

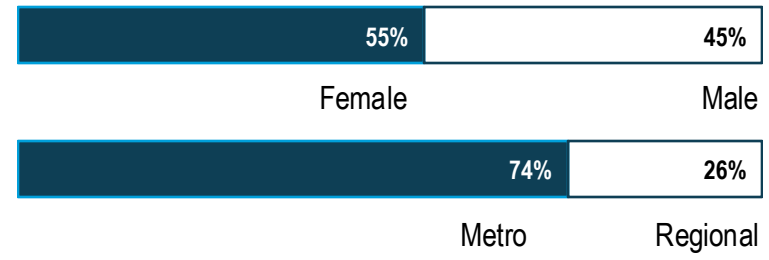
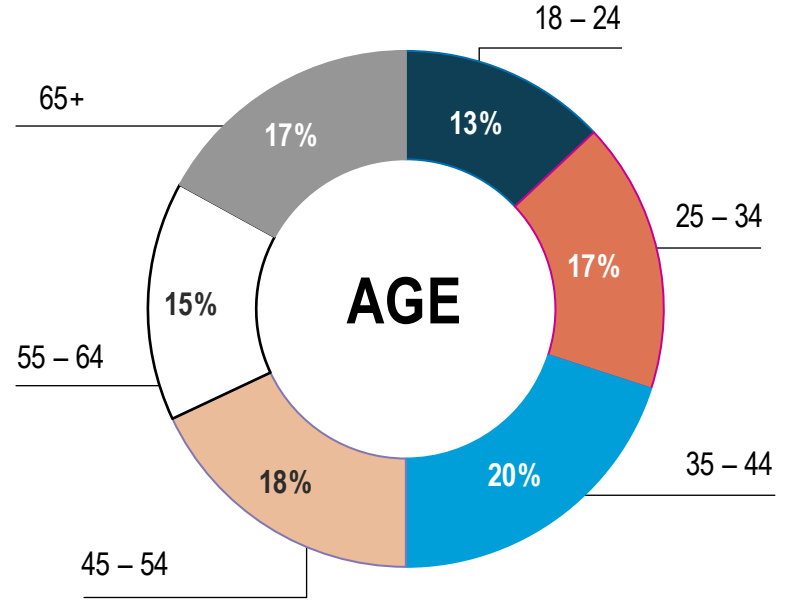
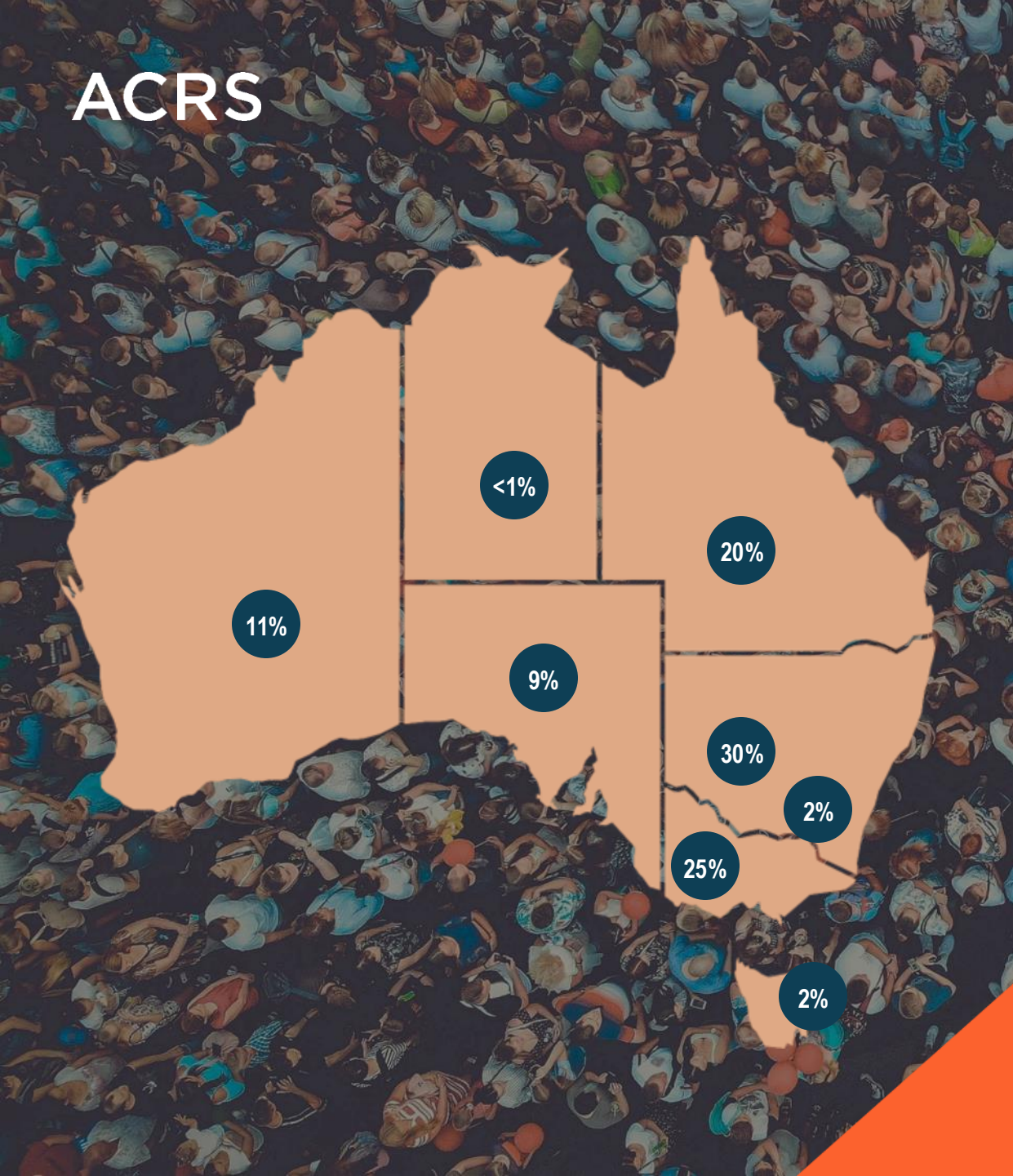
A young woman with blonde hair, wearing a blue denim jacket, is looking at a rack of clothes at an outdoor market. The background is filled with colorful bunting and other people, creating a lively atmosphere. The text is overlaid on the left side of the image.

