

A photograph of two young women in a clothing store. They are both smiling and looking at a piece of light-colored, ribbed fabric that one of them is holding. The woman on the left has long, straight brown hair and is wearing a white top with black suspenders. The woman on the right has long, wavy brown hair and is wearing a dark, patterned top with a necklace. In the background, there are wooden hangers with various clothes, including a black and white polka-dot dress. The overall lighting is soft and natural, creating a warm and inviting atmosphere.

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Spotlight on Sustainability

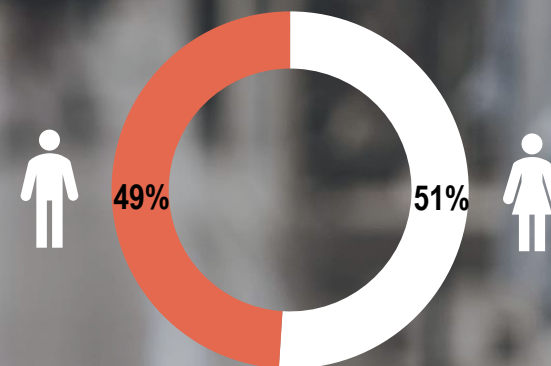
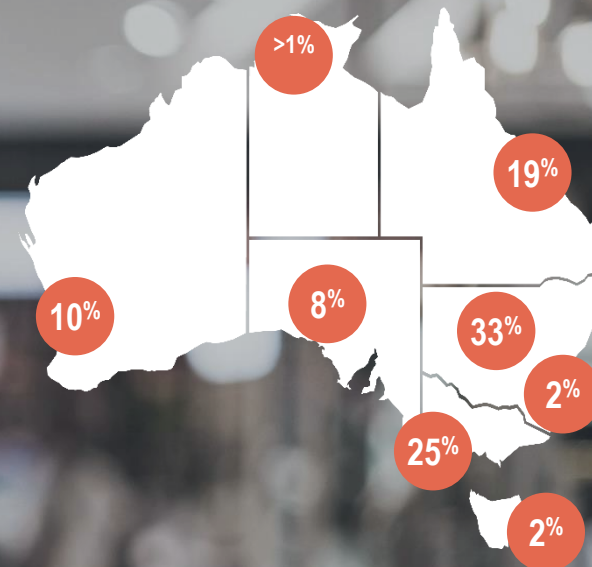
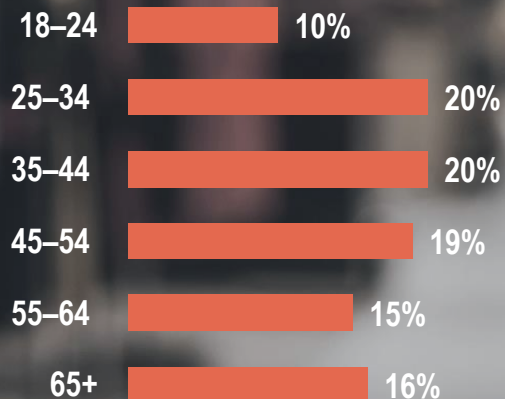
SPECIAL REPORT

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

In September 2022, we surveyed over 1,000 shoppers across Australia and asked them several key questions on sustainability as part of a larger survey on consumer behavior trends.

