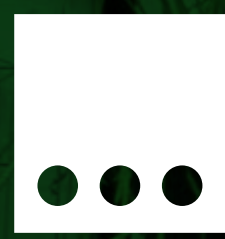


# The \$44 Billion Sustainability Opportunity for Brands

Glow.



3BL



Cint



**We know  
consumers say  
sustainability  
is important,  
but what about  
when it's time  
to make a  
purchase?**

<b>Executive Summary</b>	<b>03</b>
<b>Consumers Agree It's Important for Business to Act Responsibly</b>	<b>04</b>
<b>The Size of the Sustainability Prize</b>	<b>06</b>
<b>Key Industry Findings:</b>	
<b>Food, Beverage, and Grocery</b>	<b>08</b>
<b>Financial Services</b>	<b>09</b>
<b>Automotive, Airline, and Fashion</b>	<b>10</b>
<b>Energy and Telecommunications</b>	<b>11</b>
<b>What Drives Consumer Opinion?</b>	<b>12</b>
<b>How Can Brands Respond? Connecting with Consumers</b>	<b>17</b>
<b>Conclusion</b>	<b>20</b>
<b>Methodology</b>	<b>21</b>
<b>Partners</b>	<b>22</b>

# Executive Summary

A quality product at a fair price is no longer enough for all consumers. Many are growing more mindful of the environmental and social costs that come with each purchase they make—and some are even cutting ties with products or brands they perceive as irresponsible.

Taking note of this trend, brands are bringing more sustainable products to the market or updating existing offerings to meet this need—from household goods and groceries to financial products and utility offerings. The threat of losing customers due to sustainability brand switching, as well as the possibility of attracting them with the same trend, has given businesses a real incentive to up their sustainability credentials.

But how much of an impact does sustainability-related brand switching actually have on business, which industries are most affected by it, and what's the financial risk and opportunity?

These are the questions the research technology company Glow, in collaboration with 3BL, TriplePundit and panel partner Cint, set out to answer. We wanted to find out what consumers think about sustainability in business, how many of them are switching brands due to sustainability concerns, and what the value of brand switching is in each industry.

The findings are surprising. U.S. consumers are switching brands for sustainability reasons across all of the 12 industries we analyzed—to the tune of \$44 billion last year. This is the first time the value of sustainable purchasing has been captured as a dollar figure, and we call this number **the size of the sustainability prize**.

Brands that are able to improve their sustainability credentials and successfully communicate about it with consumers have the potential to reel in a piece of the prize in 2024 and beyond, while those that lag risk feeling the impact on their bottom lines.

## Methodology

In November 2023, the research technology company Glow, in collaboration with 3BL, TriplePundit and panel partner Cint, surveyed over 3,000 U.S. adults in a nationally representative sample across age, gender, and location to understand how sustainability impacts their purchasing decisions.

We asked consumers about the level of influence sustainability has on their choice of products and brands across 12 industries—food and grocery, grocery retailers and convenience stores, automakers, energy providers, telecommunications, banks, pension funds, general insurance providers, fashion and retail brands, quick-service restaurants, airlines, and liquor product purveyors—and if they had recently switched brands in these sectors for sustainability reasons. Glow combined the survey findings with publicly available market size data, along with its own proprietary data benchmarks and analysis, to determine the size of the sustainability prize in each industry.

*This report was authored by Andrew Kaminsky and the TriplePundit editorial team.*

# Consumers agree it's important for brands to act responsibly.

**87% of U.S. consumers** consider it either very important (30%), important (35%) or somewhat important (21%) that businesses act responsibly with regards to society and the environment, according to our research. Only 3% of consumers don't think it's important for businesses to act responsibly.

Respondents across demographics now see sustainability as a key concern for business, with minor variations across factors like age and political affiliation. For example, 90% of consumers aged 18 to 44 say sustainability considerations are important, compared to 83% of consumers over the age of 55.

Similarly, despite the apparent political divide in the U.S., most Americans agree it's important for businesses to act in a way that is environmentally and socially responsible, including 93% of Democratic-leaning consumers and 82% of Republican-leaning consumers.