ACRS

Retail Sustainability Spotlight

2025 Report

ACRS



In June 2025, ACRS surveyed 1,047 shoppers across Australia and asked them several key questions on sustainability as part of a larger survey on retail consumer attitudes and behaviours. Data was collected between 26 June – 27 June 2025.

51%

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



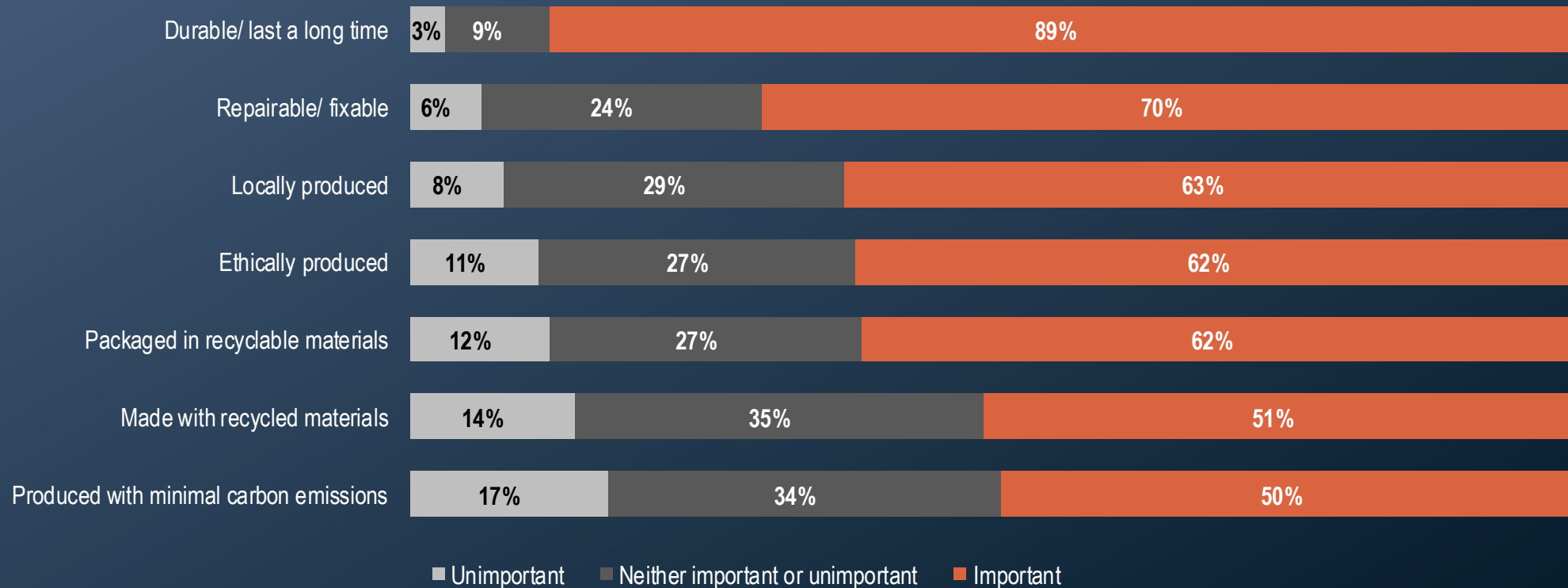
Grocery and related products; Clothing, footwear, and accessories; and Takeaway and restaurant meals were the three most common retail product categories purchased in the last three months