n=1,005
Australian shoppers

AGE



CLOTHING, FOOTWEAR & ACCESSORIES WERE THE MOST PURCHASED GOODS

Products purchased in the last three months

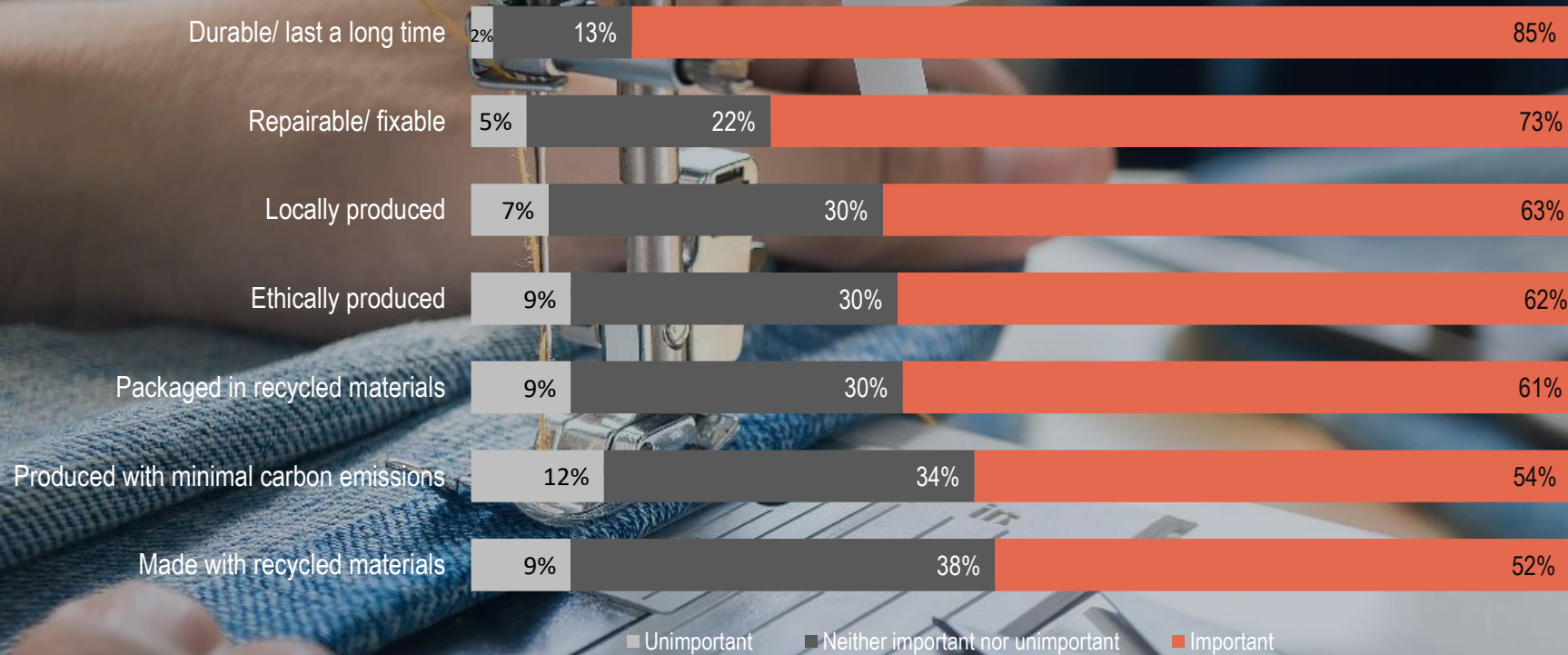


52%

Across categories, 52% of Australian shoppers report that sustainability is an important factor when making a non-grocery retail purchase.

CONSUMERS SAY PRODUCTS THAT ARE DURABLE AND REPAIRABLE ARE IMPORTANT TO THEM, AS WELL AS LOCALLY PRODUCED PRODUCTS

Important factors when making a non-grocery purchase



ALMOST ALL AUSTRALIAN SHOPPERS HAVE ENGAGED IN AT LEAST ONE KIND OF SUSTAINABILITY PRACTICE IN THE LAST THREE MONTHS

Sustainability practices engaged in within the last three months



Note: ^ F=Females engaged in practice significantly more than males; ^ 55-64 / 65+ = Engaged in practice significantly more than other age groups

MOST CONSUMERS WHO HAVE ENGAGED IN SUSTAINABILITY PRACTICES, DO SO FREQUENTLY


Frequency of engagement



A THIRD OF SHOPPERS REPORT THEY ARE LIKELY TO BRING THEIR OWN SHOPPING BAGS TO STORES AND RECYCLE PRODUCT WASTE IN THE NEXT THREE MONTHS

Likelihood of engagement in the next three months





53%

willing to pay more for
locally produced products

45%

willing to pay more for
ethically produced products

42%

willing to pay more for
products packaged in
recycled material

A photograph of two young women in a clothing store. They are both smiling and looking at a piece of light-colored, ribbed fabric that one of them is holding. In the background, there are racks of clothes, including a dark polka-dot top. The lighting is soft and natural, creating a warm atmosphere.

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