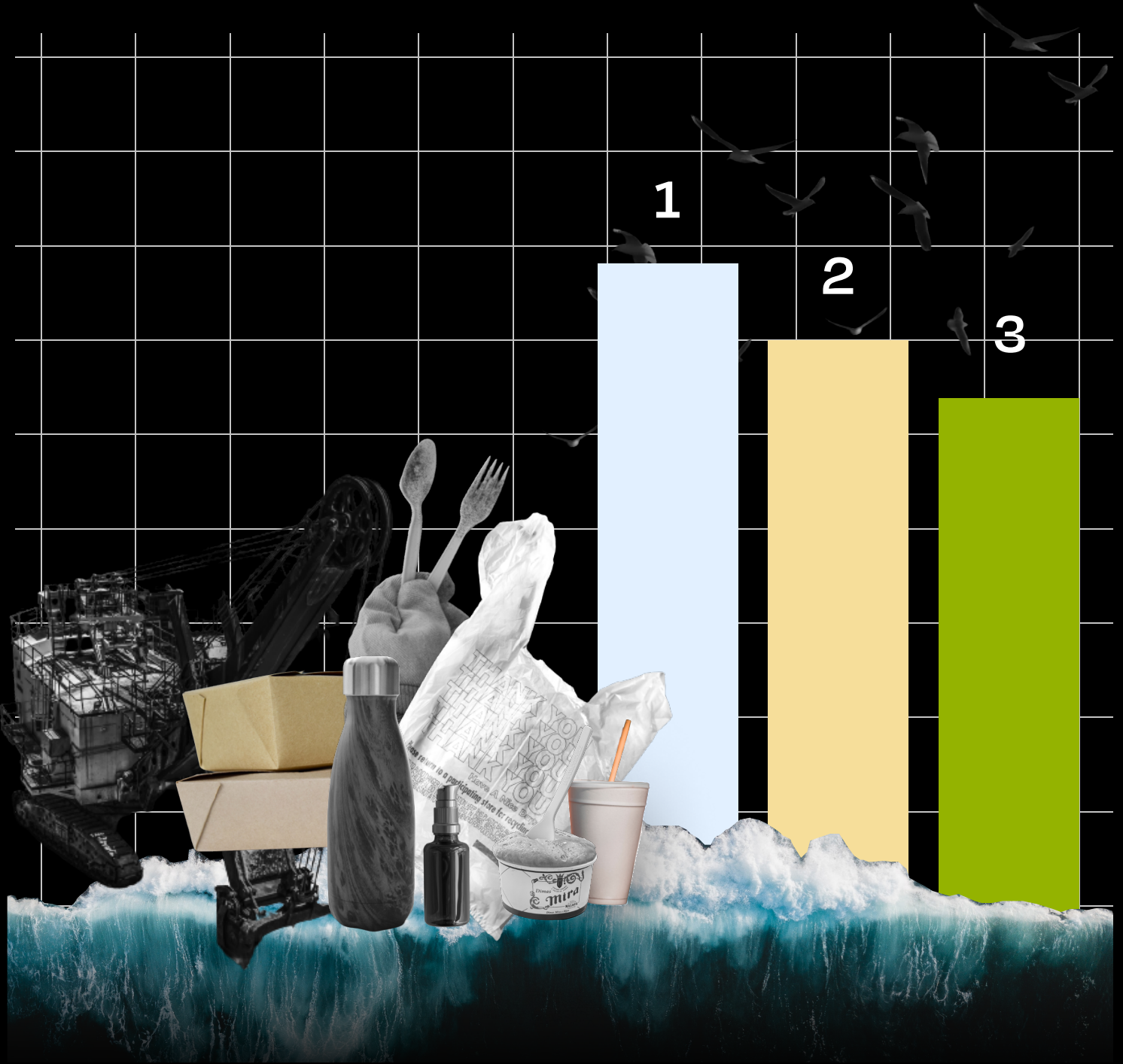


CleanHub

Clean Oceans Survey.

A survey about consumer attitudes towards plastic waste and sustainability.



For Clean Oceans

More than 1/3 of consumers worldwide are willing to pay more for environmentally-friendly products, while a mindblowing **85% of consumers** have become 'greener' when purchasing a product in recent years.

Source: Businesswire

But what does 'greener' mean?

Embracing a holistic, sustainable lifestyle is growing in importance for many consumers. People from across the world are increasingly taking action in their daily lives and participating in events to tackle the global climate and waste crisis.

Whether engaging in local plogging, cleanups, and recycling activities, or spreading the word on social channels - today's generation prides themselves on being part of a community that cares and wants to do the right thing.

And caring is needed now more than ever:

7BN

tonnes of plastic have been produced globally

<10%

of plastic waste has been recycled

40%

of plastic is single-use packaging.

Action and engagement are needed if we want to see change - but how and what we buy and consume plays a way bigger part when it comes to actually driving change.

So how do consumers think about sustainability and plastic waste? How does it affect their behavior when it comes to purchasing a product? And what do they expect from brands when it comes to taking responsibility for our planet?

We asked them.