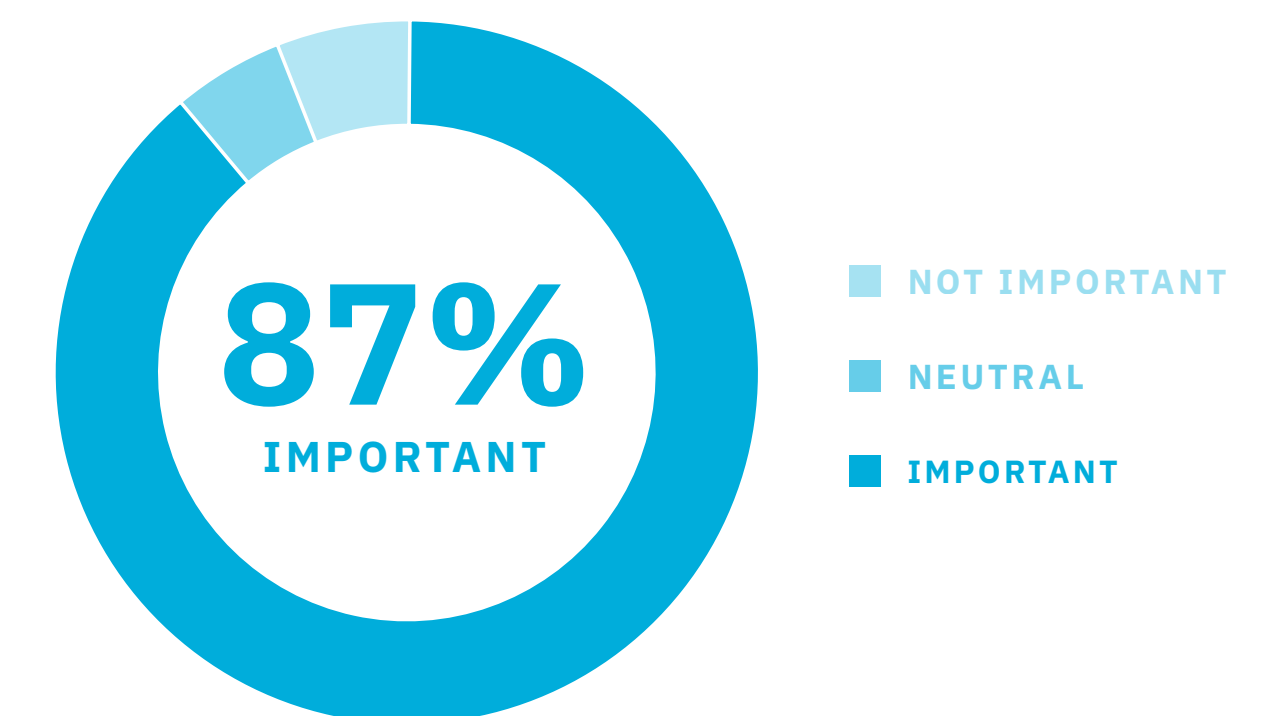
The big question, however, is how these consumer sentiments actually translate into purchase decisions.

Behavioral science observes that while individuals may report being concerned about a particular issue, their willingness to act on it does not always match their stated intentions. We know consumers say that sustainability issues are important to them, but are those same beliefs held when it's time to make a purchase?

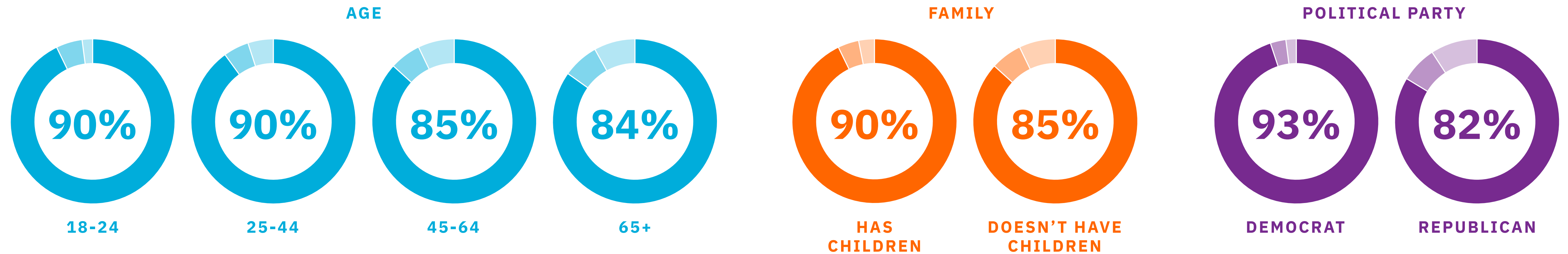
For a growing segment of the American public, the answer is yes. While it is important to note the say/do gap in any consumer surveys, we have utilized multiple questions about specific recent behaviors to minimize this impact and triangulate around the influence and purchase impact levels.