Note: Sample size n=1047; This was a multiple response question and therefore percentages do not sum to 100%.

Durability remained the most important sustainability factor when making a purchase decision, followed by whether a product is *repairable*, *locally produced*, *ethically produced*, and/ or *packaged in recyclable materials*

Important sustainability factors when making a purchase decision



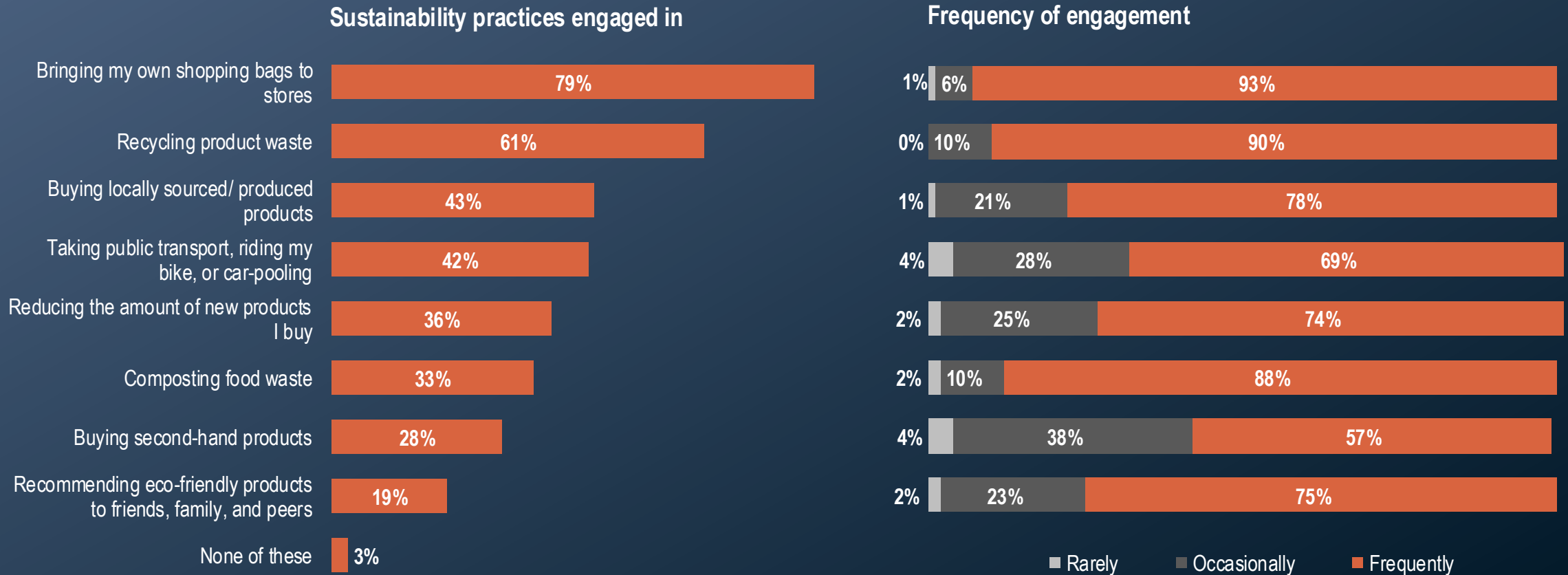
Note: Sample size = 1047; Percentages may not sum to 100% due to rounding.

