

ACRS

Retail Sustainability Spotlight

2023 Report

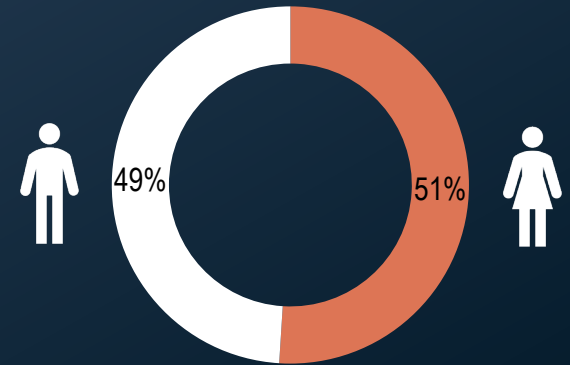
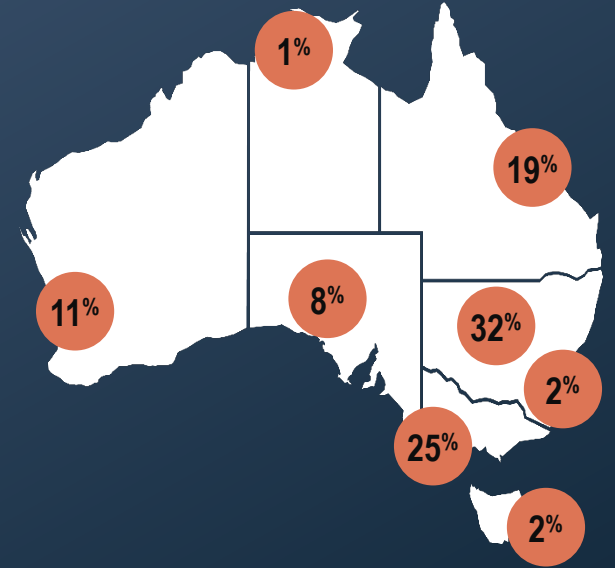
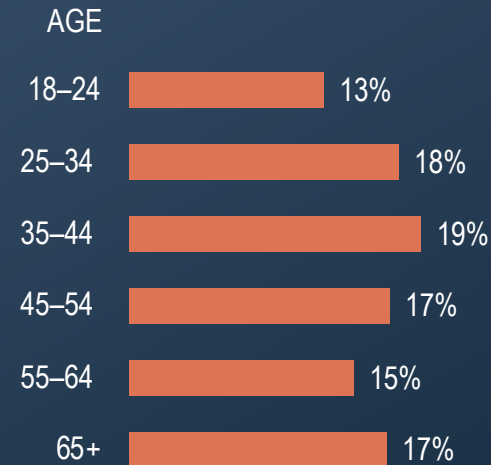


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ACRS conducted research into attitudes and behaviours of Australian shoppers towards sustainability.

In June 2023, we surveyed 1,001 shoppers across Australia and asked them several key questions on sustainability as part of a larger survey on retail consumer attitudes and behaviours.