Specifically, in one key metric, we see about a quarter of U.S. consumers say they stopped doing business with a brand in 2023 because of its social or environmental behavior. The industries that experienced the largest share of sustainability-driven brand switching include food and grocery, with 33% of consumers saying they switched from one brand to another because of sustainability. Pension funds and airlines (both 31%) also felt the impact as consumers switched to industry competitors they considered more sustainable.

**How important is it that businesses act responsibly when it comes to society and the environment?**



## Who thinks it is important that businesses act responsibly when it comes to society and the environment?



This represents a huge opportunity for brands. Consumers are looking for more sustainable options and are willing to change their purchasing habits to get them. While other factors like price, quality and convenience play a large role in influencing consumer decisions, sustainability is now the single most important purchase driver for 15% of all consumers. Pension funds and airlines are the two industries with the highest percentage of consumers who say sustainability is their top purchase driver.

This trend is gaining momentum. More than half (58%) of consumers say social and environmental considerations are more influential today than they were a year ago, and half expect this influence to continue growing in 2024. In the commercial airline sector, for example, 61% of consumers say social and environmental considerations will have more influence on their choice of airlines this year compared to last. More than half said the same about food and grocery brands (57%) and automakers (56%).

Findings like these are too big to ignore. Consumers are serious about sustainability, and their willingness to switch brands because of it presents a glowing opportunity for sustainable businesses to stand out.

# The Size of the Sustainability Prize

**\$44 billion is up for grabs** as U.S. consumers search for more sustainable options across the 12 industries we analyzed. This is the first time the value of sustainable purchasing has been captured as a dollar figure, and it demonstrates the growing consumer appetite for goods and services that have a more positive impact on people and the planet.

Using this data, companies can see the value of brand switching in their industry and make smarter choices about how to invest in sustainability. For example, the fashion and retail industry sees \$1.87 billion of brand switching per year, while the food and grocery figure stands at \$9.38 billion.

These figures drive home the importance for brands to understand their environmental and social impacts and invest in reducing the negative consequences of their value chains. After all, consumers say they're willing to compensate brands for their efforts.

Perhaps just as important as reducing negative impacts and developing a sustainability strategy, however, is the need to effectively communicate those efforts with consumers. While behaving responsibly is noble, consumers won't be able to reward brands for their good deeds if they aren't aware of the positive changes those brands are making.

Developing the right messages for the right audience is one of the big sustainability challenges brands face. When done properly, brands put themselves in a strong position to reap the rewards of consumer switching. When brands miss the mark with their messaging, they fail to gain recognition as a sustainable option and lose out on the sales associated with the size of prize in their industry. Even worse is when brands exaggerate their sustainability credentials, leading to greenwashing accusations, ruined reputations, potential legal issues and even financial penalties.

**Finding the right messaging strategy that connects with consumers will help sustainable brands grab a larger piece of the sustainability prize.**

# The Biggest Size of Prize

Eleven of the 12 industries we analyzed had brand switching values over \$1 billion, the smallest being airlines at \$520 million.

Towering above them all, however, stand three industries with massive sustainability prizes. Food and grocery (\$9.38 billion), insurance (\$8.42 billion) and pension funds (\$6.17 billion) are the three industries with the most at stake due to consumer brand switching.

