

Sustainability segmentation

Lifestyle

Examining broader lifestyle purchases—technology, furniture, clothing, personal care—it’s clear consumers’ prioritisation of convenience is a challenge.



We’ve identified seven consumer segments based on their awareness, knowledge, ability to care and behaviours in order to understand how intentions and actions towards sustainability vary across the **Lifestyle sector**.

What’s important?

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



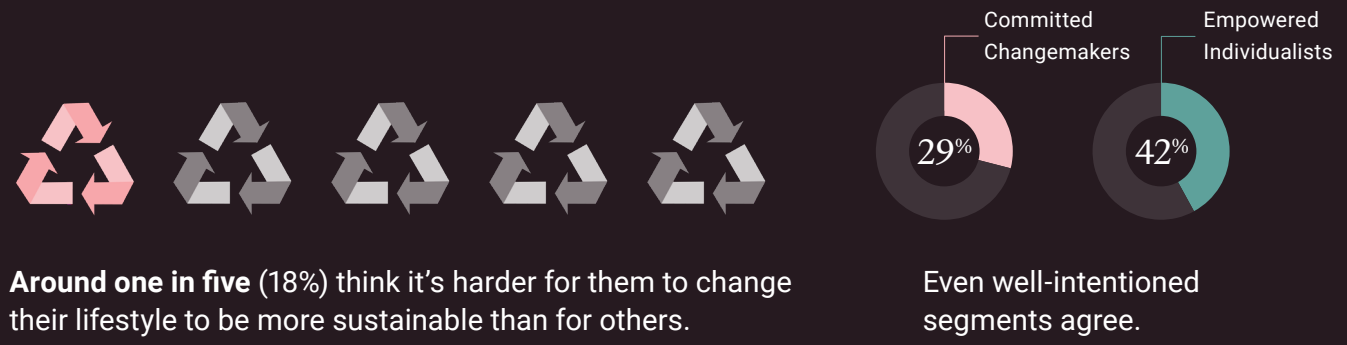
64%
Value for money



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, behaviours 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 the findings of a survey of 12,016 adults aged 18+ in the United Kingdom (5,005), United States (5,006) and Canada (2,005). Data are weighted to be representative of age, gender, region and social grade (UK) or income/education (US and Canada).