

# 2026 MARKET ESSENTIALS SUSTAINABILITY REPORT

## Will Climate Urgency Become an Everyday Reality?



### THE CHALLENGE

This summer, climate change has felt less like a distant future and more like a disruption to everyday life. Exceptional heat, wildfires, and prolonged drought have brought the consequences of a changing climate into sharper focus. In August 2026, 43% felt the environment is at a critical stage and we must act now.

Yet there is a paradox at the heart of the sustainability landscape. As climate change becomes more tangible, the urgency to act is competing with something equally tangible: the realities of everyday life. Cost of living, economic uncertainty, health, and security are all shaping what people feel willing and able to do.

As sustainability is being renegotiated, organizations need to understand the shift in mindset to stay relevant.

### THE SOLUTION

This special edition report brings together the latest evidence from our global Market Essentials tracking program on how consumers are navigating this changing sustainability landscape. The report includes data from 15 countries and helps companies better understand consumer priorities and make decisions about how to align their products and messaging with what's most relevant from a sustainability perspective.

#### What's Included?



#### Global Sustainability Report

**\$6,000 USD**

A global syndicated report focused on the top issues related to sustainability and social issues. Supporting data tables with demographic breakdowns of the global data and a topline, cross-country view.



#### Country-Specific Sustainability Report

**\$8,000 USD**

A customized version of the Global Sustainability Report with insights specific to your country. Countries include: Australia, Brazil, Canada, China, France, Germany, India, Italy, Japan, Mexico, South Africa, South Korea, Spain, UK, US. Supporting data tables with demographic breakdowns for your country.



#### Market Essentials Trial Subscription

**\$22,000 USD**

Access to one quarter (3 waves) of Market Essentials syndicated tracking study (\$24,000 regular price). Coverage of a broad range of topics for a complete and up-to-date 'State of the Nation' across 15 markets. Global Sustainability Report and one Country-Specific Sustainability Report included in the subscription price.

### TOPICS OF INVESTIGATION:



Consumer attitudes and behaviours related to Sustainability.



Expectations of businesses and governments, including category nuances.



Impact on shopping and consumer spending priorities.



Consumer segments that highlight distinct opportunities with different groups.



Impact of other factors on sustainability and social priorities, including finances and inflation, health, and global instability.

**For more information:**

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