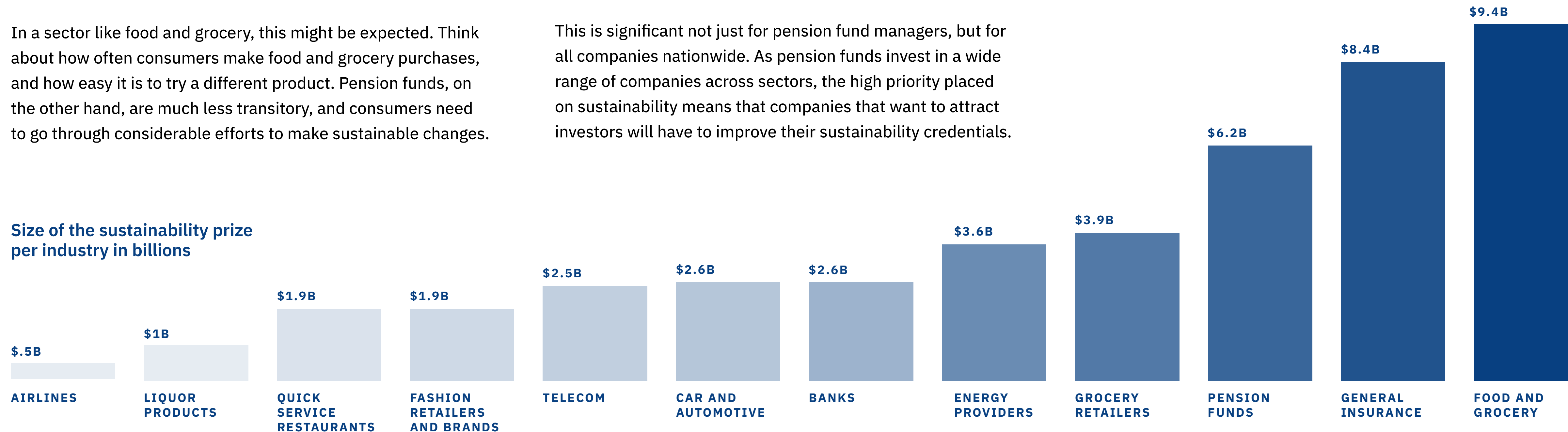
In a sector like food and grocery, this might be expected. Think about how often consumers make food and grocery purchases, and how easy it is to try a different product. Pension funds, on the other hand, are much less transitory, and consumers need to go through considerable efforts to make sustainable changes.

One might assume the only priority for pension fund holders would be the return on investment and the growth of their retirement savings. That is certainly the case for some, but a large share of pension fund customers place high importance on the social and environmental credentials of their funds as well. Nearly a quarter of consumers (22%) say social and environmental issues are the single most important factor in choosing a pension fund provider. That ties with airlines for the highest purchase influence among all industries.

This is significant not just for pension fund managers, but for all companies nationwide. As pension funds invest in a wide range of companies across sectors, the high priority placed on sustainability means that companies that want to attract investors will have to improve their sustainability credentials.

Food and grocery, insurance, and pension funds may lead the way in the industry-specific size of prize, but sustainability brand switching is quickly disrupting how all industries do business.

