Consumer Sustainabliity Trends Index:
21 Sustainability Claims Driving Consumers to Buy

Claims popular with US Idealists
(Total Store)

According to NIQ's Green Divide report, Idealists tend to "say" but not "do." But there are certain claims that are important to them and motivate them to take action in the aisle. They over-index for a number of planet-friendly claims.

The Global Green Divide of "Sustainable" Consumers

- **26% Skeptics** *Low awareness & priority*
- **18% Idealists** *Vocal but tend not to take action*
- **17% Minimalists** *Focused on lowering costs*
- **20% Healthy Me & Planet** *Action-oriented, prioritizing personal health benefits*
- **19% Evangelists** *Action-oriented, prioritizing planet-friendly purchases*

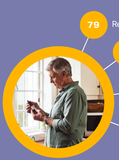
Claims that excite US Evangelists
(Total Store)

Evangelist purchasing behavior largely lines up with expectations. They seek products with attributes that signal a positive environmental impact, rather than personal health benefits.

However, there are places of overlap; for example, Evangelists also over-index on health-related claims such as "plant-based" and "vegetarian".

Minimalists: *Minimal Motivation to Spend*
(Food & Beverage)

There are few claims that Minimalists purchase in notably high numbers. However, they under-index heavily in Food & Beverage categories including:



The most surprising discovery was the lackluster performance of "reusable packaging" claims. While members of this cohort may value reusable and refillable products, it appears that Minimalists are not willing to spend money on them.

117
Fair Wages

Skeptics *are selective*

Although Skeptics are the least engaged with sustainable products, they show an interest in products with "Fair Wages" claims.

A Closer Look: Claim Preferences Change Across Aisles
Reusable Packaging Claim

Food & Beverage

Healthy Me & Planet	174
Evangelists	111
Skeptics	85
Minimalists	79

Health & Beauty

Skeptics	128
Minimalists	111
Evangelists	79
Healthy Me & Planet	43

For Reusable Packaging, consumers in the Healthy Me & Planet cohort heavily over-index (174) in Food & Beverage, followed by Evangelists (111), while Minimalists under-index (79). Skeptics fall in the middle (85). But in Health & Beauty Care, the opposite is true: Healthy Me & Planet consumers heavily under-index (43) as do Evangelists (79). Minimalists over-index slightly (111) and surprisingly, Skeptics take the lead (128).

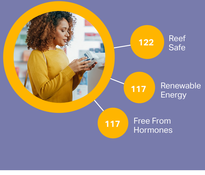
Key Takeaway:
To win consumers' sustainability dollars, it's not enough for brands and retailers to know which attributes resonate with each cohort. You must know which attributes are prioritized in which categories. Evangelists may seek vastly different attributes in the Beverage aisle than in Frozen or Beauty.

Claims popular with Idealists
(Food & Beverage)

In Food & Beverage categories, Idealists purchase more planet-friendly attributes, with a lower emphasis on claims related to personal health benefits.

Minimalists *Show interest in Beauty*
(Health & Beauty)

Although Minimalists did not stand out in sustainability spending from a Total Store or Food & Beverage perspective, there are a few claims that Minimalists purchased in notably high numbers in Health & Beauty:



Healthy Me & Planet
(Health & Beauty)

Consumers in the Healthy Me & Planet cohort typically prioritize personal health benefits over environmental wellbeing — but in the Beauty aisle, this cohort is more focused on planet-friendly claims. In this analysis, just one health claim, "free from sulfates," showed notable over-indexing.

Want to learn more about *sustainable consumers?*

Download the Green Divide Report

Learn how to take action on these insights here

Content featured in this infographic is a snapshot of top sustainability claims that resonate with consumers. For a full view, contact your NIQ representative.

Source: NIQ Homescan Panel; NIQ Product Insight, powered by Label Insight + NIQ Green Divide survey segmentation; Total US Panel; Total Store; Index to Total Dollars = Segment's Share of Spend compared to Total Panel; 52 weeks ending June 3, 2023