A photograph of a person from the waist up, seen from the side, carrying a large, empty, white canvas tote bag. The person is wearing a light-colored, short-sleeved shirt and blue jeans. The background is a blurred indoor setting, possibly a store or a home, with wooden furniture and shelves visible.

97%

*of Australian
shoppers engaged in
at least one or more
sustainable practices*

Almost all shoppers engaged in at least one type of sustainability practice in the last three months, and most who engaged in these practices say that they do so frequently



Note: Sample size n=1047; *Sustainability practices engaged in* was a multiple response question and therefore percentages do not sum to 100%; *Frequency of engagement* percentages may not sum to 100% due to rounding.

All ages engaged in a range of sustainable practices, but they differed substantially in the type of practices in which they engaged

Sustainability practices younger consumers engaged in more than other ages

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



↑18-34: 29% — Recommending eco-friendly products to friends, family and peers
↓55+: 10%



↑18-34: 35% — Buying second-hand products
↓55+: 27%



↑18-34: 46% — Taking public transport, cycling or car-pooling
↓55+: 34%

Sustainability practices older consumers engaged in more than other ages

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



↓ 18-34: 65% — Bringing my own shopping bags to stores
↑ 55+: 92%



↓ 18-34: 46% — Recycling product waste
↑ 55+: 75%



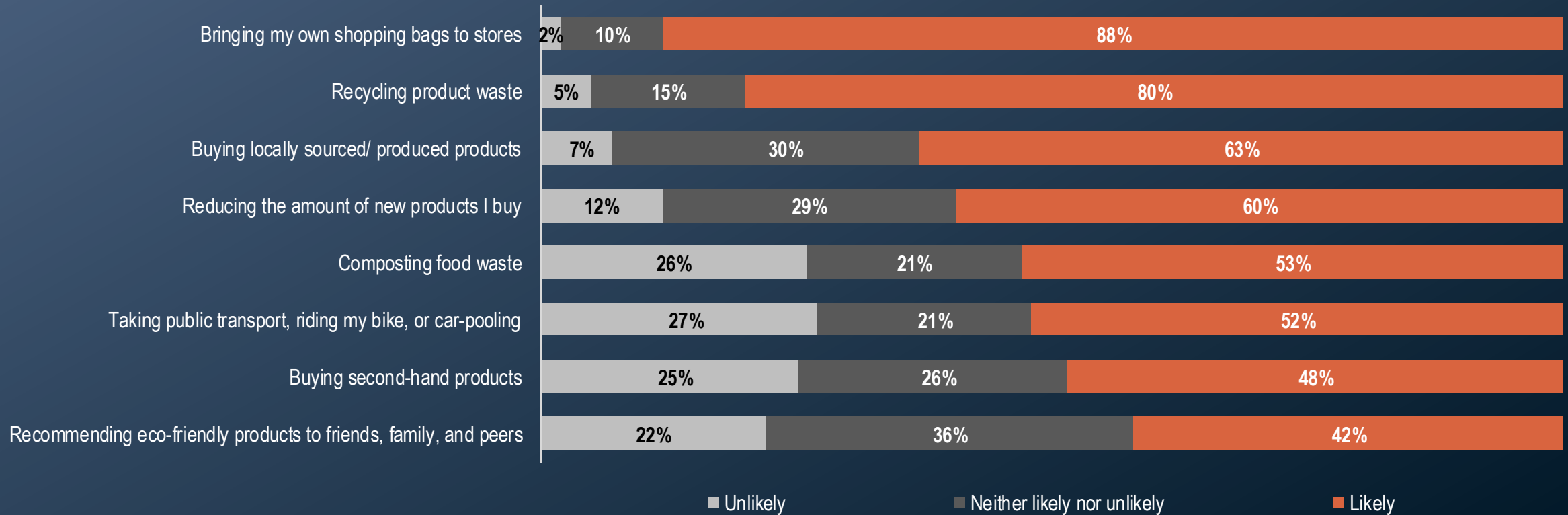
↓ 18-34: 40% — Buying locally sourced/ produced products
↑ 55+: 49%



