

# SUSTAINABILITY: TACKLING TODAY'S CLIMATE CRISIS

## USEFUL INSIGHTS



**90%**

of **world GDP** and **global emissions** are now covered by net zero commitments.

(COP26)



### HOSPITALITY & TRAVEL



**73%**

of **travellers** would be more likely to **stay at a place** if it's sustainable.

(booking.com)

**44%**

of **Brits** are more likely to choose an airline using or investing in **greener fuel options**.

(Skyscanner survey)

**59%**

of **travellers** would pay more to make their **trip sustainable**.

(Expedia's Traveler Value Index: 2022)



### CONSUMER SENTIMENT



**1 in 3**

**global consumers** reduced their **emissions** in 2021 and **1 in 4** used carbon offsets to compensate for them.

(EuroMonitor)

**28%**

of **consumers** have stopped **buying products** for ethical or environmental reasons.

(deloitte.com)

**64%**

of **consumers** want brands to **reduce packaging**.

(deloitte.com)

**£100 billion**

The record-breaking figure UK consumers **spent on ethical products and investments** in 2020.

(Co-op)



**50%**

of **Gen Z** have reduced how much they buy.

**45%**

of **Gen Z** have stopped **purchasing brands** because of ethical or sustainability concerns.

(deloitte.com)



### FASHION

**10%**

The amount the **online fashion rental market** is **expected to grow** year-on-year until 2027.

(Coherent Market Insights)

**1 in 5**

consumers state **sustainability influences** what fashion they buy.

(Statista)



### ENERGY

Nearly

**6.5 million**

electric vehicles (EVs) were sold worldwide in 2021, up 109% from 2020.

(The Climate Pact: Outcomes)



### BEAUTY

**1 in 5**

**consumers** say **sustainability influences** their beauty and personal care purchases.

(Statista)



### FOOD & BEVERAGE

**82%**

of **UK shoppers** have tried to be more sustainable in their purchases.

(internationalsupermarketnews)

**95%**

of **UK shoppers** aged 18–24 have tried to be more sustainable in their purchases.

**6000** <sup>UK</sup>

consumers finds that **sustainability is one of the top five reasons** when selecting a shop.

(Impact)



**DON'T do business WITHOUT IT™**