We found that the use of plastic and the amount of packaging are the biggest environmental concerns for consumers, when they consider buying a product - **and they want brands to take action** for a cleaner planet.

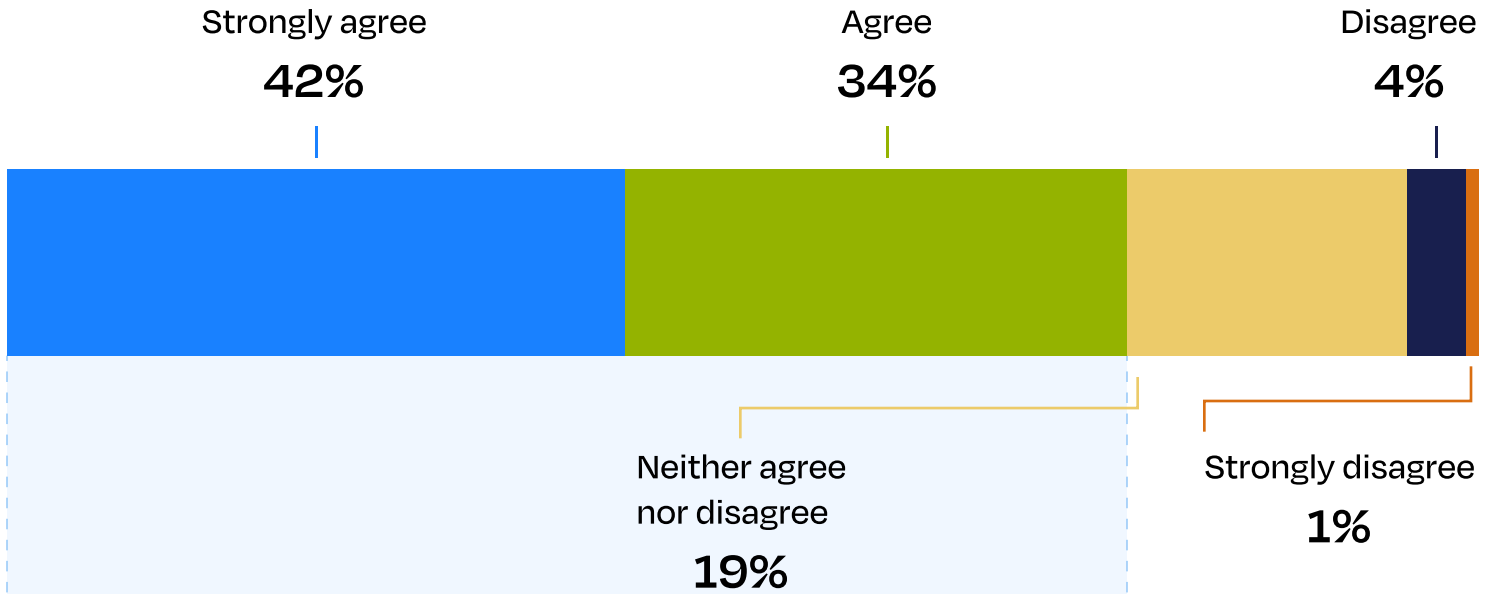
They also want to understand the steps companies are taking on plastic pollution and to see evidence of their impact. But be aware of what you communicate as a company when it comes to your sustainability efforts: more than 2/3 of the people would no longer buy from a brand that made false claims about their efforts.

The stakes are high, so make sure to read all the findings in detail:

In the last 12 months, consumers have done the following sustainable actions:



“Environmental impact is a part of my decision when I choose which products to buy”