Size of the sustainability prize per industry in billions

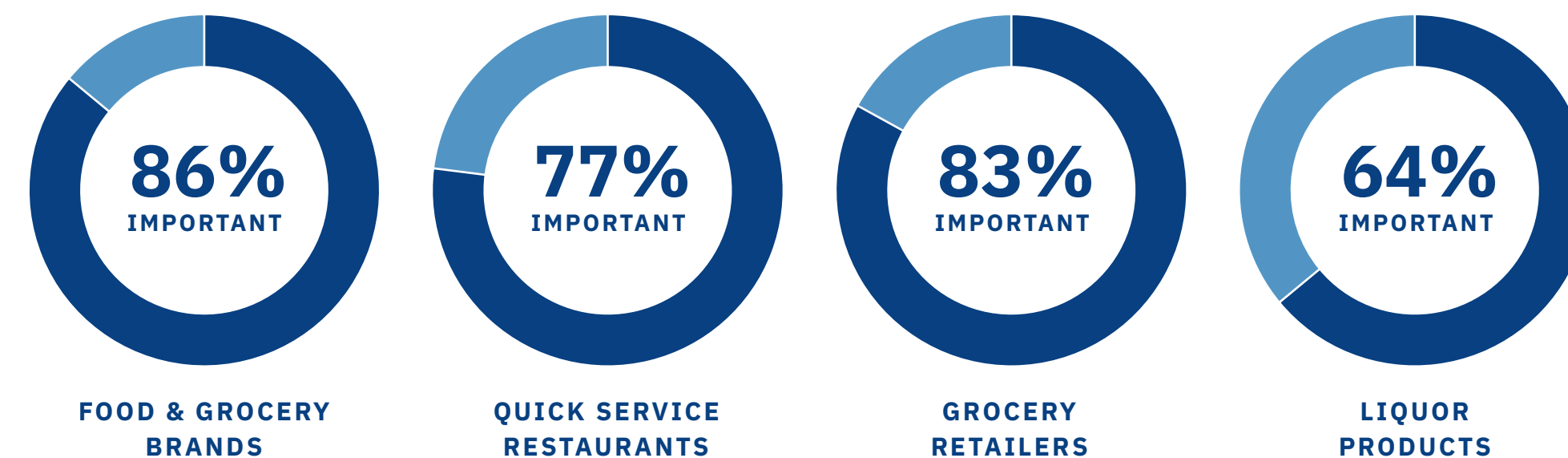


# Size of Prize across the food and grocery sector is more than \$16 billion

Industries ranked by sustainability influence on purchase out of 12

1. AIRLINES
2. PENSION FUNDS
3. ENERGY PROVIDERS
4. CAR & AUTOMOTIVE
5. **FOOD & GROCERY BRANDS**
6. FASHION RETAILERS & BRANDS
7. **LIQUOR PRODUCTS**
8. TELECOMMUNICATIONS
9. BANKS
10. GENERAL INSURANCE
11. **QUICK SERVICE RESTAURANTS**
12. **GROCERY RETAILERS**

Consider it important that companies and brands in this sector act responsibly when it comes to society and the environment.

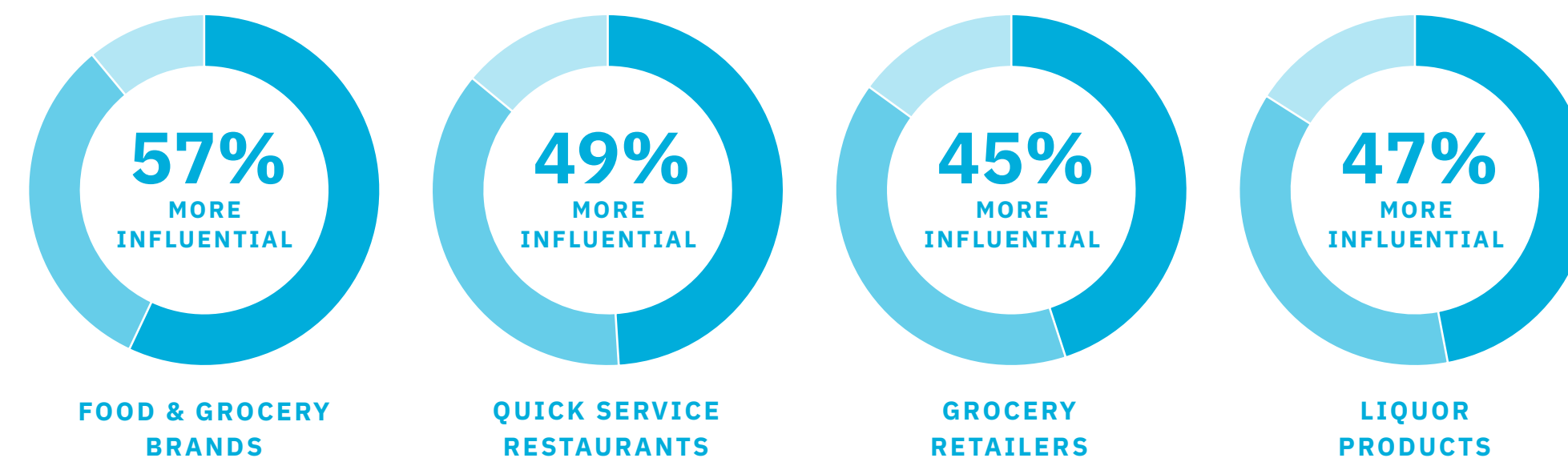


Social and environmental considerations had a significant influence on my last purchase in this category.



How do you expect the influence of social and environmental considerations to change over the next 12 months?

