



# CASE STUDY:

## Understanding the Relevance of Sustainability Initiatives among Young Chinese Consumers

Global Beauty Care Client



### CHALLENGE

In order to embed sustainability into their product innovation and development cycles, a global beauty brand sought to understand how young consumers relate to sustainability issues and the role sustainability plays in how their consumption of beauty products.



### SOLUTION

Combining qualitative and quantitative touchpoints, a short-term community was employed to collect feedback regarding:

- What sustainability means to young consumers
- Which brands stand out in this space
- Which types of initiatives are seen as most attractive to young consumers and may influence their purchase



### IMPACT

Sustainability initiatives are highly relevant for the beauty category, especially if linked to packaging and environmentally-friendly ingredients or production processes.

The findings of this study have been used to inform strategies around recyclable, biodegradable and refillable packaging, as well as greater use of natural ingredients across several beauty brands in China.



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