

ACRS

Retail Sustainability Spotlight

2024 Report

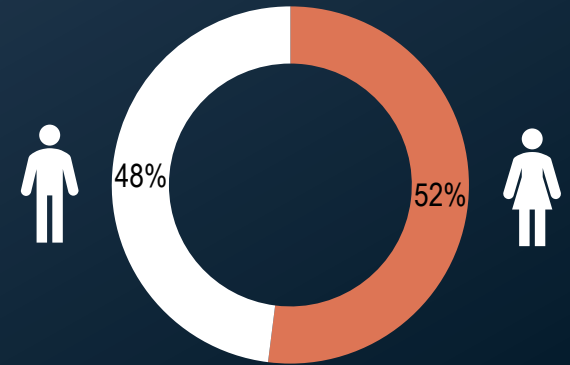
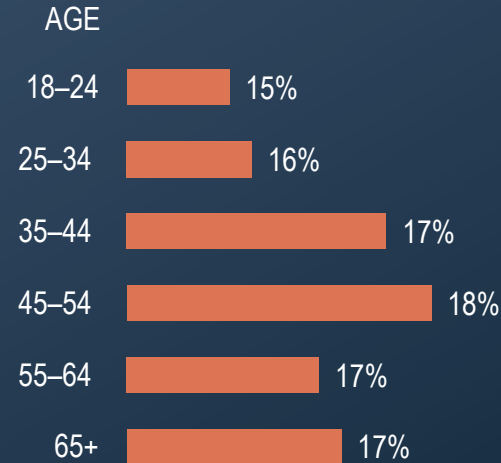
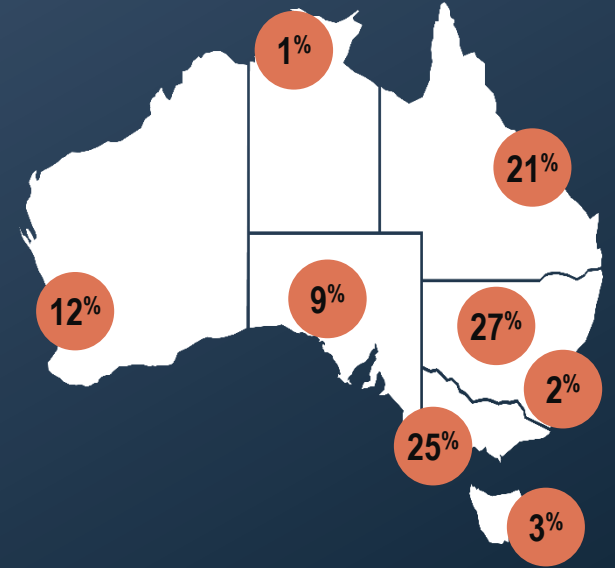


ACRS

ACRS conducted research into attitudes and behaviours of Australian shoppers towards sustainability.

In June 2024, we surveyed 1,002 shoppers across Australia and asked them several key questions on sustainability as part of a larger survey on retail consumer attitudes and behaviours.