n=1,001 Australian shoppers





51%

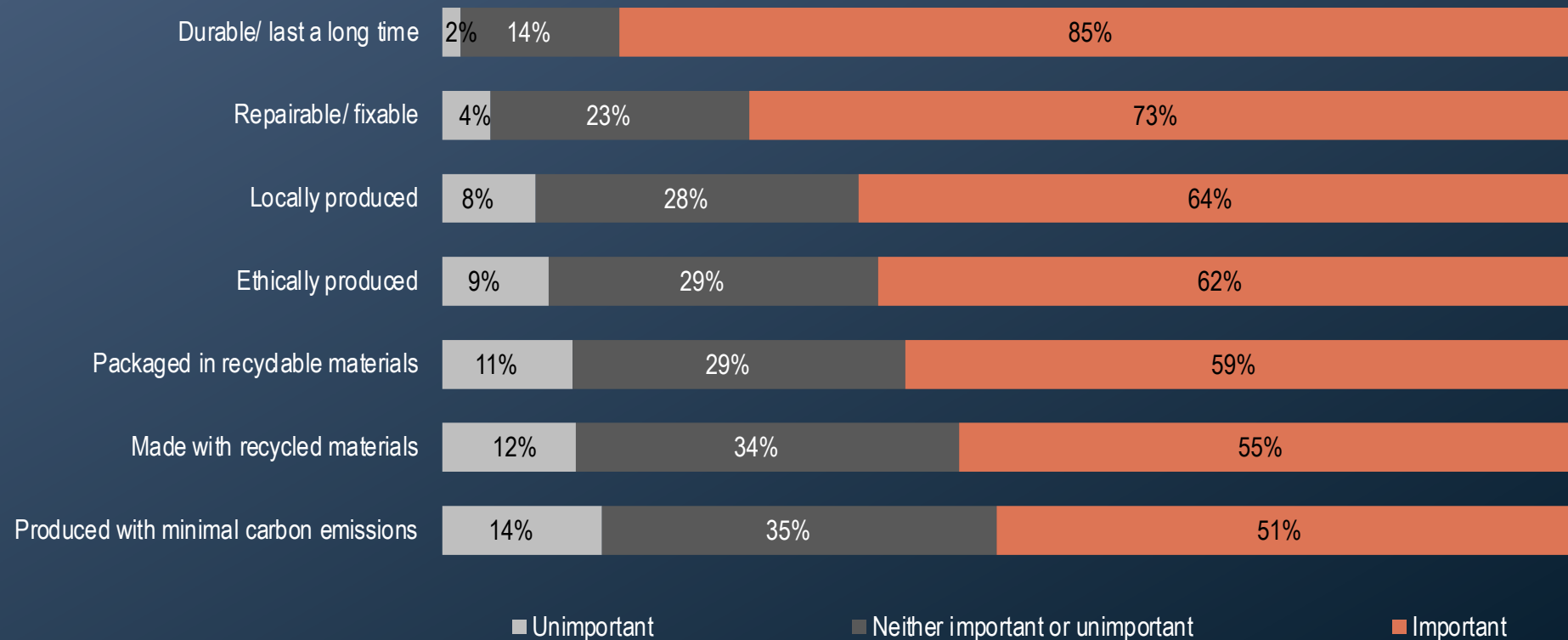
of Australian shoppers reported that sustainability is an important factor when making a retail purchase

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 LOCALLY AND ETHICALLY PRODUCED AND PACKAGED IN RECYCLABLE MATERIALS