■ LESS ■ NO CHANGE ■ MORE



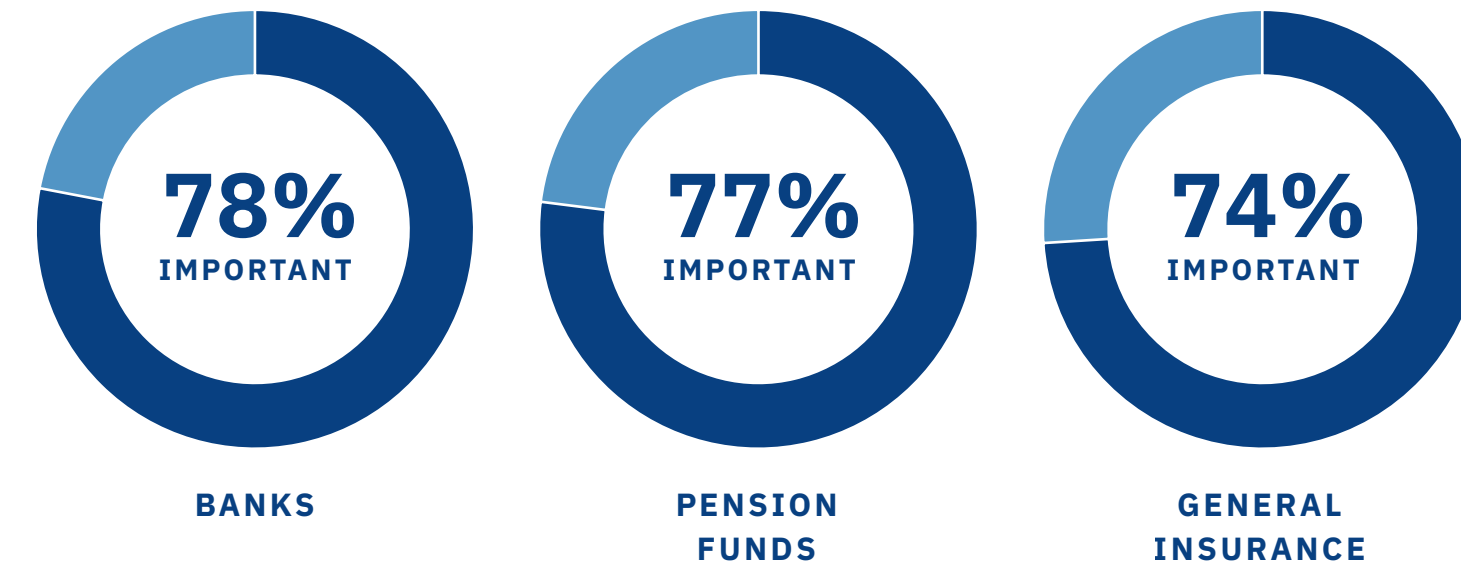


# Size of Prize for financial services is more than \$17 billion

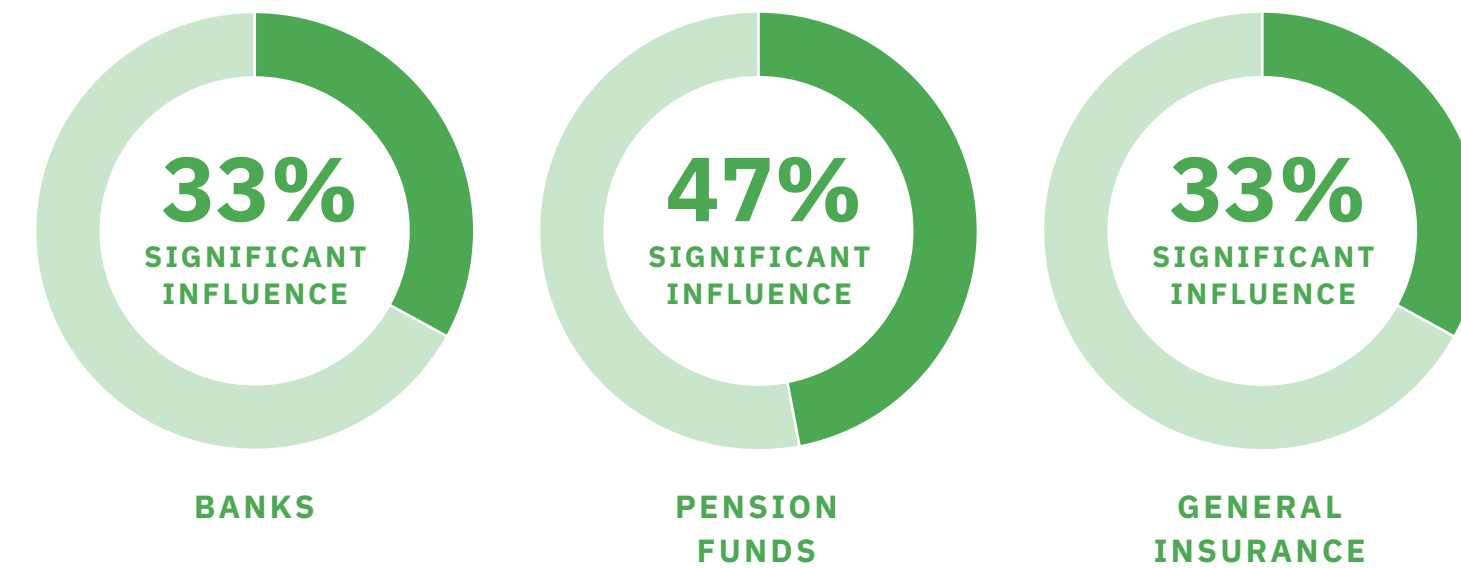
Industries ranked by sustainability influence on purchase out of 12

