Savanta:

Sustainability segmentation

Examining broader lifestyle purchases—technology,

Lifestyle

furniture, clothing, personal care—it's clear consumers' prioritization of convenience is a challenge.



We've identified seven consumer segments based on their awareness, knowledge, ability to care, and behaviors, in order to understand how these segments intentions and actions towards sustainability vary across Lifestyle.

What's important?

Sustainability certifications are not high priority factors, it's about...



Value for money



Product quality

But how are our segments behaving?

Changing habits isn't easy













Committed Empowered Changemakers Individualists Even well-intentioned

their lifestyle to be more sustainable than for others.

Around one in five (18%) think it's harder for them to change

segments agree.

Efforts to market based on sustainability credentials alone are likely to fall flat



Buy from a variety of retailers to meet their needs.



24% Solely go to brands they see as ethical or committed to having a positive impact.

Hope for the future



still prefer to buy things new, but there are signs of a sustainability-first mindset taking root.

More than half



where possible.

items to others.

Fashion leads the way when it comes to second-hand and resale Thanks to platforms like Vinted and Depop. These segments are among those

So what can brands do?

most likely to avoid buying new clothes, compared to an average of 77%.

87% Cautious Observers 82% Defiantly Disengaged

81% Conscientious Traditionalists

Brands committed to having a positive impact via sustainability initiatives

Cost is key, but so is convenience.

must still aim to meet customers' broad needs. Embrace pre-loved trade.

Brands can benefit from the uptake in pre-loved trade across all consumer

segments by establishing their own buy-back and resell platforms. While resale is booming, behaviors around repair are underdeveloped.

Across engaged segments there's an opportunity to build brand loyalty through in-house repair services.

Savanta is helping brands understand consumer actions and attitudes to sustainability through a robust

sustainably people say they behave day-to-day versus what they actually do. This report is based on findings of a survey of 12,016 adults aged 18+ in the United States (5,006), United Kingdom (5,005), and Canada (2,005). Data is weighted to be representative of age, gender, region, and income/education (US and Canada) and social grade (UK).

multi-market study to identify and understand seven consumer segments, placing a particular focus on how

savanta.com make better decisions.

Download the report here