Sustainability impacts consumers purchase preferences and makes them happy
- 64% of consumers say buying sustainable products makes them feel happy when shopping
- 52% of consumers feel an emotional connection with a product or organization which is sustainable
- 79% of consumers are changing purchase preferences based on the social or environmental impact of their purchases

Source: Suggested research methodology, sustainability in consumer products and retail survey, April-May 2020, N=750 consumer products and retail organizations.

Sustainable organizations derive significant customer-facing and financial benefits

Consumers think they practice sustainability, but do not always grasp the cold reality of a product’s impact on the environment.

Sources: Capgemini Research Institute, Sustainability in Consumer Products and Retail Survey, April–May 2020, N=750 consumer products and retail organizations.

There is a significant gap between the perception and practice of sustainability

63% of executives say that sustainability initiatives helped boost revenues
69% of executives say that sustainability increases the brand value
77% of executives say that sustainability leads to increase in customer loyalty

78% of consumers who purchased a bar of chocolate are not aware that it takes one thousand liters of water to produce one chocolate bar.
68% of consumers who purchased a burger are not aware that the average burger patty results in more carbon emissions than driving 15 km in a large car.
61% of consumers who purchased a pair of jeans are not aware that it takes around 7,500 liters of water to make a single pair of jeans.
60% of consumers who order online delivery are not aware that nearly one-third of solid waste in the US comes from e-commerce packaging.

24% of organizations say their consumers are willing to switch from well-known brand(s) to lesser known brand(s) which they perceive as sustainable
53% of consumers say they have switched to lesser known brand(s)/organization(s) whose products/services they perceive as sustainable

The implementation of sustainability across CPR firms is fragmented and fails to achieve scale

49% of organizations agree to the maturity of sustainability across value-chain areas

21% of organizations say their consumers are willing to switch from well-known brand(s) to lesser known brand(s) which they perceive as sustainable

Organizations are yet to come to terms with how fundamentally consumer preferences have shifted

24% of organizations say their consumers are willing to switch from well-known brand(s) to lesser known brand(s) which they perceive as sustainable
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The implementation of sustainability across CPR firms is fragmented and fails to achieve scale

A Roadmap to accelerate sustainability in consumer product and retail organizations

Educate                             Activate                                 Govern                         Collaborate

Accelerating sustainability
- Establish end-to-end visibility of key ecosystem partners
- Share sustainability goals; work with the partners to drive action; and share accountability
- Work with peer networks
- Ensure top leadership is committed and accountable
- Look at a central governing structure and a federated delivery
- Align KPIs with established frameworks; measure and audit

Empower consumers and employees
- Include sustainability as a basic principle for business case
- Map the technology use cases to the broader sustainability goals
- Measure success

Position technology at the core
- Empower employees to practice sustainable behaviour internally
- Educate consumers through education, awareness and choice

Collaborate with the broader ecosystem
- Bring in robust governance
- Ensure top leadership is committed and accountable

The implementation of sustainability across CPR firms is fragmented and fails to achieve scale

Percentage of organizations agreeing to the maturity of sustainability across value-chain areas

25% 20% 15% 10% 5% 0%

Food

Fashion

Home

Health

Consumer

Packaging

Distribution

Retail

Sourcing

Manufacturing

Product design

End-of-life returns/Circularity

Labor

IT

Beyond operations

Not applicable

Deployment in some regions

Scaling across regions

Sources: Capgemini Research Institute, Sustainability in Consumer Products and Retail Survey, April–May 2020, N=750 consumer products and retail organizations.

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52% of consumers feel an emotional connection with a product or organization which is sustainable
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Source: Suggested research methodology, sustainability in consumer products and retail survey, March 2020, N=7,520 consumers.

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Source: Suggested research methodology, sustainability in consumer products and retail survey, March-May 2020, N=7,520 consumers; N=750 consumer products and retail organizations.

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