n=1,002 Australian shoppers

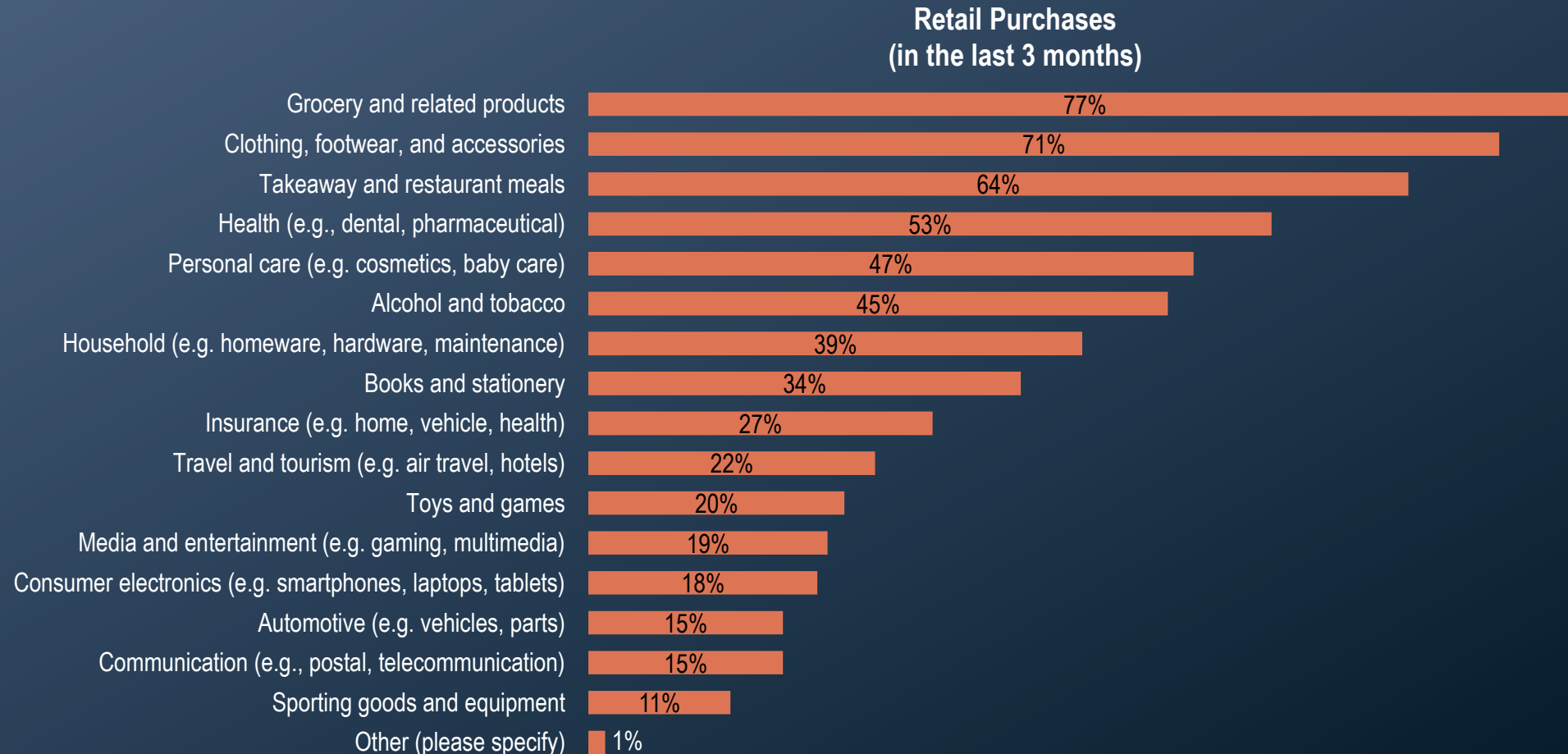




46%

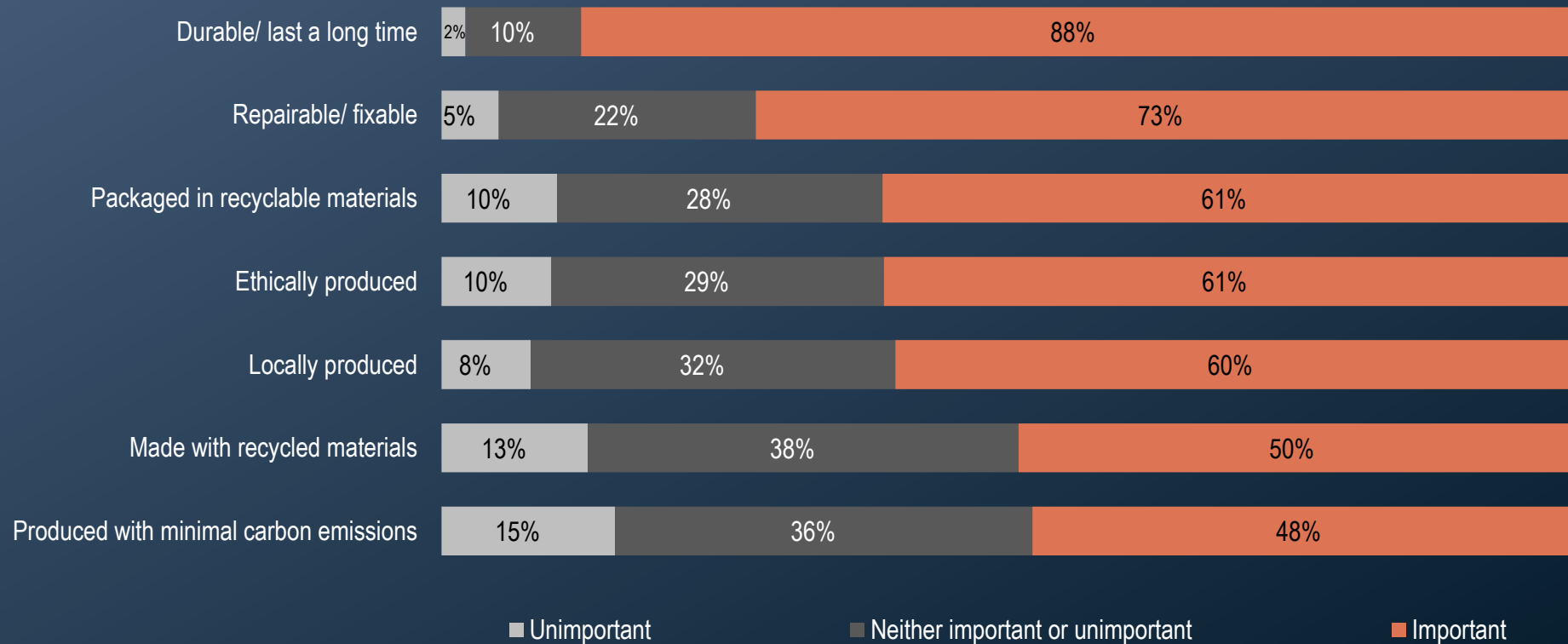
of Australian shoppers reported that sustainability is an important factor when making a retail purchase