↓ 18-34: 27% — Composting food waste
↑ 55+: 42%

Majority of Australian shoppers say they are likely to engage in one or more sustainable practice/s in the next three months

Likelihood of future engagement in the next three months

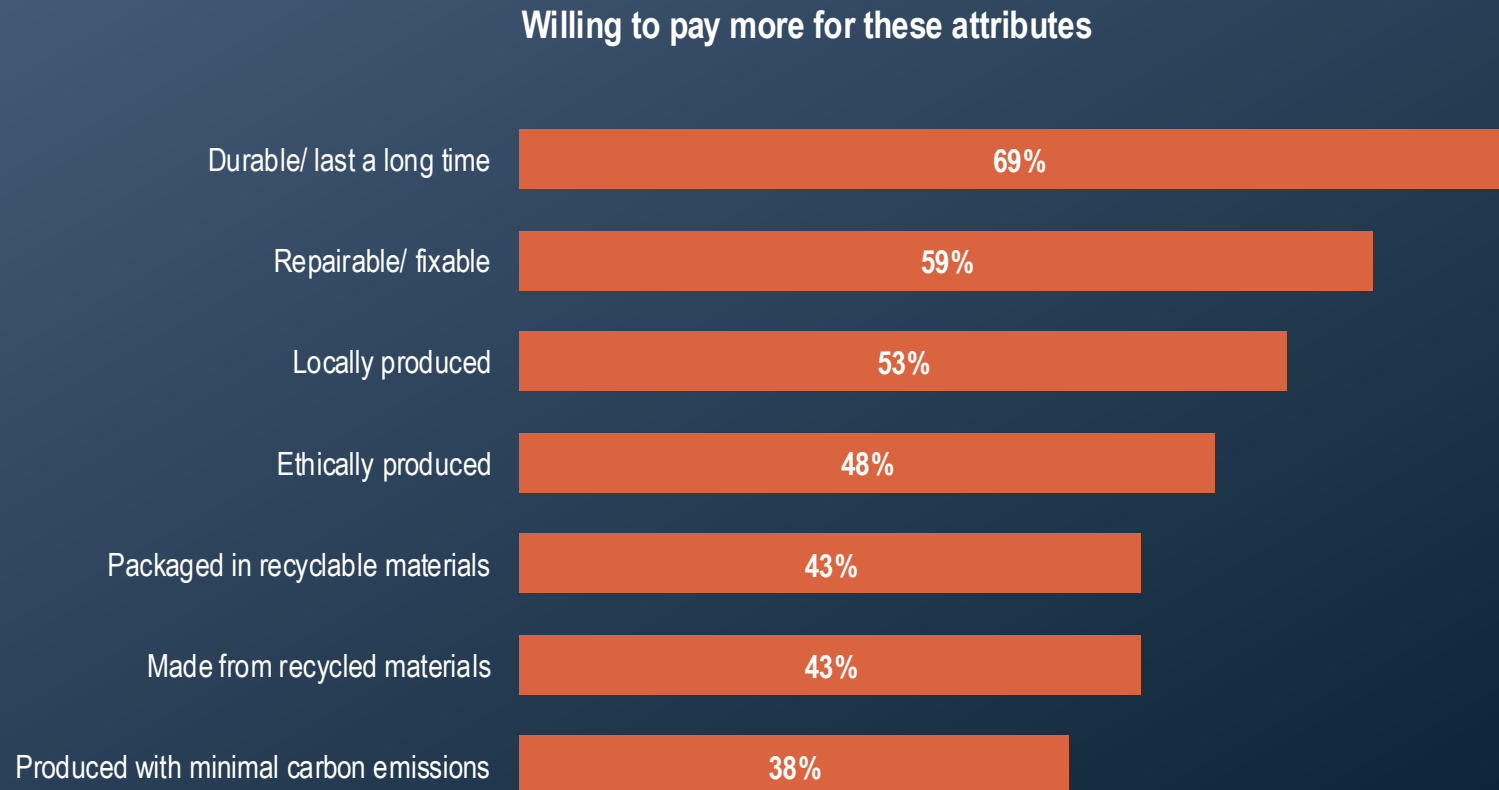


Note: Sample size n=1047; Percentages may not sum to 100% due to rounding.

