CONSUMERS ARE HIGHLY AWARE OF THE ENORMITY OF THE FOOD AND PLASTIC WASTE PROBLEM…

- 79%
- 63%
- 51%
- 44%

AND ARE ALREADY ADOPTING DAY TO DAY CIRCULAR PRACTICES

Actions that consumers are regularly (i.e., more than 50% of the time) taking across product purchase, use, and post-use

- Buy products that use minimal or no packaging*
- Consume food beyond best-before date if it has not gone bad
- Repair rather than replace batteries**
- Repair rather than replace clothing
- Repair rather than replace furniture so that it can be repurposed

Source: Capgemini Research Institute, circular economy survey, August–September 2021, N=7,819 consumers.

HOWEVER, THERE ARE ROADBLOCKS TO CONSUMER ADOPTION OF CIRCULARITY IN TERMS OF ACCESS, INFORMATION, COST AND CONVENIENCE

- 60%
- 55%
- 53%
- 48%

Organizations are failing to take bold actions towards circularity

RECOMMENDATIONS FOR ORGANIZATIONS TO ACCELERATE THEIR JOURNEY TOWARDS A CIRCULAR MODEL

- Rethink value chains to “close the loop”
- Reorganize to manage returns, strengthen data exchange across the value chain, identify new partners and suppliers
- Invest in infrastructure to ensure a stable supply of recycled materials
- Embed circular economy business models (e.g., shift from product-only models to product and service models while redefining performance metrics)
- Rethink the future role of the store redefining performance metrics
- Close to half (49%) of consumers say that organizations are not doing enough to reduce, reuse, and recycle waste
- Only 32% of the automotive sector’s supply chain contributes to the circular economy
- Organizations are failing to take bold actions towards circularity

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