GROCERY AND RELATED PRODUCTS AND CLOTHING, FOOTWEAR, AND ACCESSORIES WERE THE MOST COMMON RETAIL PURCHASES IN THE LAST THREE MONTHS AMONGST AUSTRALIAN CONSUMERS



CONSUMERS SAY PRODUCTS THAT ARE DURABLE AND REPAIRABLE ARE IMPORTANT TO THEM, AS WELL AS PRODUCTS THAT ARE PACKAGED IN RECYCLABLE MATERIALS AND ARE ETHICALLY AND LOCALLY PRODUCED

Important Factors When Making A Purchase Decision

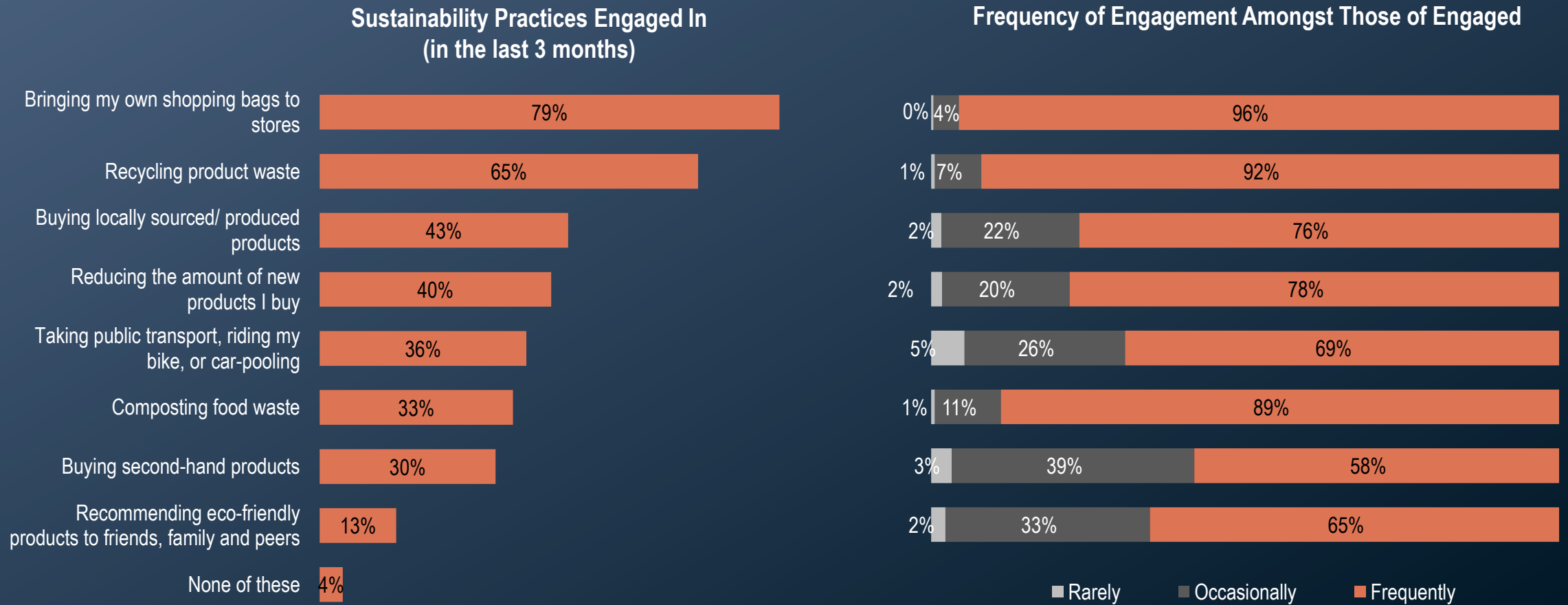




96%

*of Australian
consumers engage in
sustainable practices*

ALMOST ALL AUSTRALIAN CONSUMERS HAVE ENGAGED IN AT LEAST ONE TYPE OF SUSTAINABILITY PRACTICE IN THE LAST THREE MONTHS, AND MOST WHO ENGAGE, DO SO FREQUENTLY



ALL AGES ENGAGE IN A RANGE OF SUSTAINABLE PRACTICES, BUT THEY DIFFER SUBSTANTIALLY IN THE TYPE OF PRACTICES IN WHICH THEY ENGAGE

Sustainability Practices Younger Consumers Engage in More Than Other Ages

Younger consumers, 18-34 years of age, engage in these sustainability practices to a greater extent compared to other age groups, while consumers aged 55+ engage in these sustainability practices substantially less than other age groups:



↑18-34: 20% — Recommending eco-friendly products to friends, family and peers
↓55+: 6%



↑18-34: 38% — Buying second-hand products
↓55+: 24%



↑18-34: 43% — Taking public transport, cycling or car-pooling
↓55+: 29%

Sustainability Practices Older Consumers Engage in More Than Other Ages

Older consumers, 55+ years of age, engage in these sustainability practices to a greater extent compared to other age groups, while consumers aged 18 to 34 engage in these sustainability practices substantially less than other age groups:



↓ 18-34: 63% — Bringing my own shopping bags to stores
↑ 55+: 95%



↓ 18-34: 49% — Recycling product waste
↑ 55+: 80%

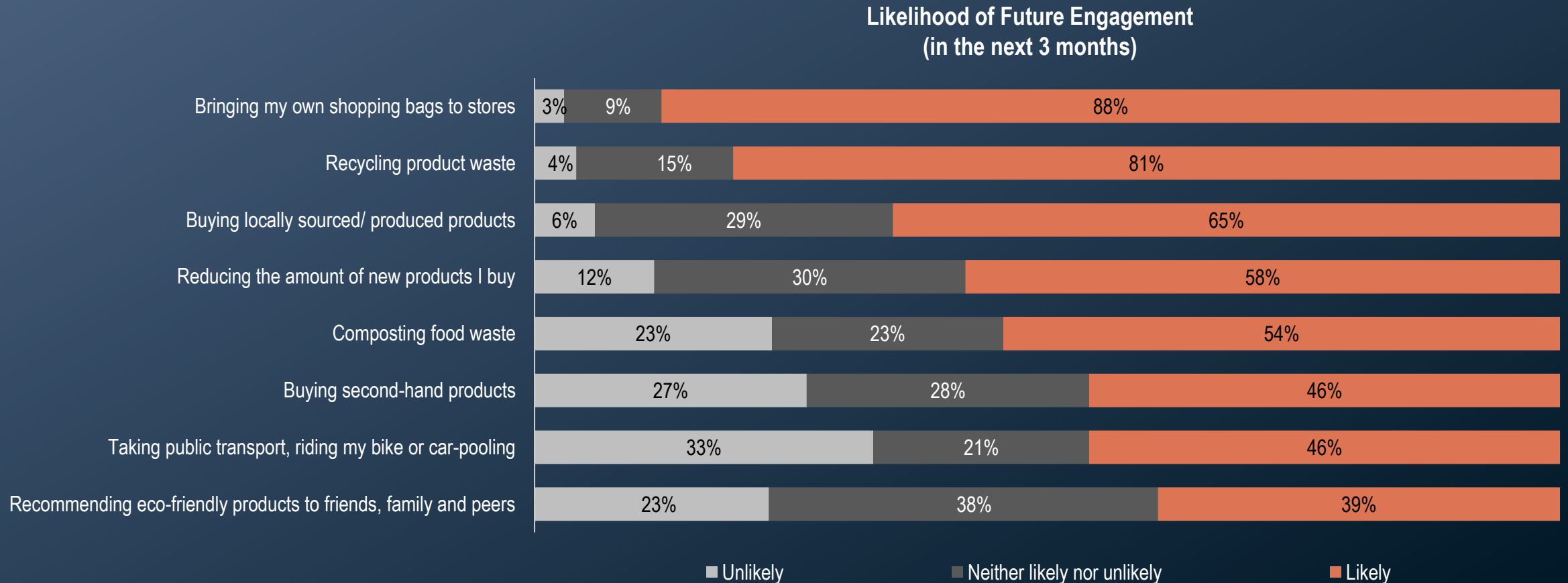


↓ 18-34: 37% — Buying locally sourced/ produced products
↑ 55+: 54%



↓ 18-34: 25% — Composting food waste
↑ 55+: 43%

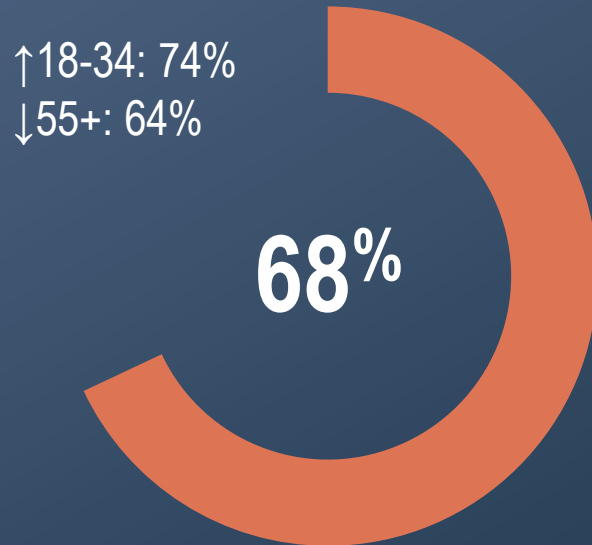
THE MAJORITY OF AUSTRALIAN CONSUMERS SAY THEY ARE LIKELY TO ENGAGE IN ONE OR MORE SUSTAINABLE PRACTICE/S IN THE NEXT THREE MONTHS



