

# SUSTAINABILITY: TACKLING TODAY'S CLIMATE CRISIS USEFUL INSIGHTS



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)

64%

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

(deloitte.com)

28%

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

(deloitte.com)

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.

A study of

6000

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

(Impact)



DON'T *do business WITHOUT IT*™