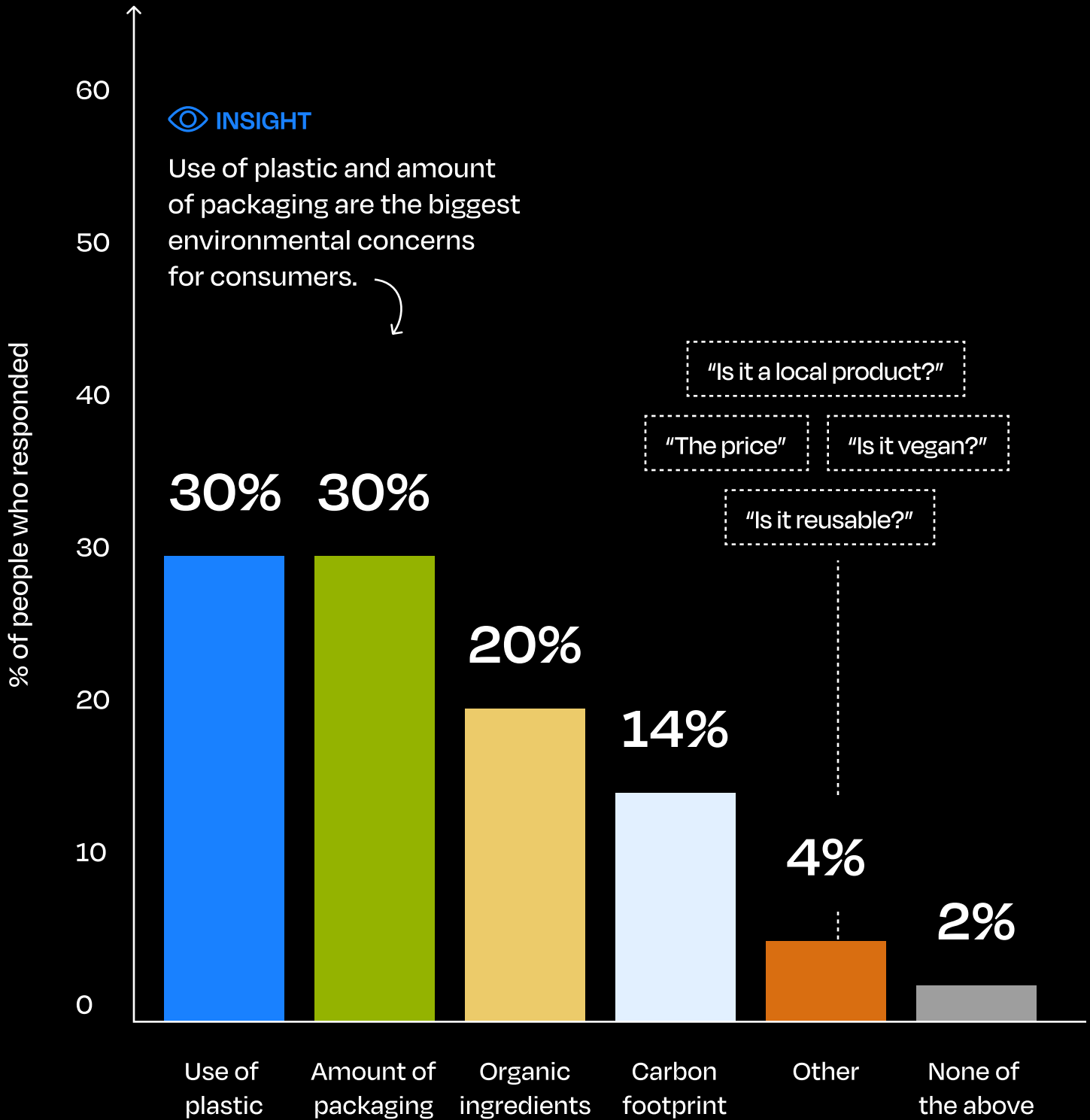


INSIGHT

> 75%

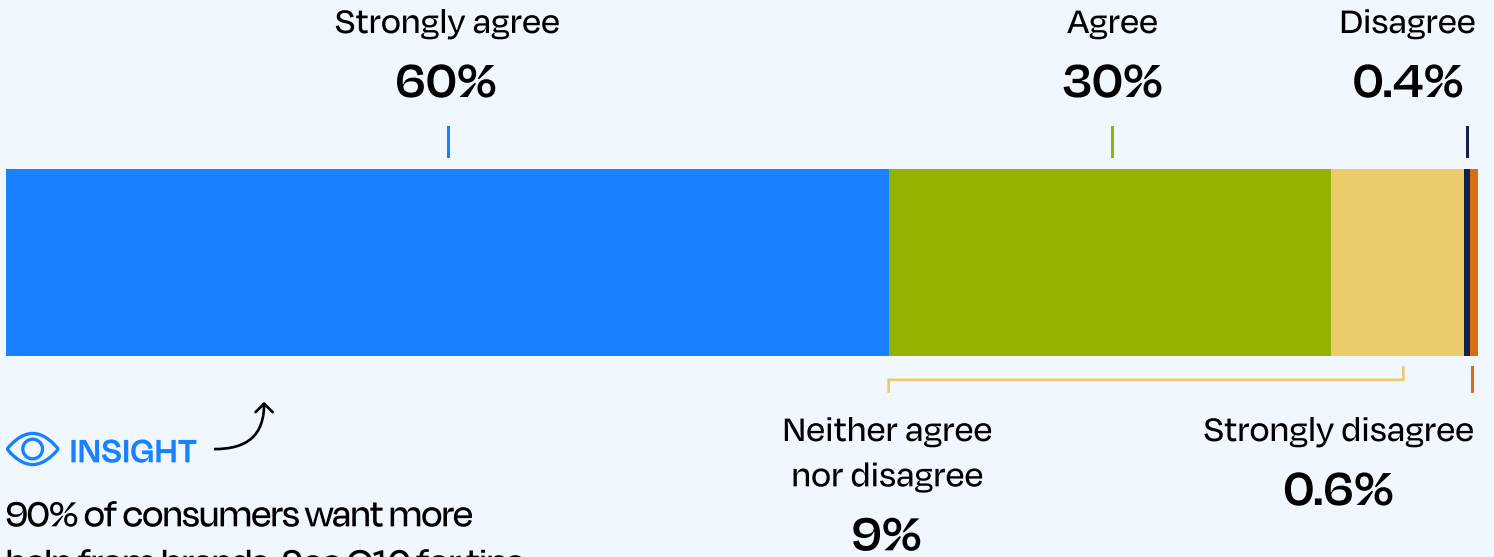
of consumers consider the environmental impact of a product before they buy it.