Despite cost-of-living pressures, many consumers say they are willing to pay more for sustainable choices

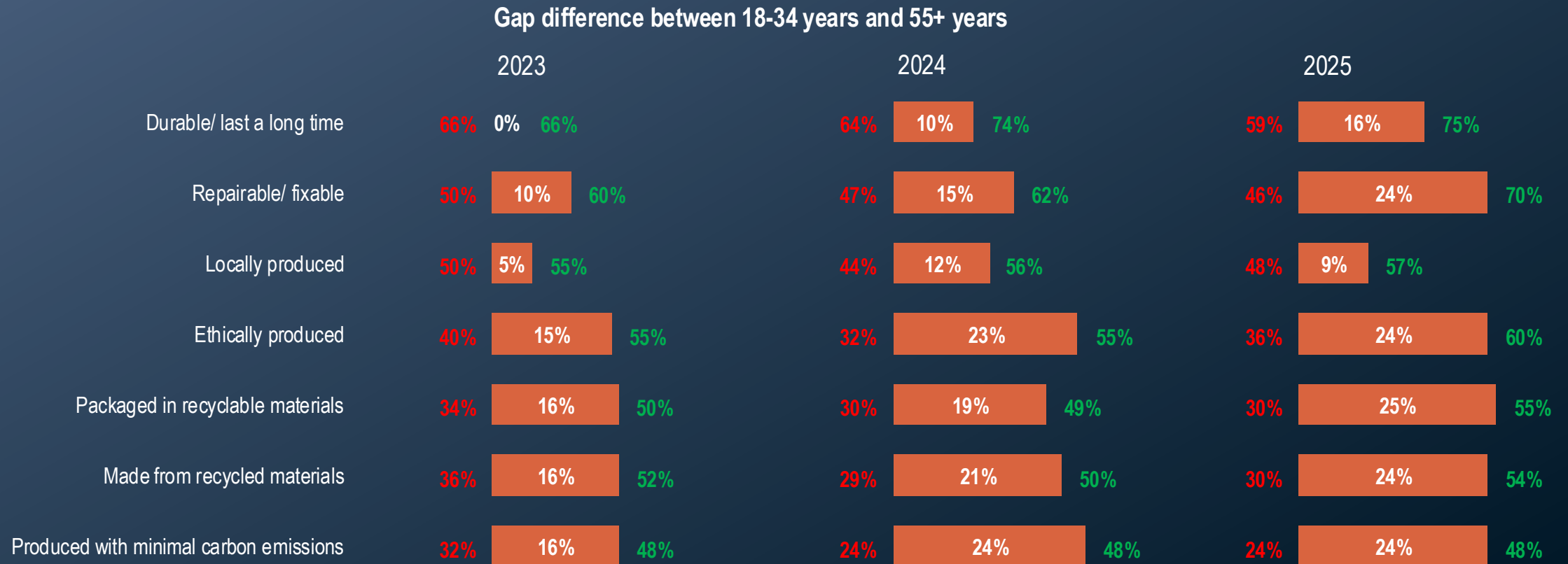


More than half of Australian shoppers are willing to pay more for products that are *durable, repairable, and locally produced*.