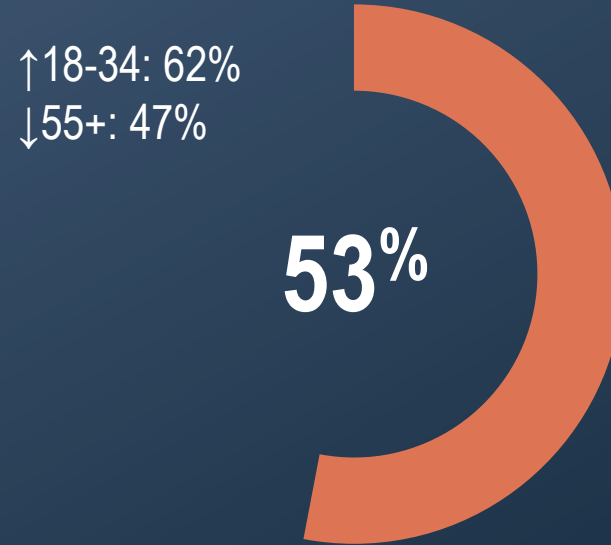


*Many consumers
are willing to pay
more for
sustainable
choices*

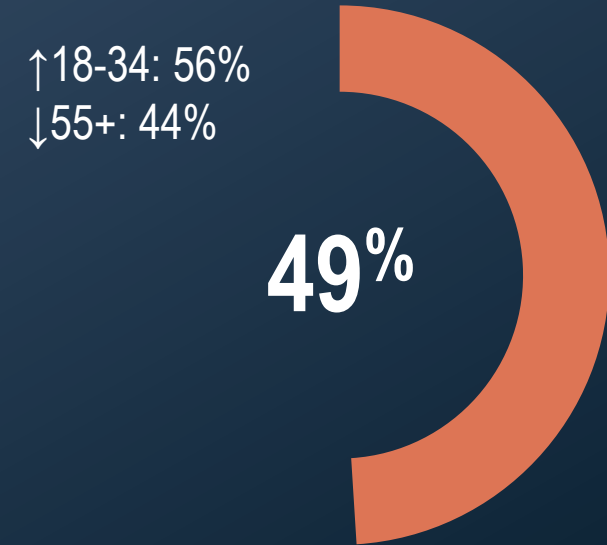
OVER HALF OF AUSTRALIAN CONSUMERS ARE WILLING TO PAY MORE FOR DURABLE AND REPAIRABLE PRODUCTS; A SENTIMENT CONSISTENT ACROSS ALL AGES



are willing to pay more for **durable** products

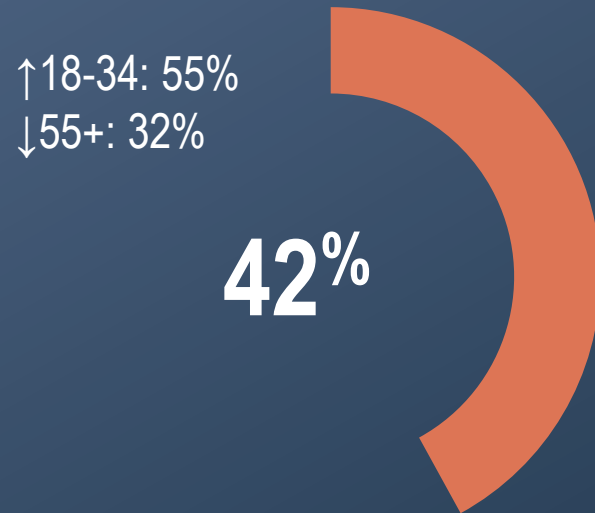


are willing to pay more for **repairable** products

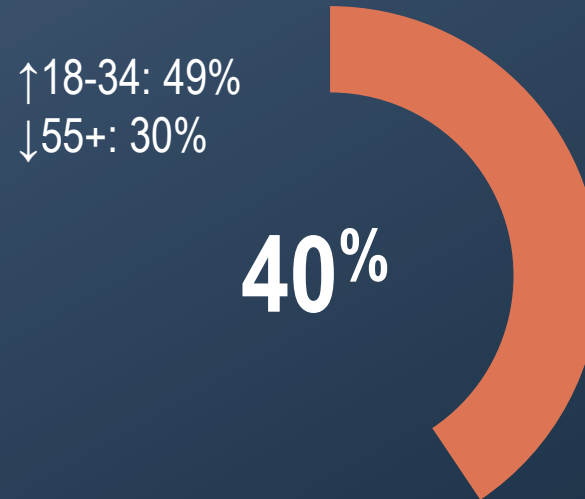


are willing to pay more for **locally produced** products

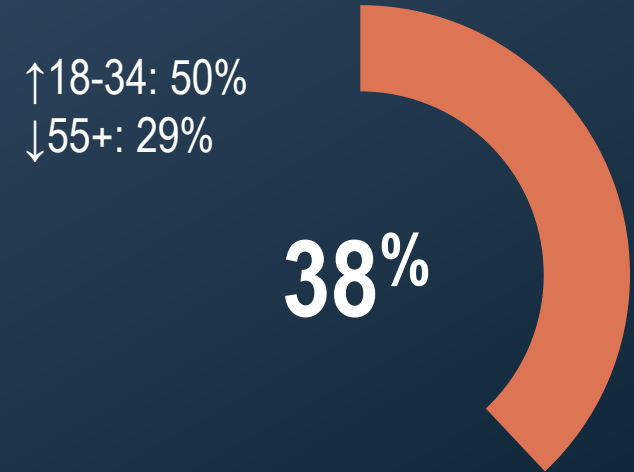
YOUNGER CONSUMERS ARE SIGNIFICANTLY MORE WILLING TO PAY MORE FOR ETHICALLY PRODUCED PRODUCTS, AS WELL AS PRODUCTS MADE FROM RECYCLED MATERIALS AND PACKAGED IN RECYCLABLE MATERIALS



