

Sustainability Survey: Consumers Pave the Way for Sustainable Retail and E-commerce

Items Consumers Most Likely/Likely To Spend More on If Manufactured Sustainably



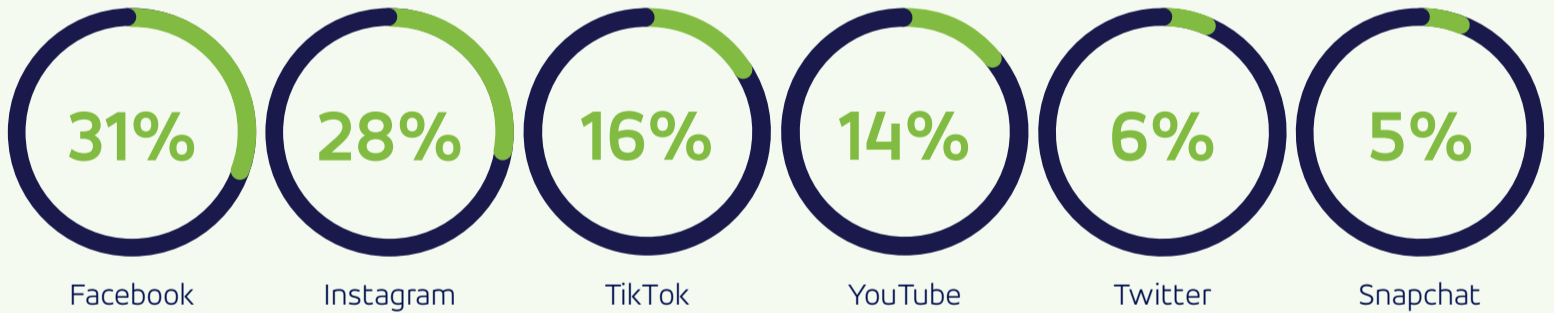
Factors Consumers Consider When Evaluating a Product's Sustainability



*51% of consumers surveyed report having never heard of an ESG rating

Social Media's Influence on Sustainable Shopping

52% of consumers indicate social media influenced shopping frequency at sustainable retailers



Facebook was the most popular for ages 45 and older and Instagram for ages 18-44. Nearly a third of the TikTok votes (28%) were from ages 18-29.

Consumers Willing To Sacrifice Time and Money on Deliveries for the Sake of Sustainability



Frequency of Recycling Shopping Bags/Boxes



Blue Yonder is committed to environmental responsibility by developing solutions that help our customers – and our customers' customers – meet their sustainability goals. [To learn more about how AI-enabled supply chains can save the world, click here.](#)

To better understand the consumer perspective around sustainability mindset shopping habits, Blue Yonder surveyed more than 1,000 U.S. consumers between March 21-22, 2022, on their sustainable shopping opinions and behaviors.

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