Consumers consider the following environmental impacts when buying a product:



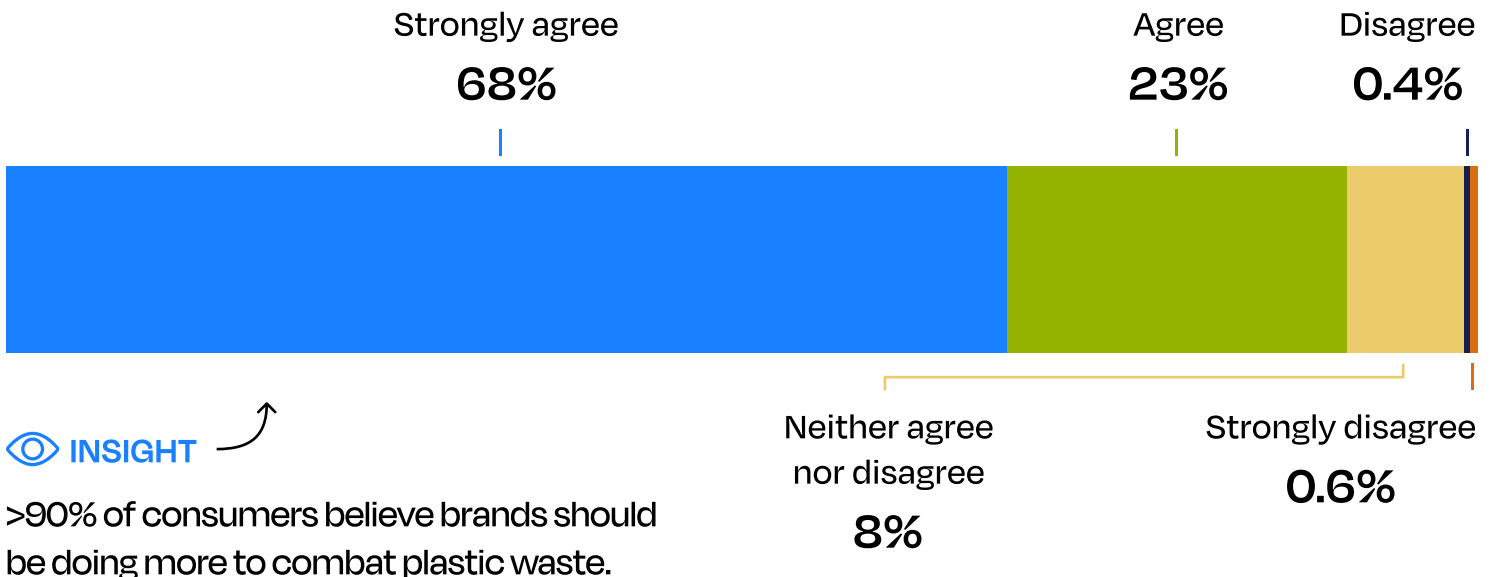
04

"I would like brands to make it easier for me to make sustainable choices"