Important Factors When Making A Purchase Decision

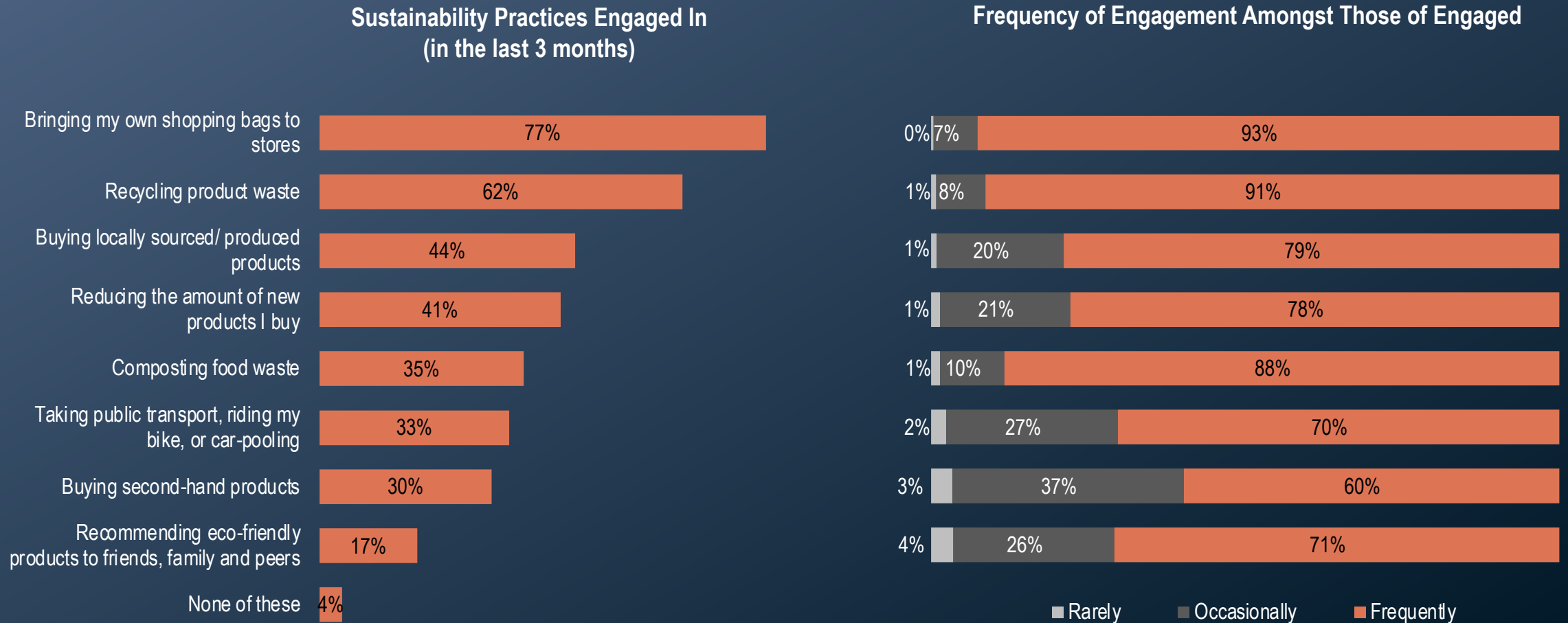




96%

*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 MAGNITUDE OF THE PRACTICES THAT THEY ENGAGE IN

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: 38% — Taking public transport
↓55+: 25%

↑18-34: 34% — Buying second-hand products
↓55+: 25%



↑18-34: 26% — Recommending eco-friendly products to friends, family and peers
↓55+: 8%

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+: 92%



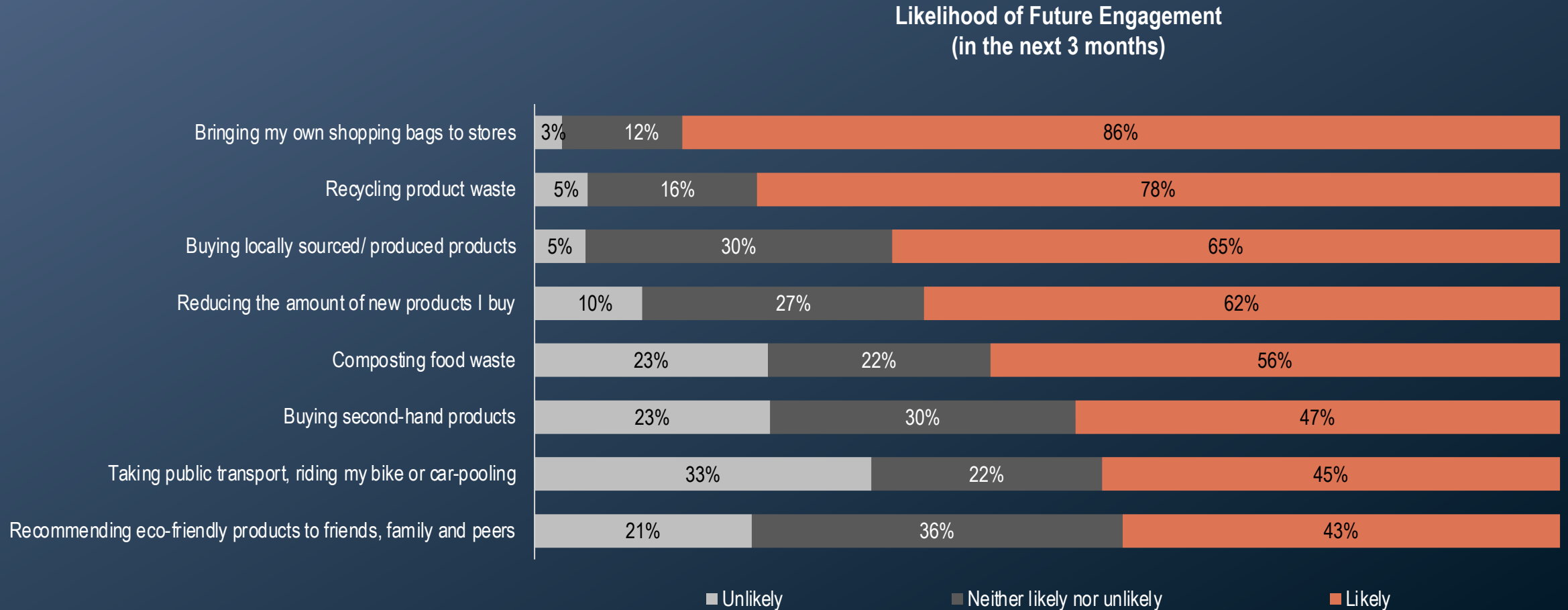
↓ 18-34: 45% — Recycling product waste
↑ 55+: 79%