Note: Sample size n=1047; This was a multiple response question and therefore percentages do not sum to 100%.

The gap between age groups on willingness to pay more for sustainable products has grown since 2023; with younger consumers (18-34 years) either increasingly willing to pay more, older consumers (55+ years) decreasingly willing to pay more, or a combination of both



Note: 18-34 years figures are recorded in green, 55+ years figures are recorded in red.

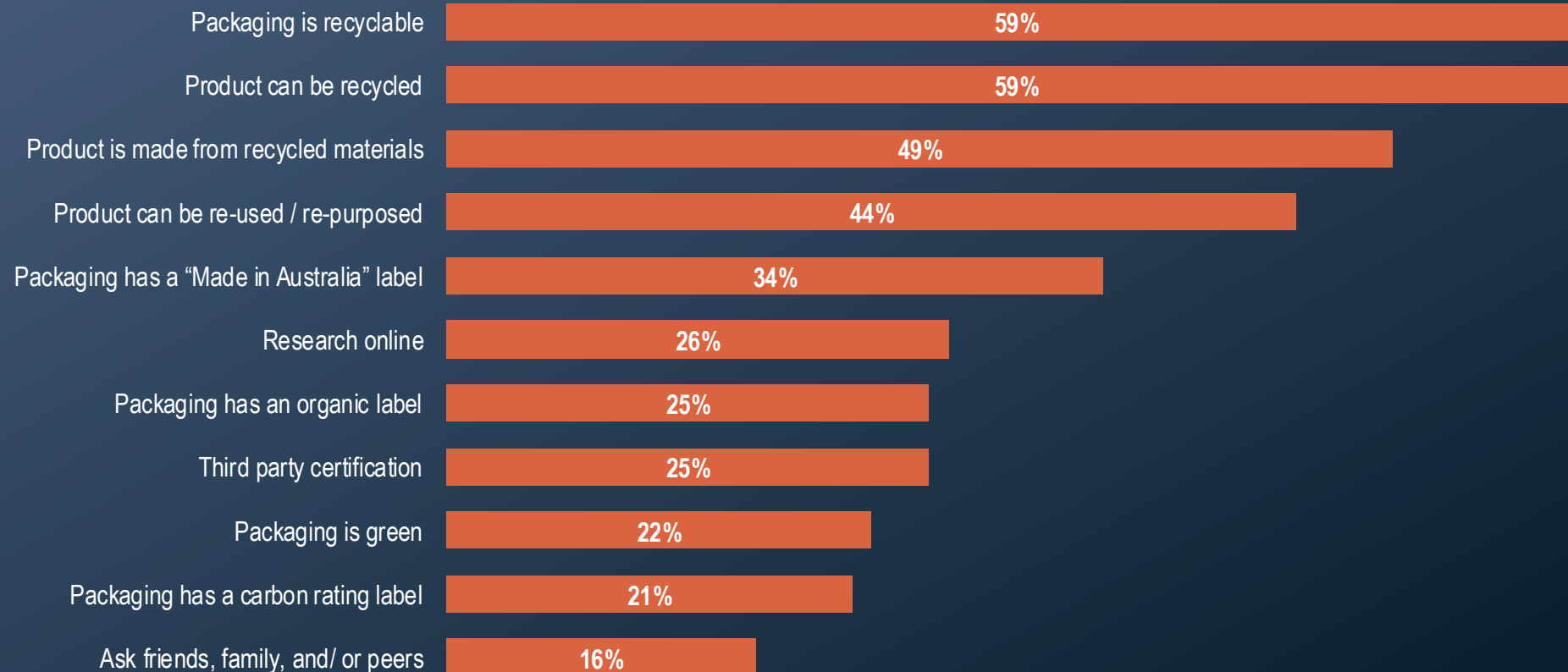


35%

*of Australian shoppers frequently look for sustainable products, while **10%** never do*

Over half of shoppers personally decide a product is sustainable based on whether the *packaging or product is recyclable*

Shopper criteria for determining sustainable products



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