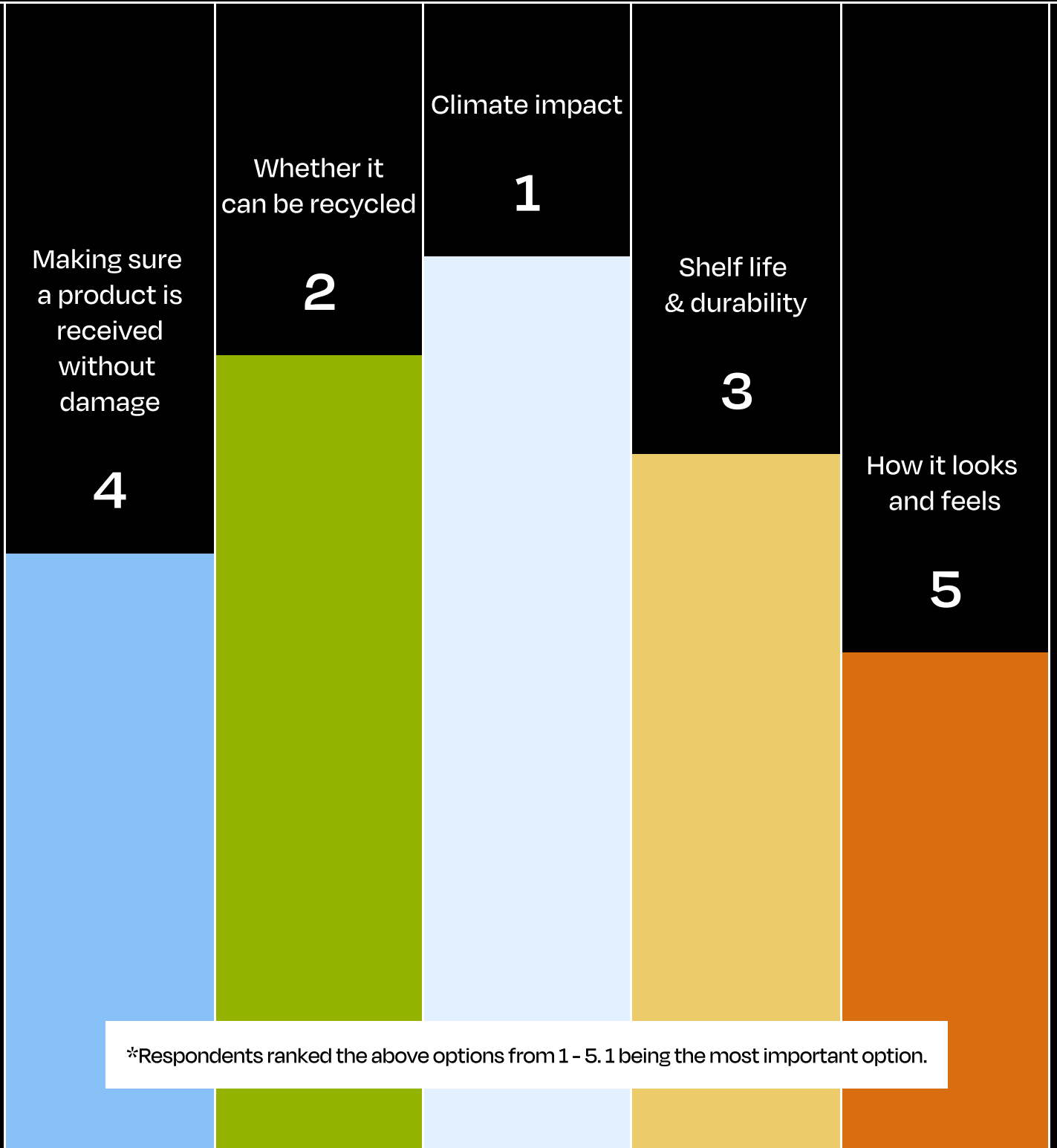
05

"I believe that brands should be doing more to reduce the amount of plastic packaging used"



Consumers think brands should consider the following when choosing packaging for their products*

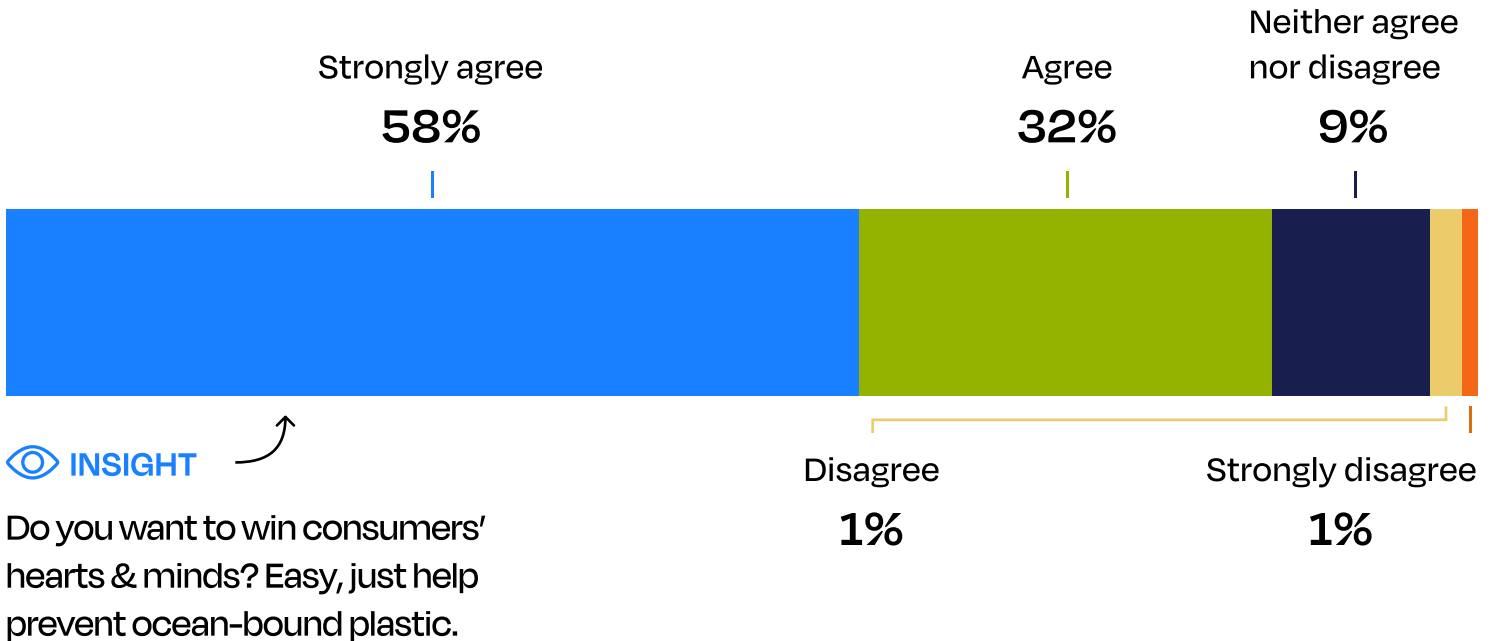
Sorry to break it to you but consumers don't seem to care about the looks, if it's about saving the planet.