↓ 18-34: 38% — Buying locally sourced/ produced products
↑ 55+: 56%

↓ 18-34: 27% — Composting food waste
↑ 55+: 47%

MAJORITY OF AUSTRALIAN CONSUMERS SAY THEY ARE LIKELY TO PARTICIPATE IN ONE OR MORE SUSTAINABLE PRACTICES IN THE NEXT THREE MONTHS






*Consumers are
willing to pay
more for
sustainable
consumption
choices*

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

A gauge chart consisting of a thick orange arc that is approximately 67% of a full circle, with the percentage '67%' centered inside the arc.

67%

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

A gauge chart consisting of a thick orange arc that is approximately 55% of a full circle, with the percentage '55%' centered inside the arc.

55%

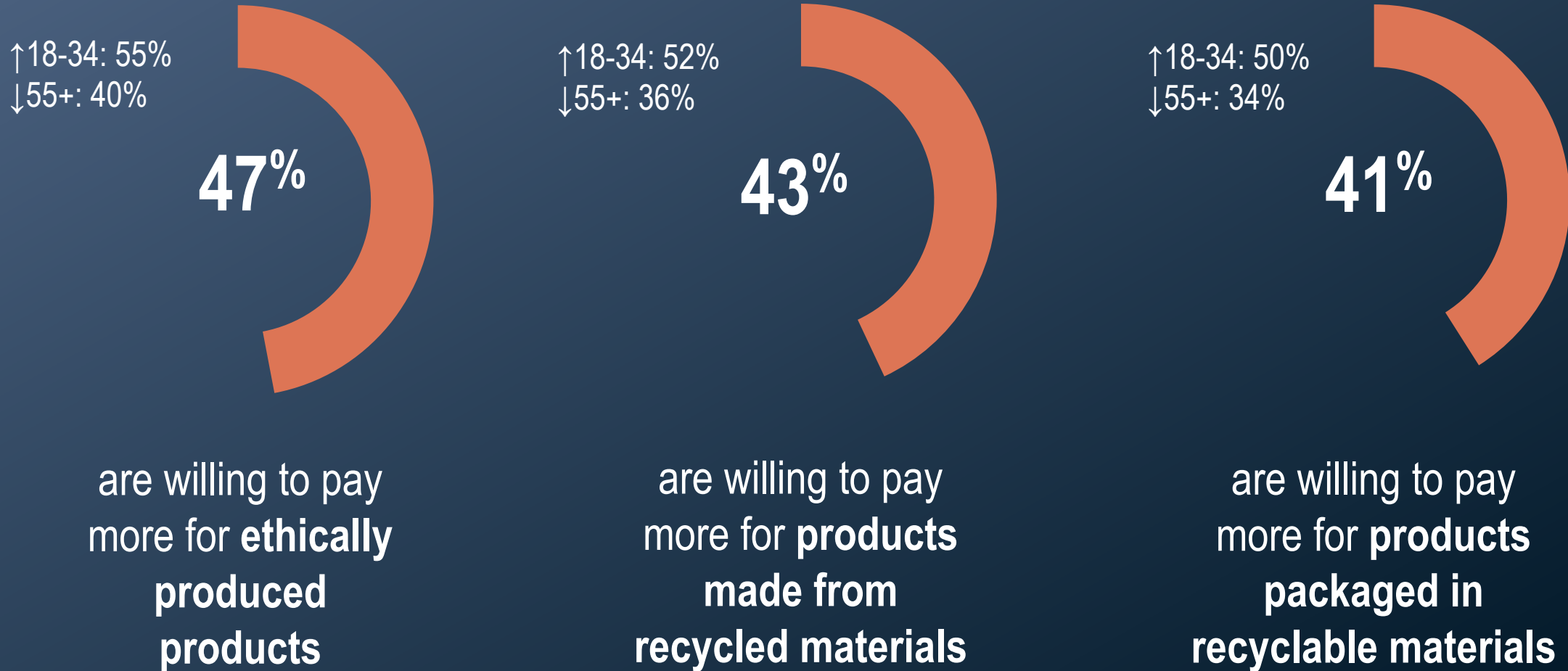
are willing to pay more for **repairable** products

A gauge chart consisting of a thick orange arc that is approximately 52% of a full circle, with the percentage '52%' centered inside the arc.

52%

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



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