

# Sustainability segmentation

## Lifestyle

Examining broader lifestyle purchases—technology, 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...



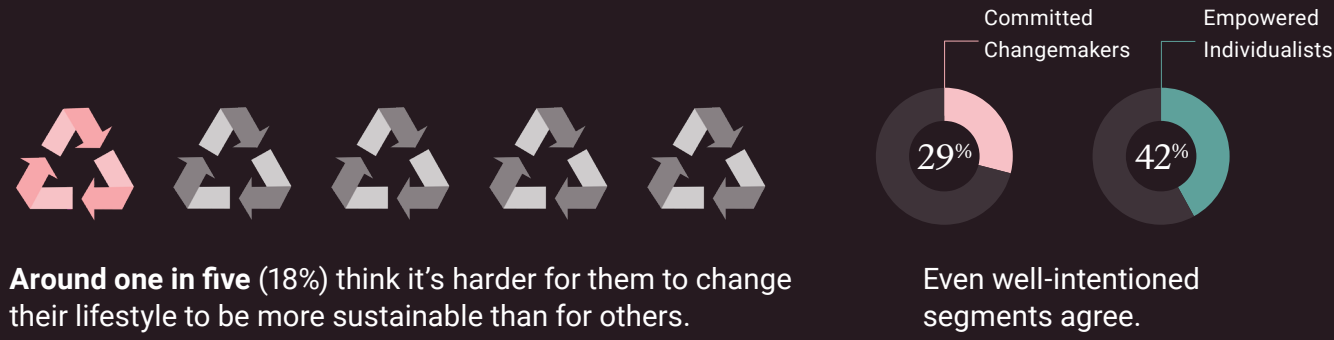
**64%**  
Value for money



**57%**  
Product quality

### But how are our segments behaving?

#### Changing habits isn’t easy



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



#### Hope for the future



#### Fashion leads the way when it comes to second-hand and resale

Thanks to platforms like Vinted and Depop.

These segments are among those most likely to avoid buying new clothes, compared to an average of 77%.



- 87% Cautious Observers
- 82% Defiantly Disengaged
- 81% Conscientious Traditionalists

### So what can brands do?

#### Cost is key, but so is convenience.

Brands committed to having a positive impact via sustainability initiatives 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 multi-market study to identify and understand seven consumer segments, placing a particular focus on how 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).