*Respondents ranked the above options from 1 - 5. 1 being the most important option.

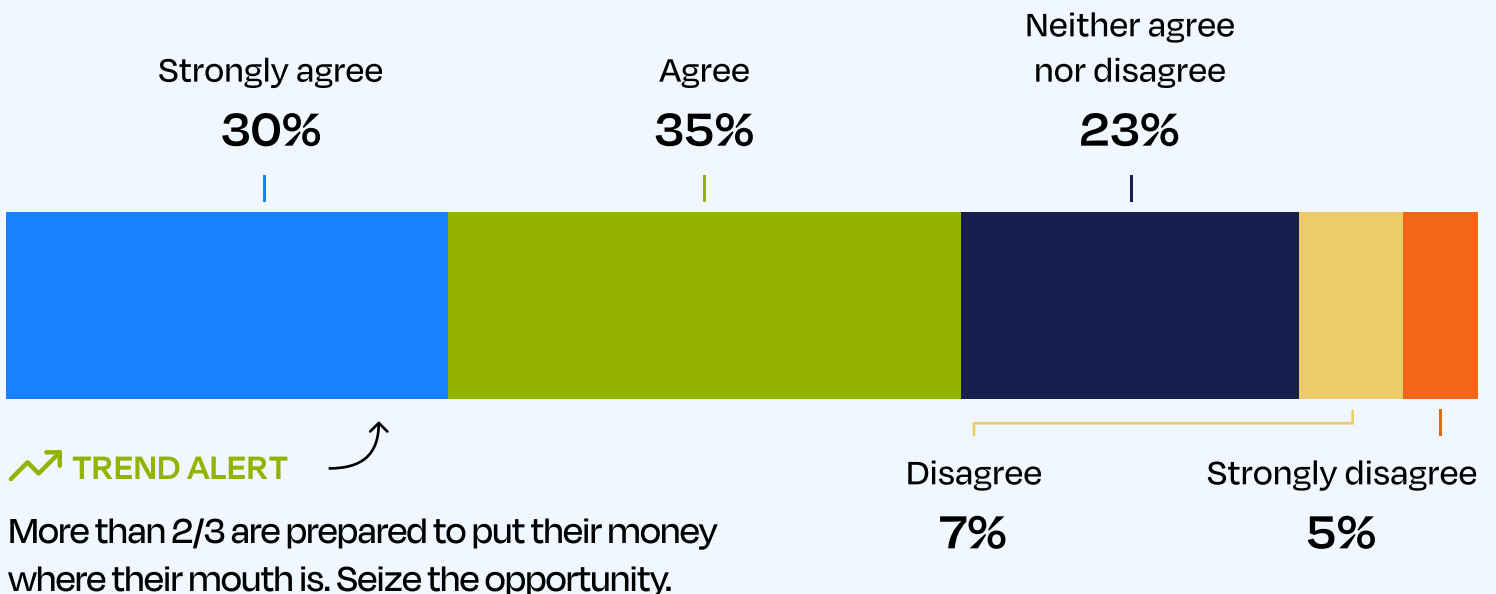
07

"I would like to know that my favourite brands are taking action to prevent ocean-bound plastic"