are willing to pay more for **ethically produced products**



are willing to pay more for **products packaged in recyclable materials**



are willing to pay more for **products made from recycled materials**

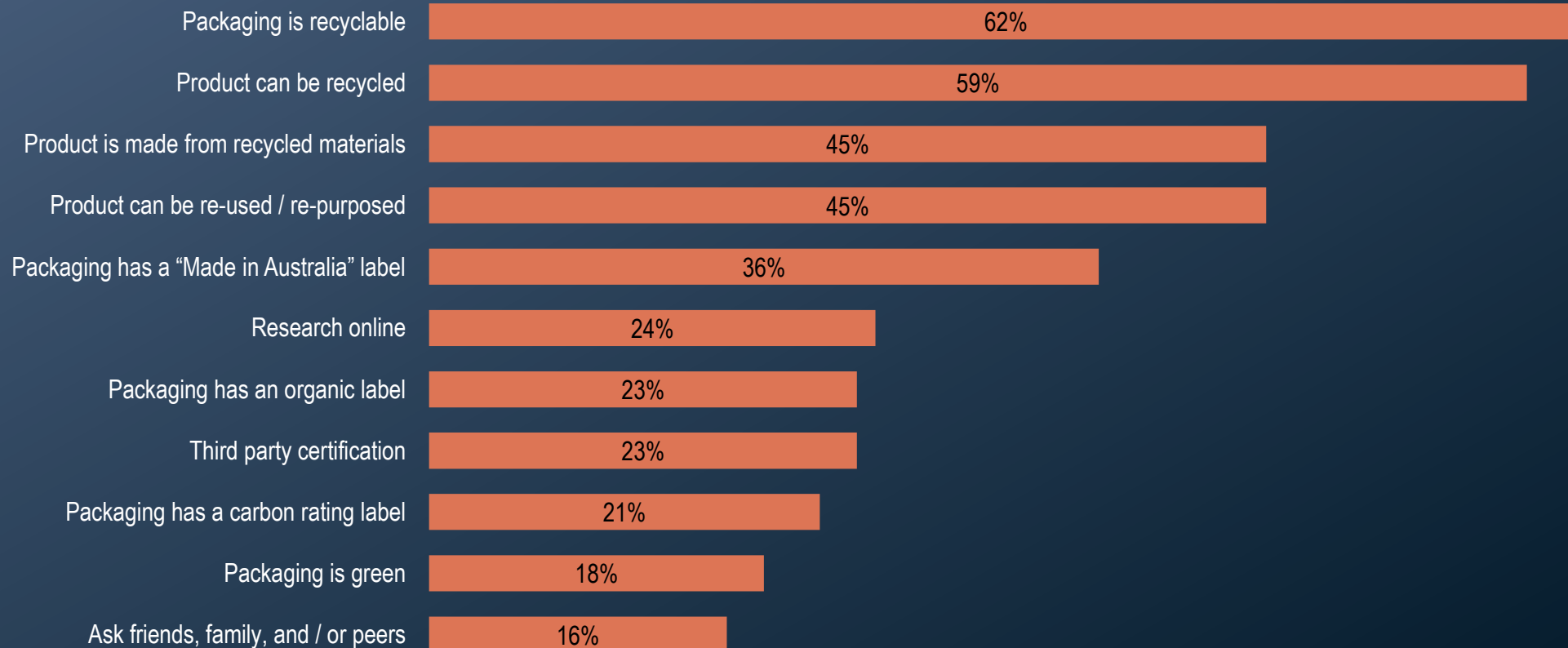
A photograph of two young women in a clothing store. They are both smiling and looking at a light-colored, ribbed jacket that one of the women is holding up. The background shows a rack of clothes, including a blue and white polka-dot shirt. The image is slightly faded to serve as a background for the text.

30%

*of Australian consumers frequently look for sustainable products, while **12%** never do.*

OVER HALF OF SUSTAINABLE SHOPPERS PERSONALLY DECIDE A PRODUCT IS SUSTAINABLE BASED ON IF THE PACKAGING OR PRODUCT IS RECYCLABLE

Sustainable Product Considerations



ACRS

AUSTRALIAN CONSUMER & RETAIL STUDIES

Monash Business School

Level 6, Building S
26 Sir John Monash Drive
Caulfield East VIC 3145

T: +61 9903 2869

E: acrs@monash.edu

W: monash.edu/business/acrs

