

79% OF PEOPLE GLOBALLY SEEK OUT PRODUCTS THAT ARE BETTER FOR THE ENVIRONMENT

But will consumers pay more for sustainable products?

Source: Ipsos Global Advisor, Earth Day 2020, 28,029 online adults aged 16-74 between 16 to 19 April 2020

WHAT WE DID: Ipsos Simstore virtual store research

Over 2000 US participants were invited to shop the dishwash category in a simulated eCommerce channel. A new brand 'Sustain', developed by Ipsos for R&D research, was introduced alongside existing competition. Alternative versions of Sustain were tested with these differences:

- **Claims:** no claims vs. sustainable claims, led by 'bottle made with recycled ocean plastic'.
- **Price levels:** the sustainable claims version was tested at three different price levels

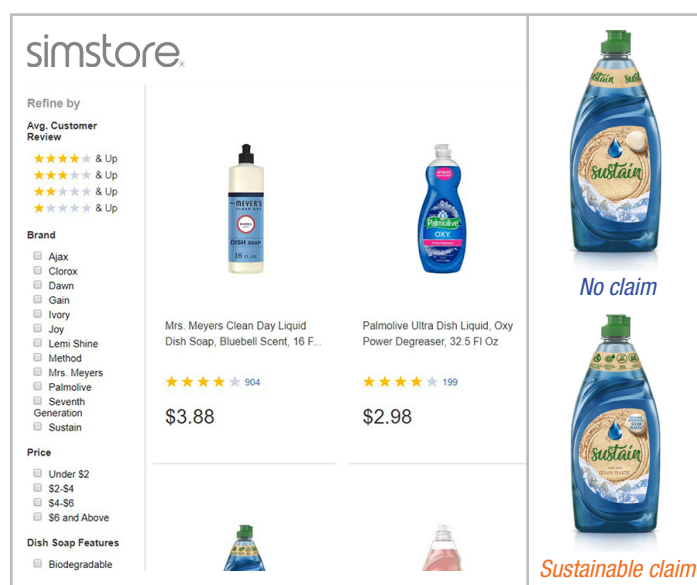
Consumers shopped the category where different behaviours were passively measured. They then completed a short survey.

WHAT WE LEARNT:

The sustainable claims communicated on pack drive higher overall appeal and trigger better expected environmental outcomes. At parity pricing, trial was significantly higher for 'Sustain' when environmental claims were present. However, with premium pricing, although there was a directional lift, there was no significant gain in trial. Well-executed sustainable claims therefore motivated higher trial when there was no compromise or friction. Those gains fall away with premium pricing.

WHAT IT MEANS FOR MARKETERS:

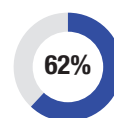
As brands chart a path towards improved sustainability, the challenge is to understand how much consumers are willing to trade off. Accurate assessment of risk and opportunity requires research which incorporates consumer behaviour and passive measurement, not just their attitudinal intent. As we enter a potentially long period of economic uncertainty, behaviour-based measures, observed in realistic shopping environments are the most effective way to reduce the uncertainty of the say-do gap.



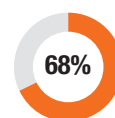
1. Overall Appeal

4 stars or higher (5 point scale):

★★★★★



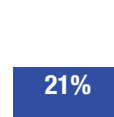
No claim



Sustainable claim

2. Spontaneous Likes

% mentioning sustainability claims e.g. "Environmentally friendly", "Ocean plastic", "Recycling" etc.



No claim



Sustainable claim

3. Behavioural Trial

1%

No claim

\$4.25

3% *

Sustainable claim

\$4.25

2%

Sustainable claim

\$4.75

1%

Sustainable claim

\$5.25

* Significantly higher