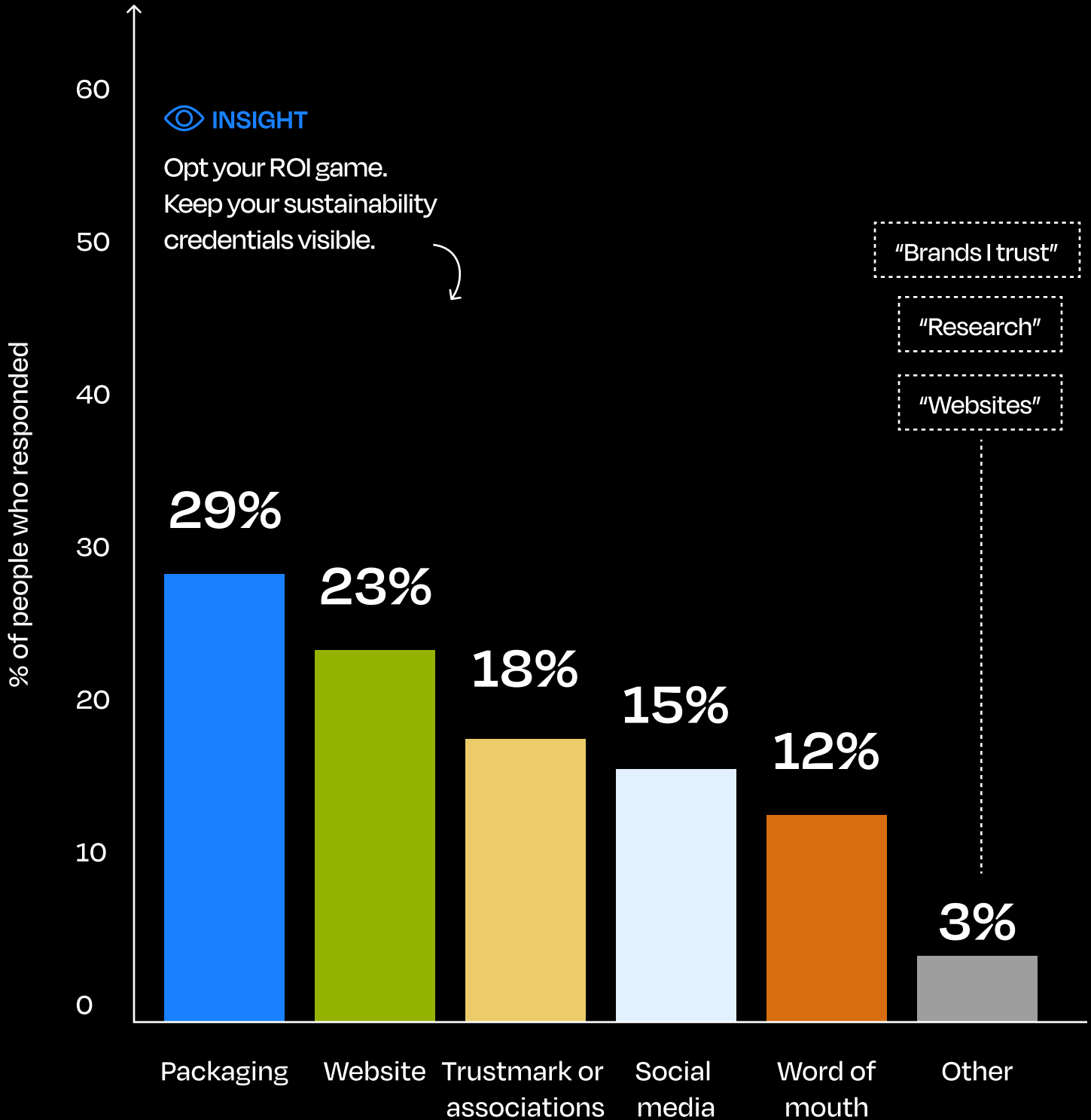


08

"I would be willing to pay more for a product that is actively reducing plastic waste"



Consumers check a company's sustainability credentials through:



Consumers want to see the following from their favourite brands to understand how they are acting on plastic pollution:



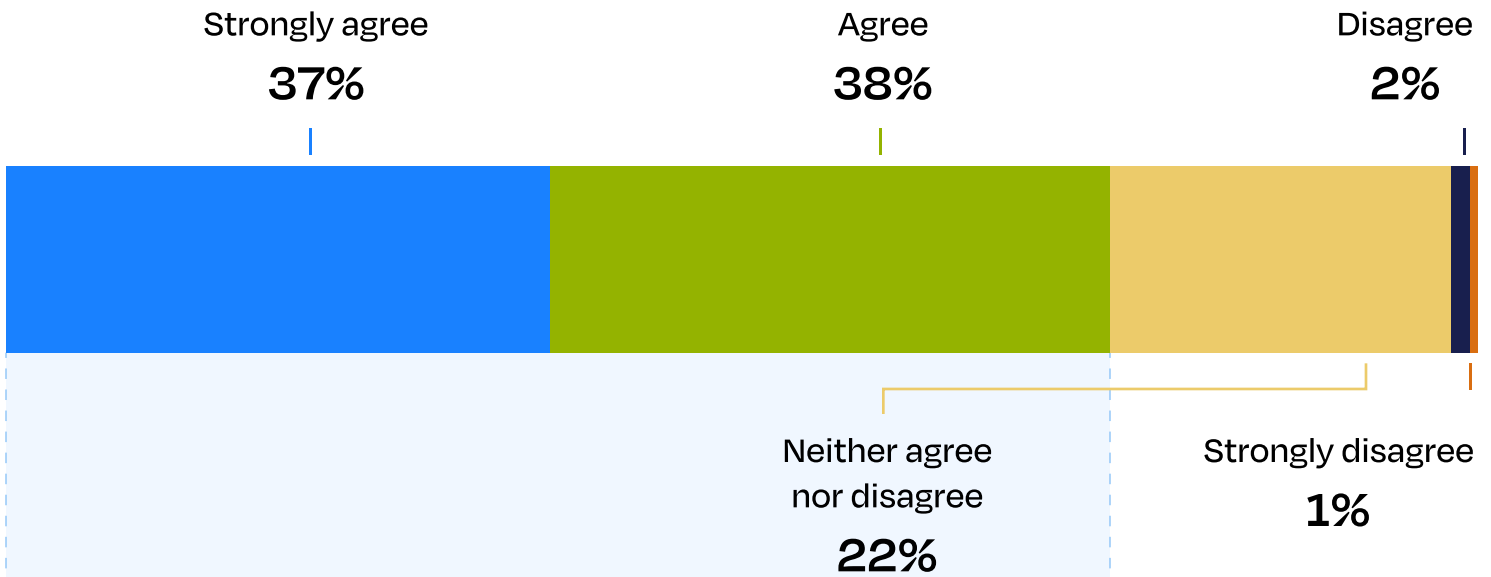
2%

None of the above

 TREND ALERT

Your company's packaging, sustainability page and trustmark are the best ways to communicate with your consumers.

