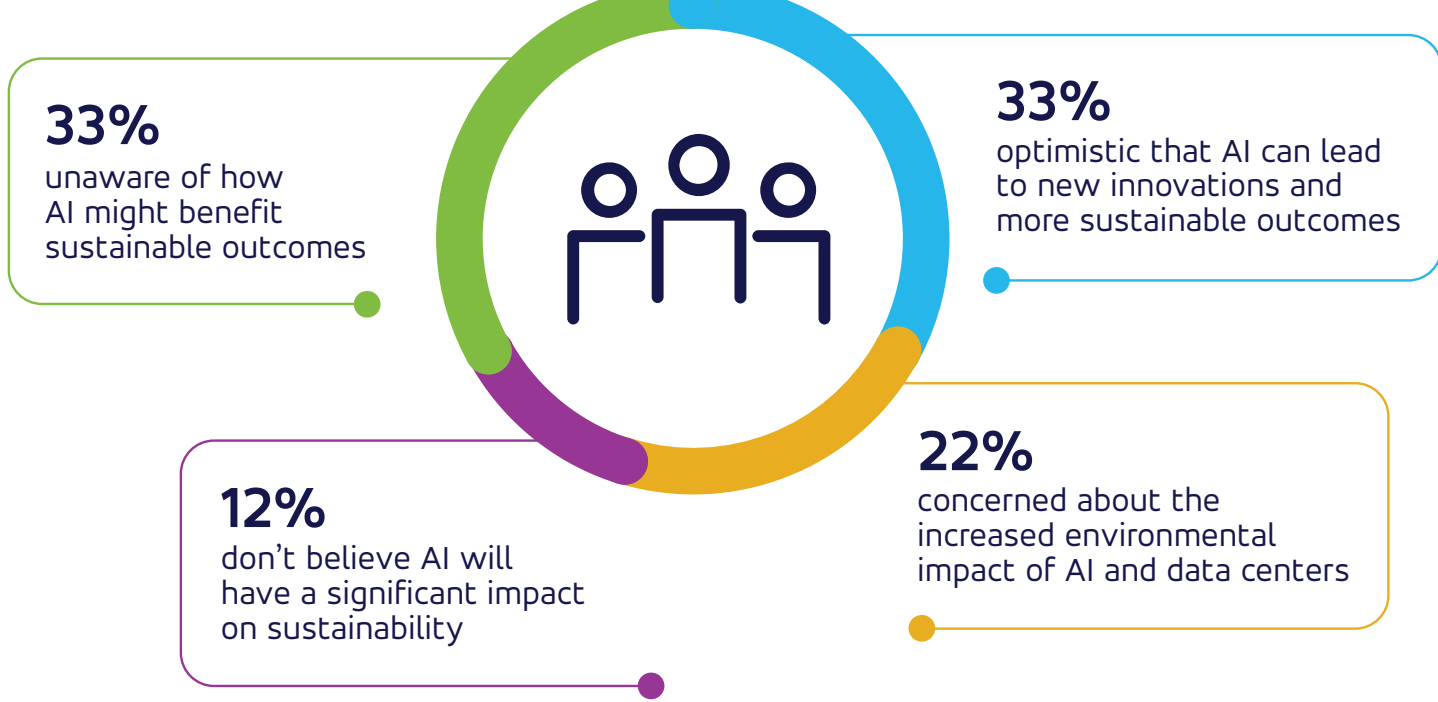
### Geographically



## ...but believe brands have the most responsibility for upholding sustainability



## Consumers are split on whether AI has a role to play in sustainability



The Blue Yonder 2025 Sustainability Survey was fielded by a third-party provider in February 2025. Blue Yonder surveyed 5,000+ consumers across Australia and New Zealand (ANZ), France, Germany, U.K., and U.S. to gather insight on their sustainable shopping preferences, their perception of corporate sustainability and their overall sentiment around sustainability.

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