"If a brand was shown to be making false claims about sustainability I would no longer buy its products"



 **INSIGHT**

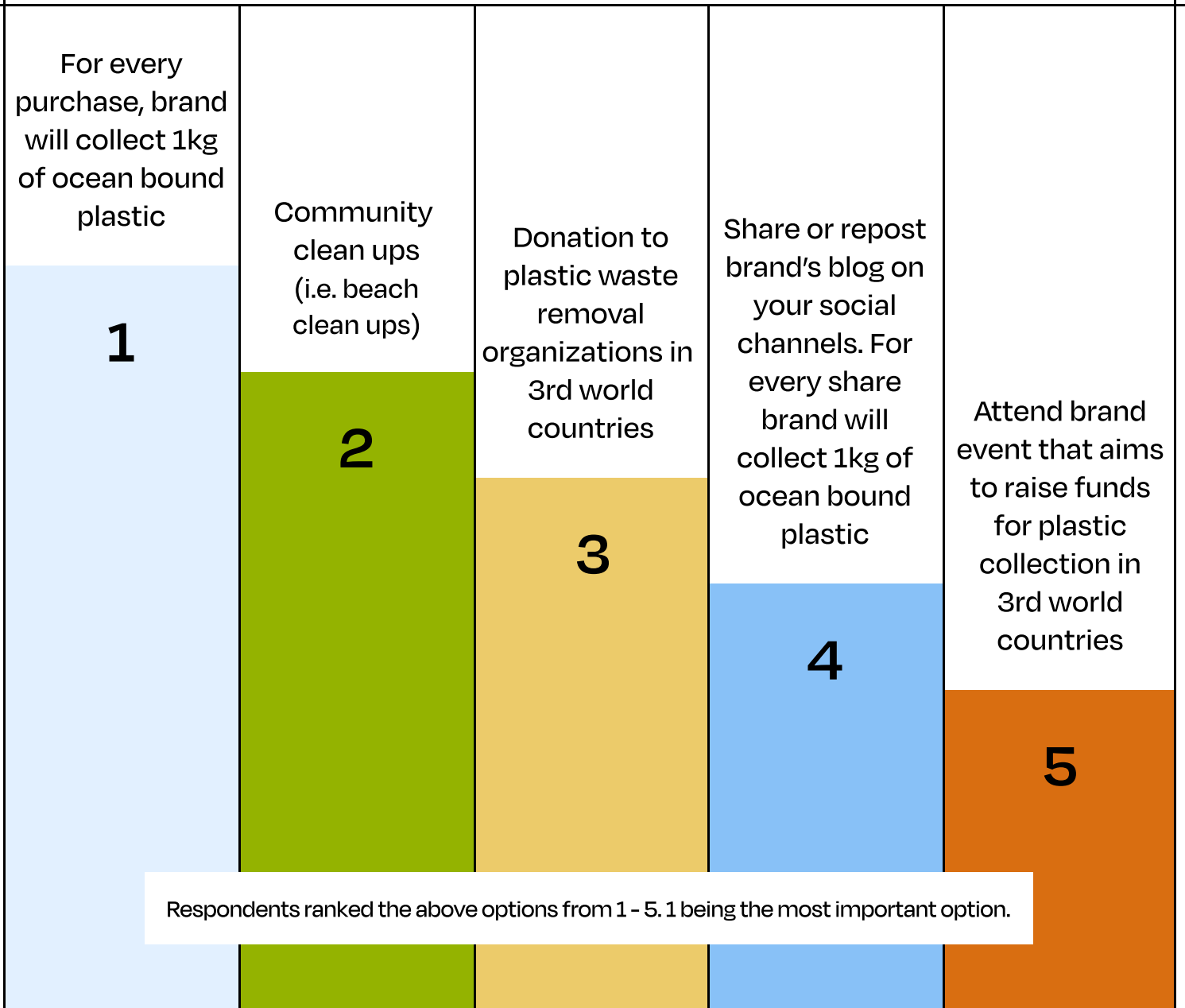
The stakes are high. Brands need to avoid making misleading claims or giving the impression that they're more sustainable than they are - intended or not.

Check out our ['How to avoid greenwashing in brand communications' checklist](#) to **not** cause a boohoo.

Extra insight from Oceanbrands consumers

We asked our brand partners to add any questions they've always wanted to ask their consumers.

75% of consumers want to be involved in brands initiatives against plastic pollution.



Methodology

The respondents to this survey are a combination of self-described sustainability conscious consumers and customers of CleanHub brand partners.

All data was captured using an online survey with 11 questions plus additional questions included by brand partners.

A total of 702 people responded to the survey. Responses were gathered between late August 2022 and early September 2022 from consumers based in the UK, US, Canada & Germany.

Thank you to our brand partners

puremetics



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Ready to take action?

Get in touch with sales@cleanhub.com



For Clean Oceans