1. AIRLINES
2. PENSION FUNDS
3. ENERGY PROVIDERS
4. CAR & AUTOMOTIVE
5. FOOD & GROCERY BRANDS
6. FASHION RETAILERS & BRANDS
7. LIQUOR PRODUCTS
8. TELECOMMUNICATIONS
9. BANKS
10. GENERAL INSURANCE
11. QUICK SERVICE RESTAURANTS
12. GROCERY RETAILERS

Consider it important that companies and brands in this sector act responsibly when it comes to society and the environment.

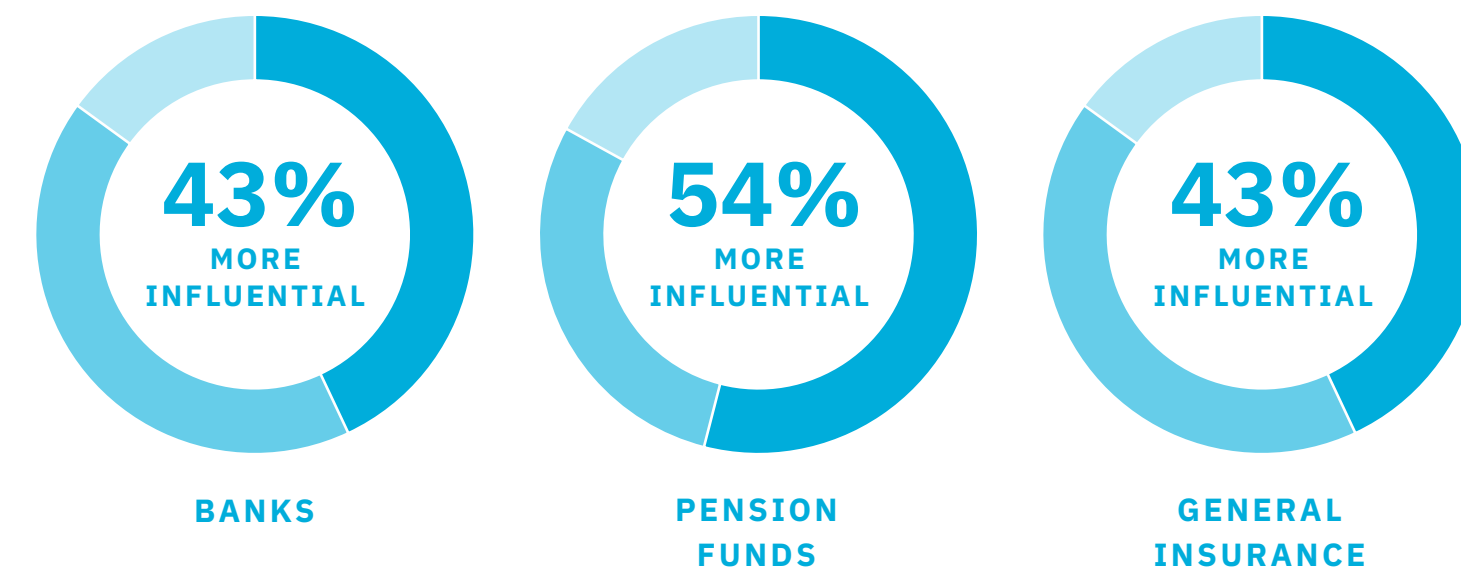


Social and environmental considerations had a significant influence on my last purchase in this category.



How do you expect the influence of social and environmental considerations to change over the next 12 months?

■ LESS ■ NO CHANGE ■ MORE

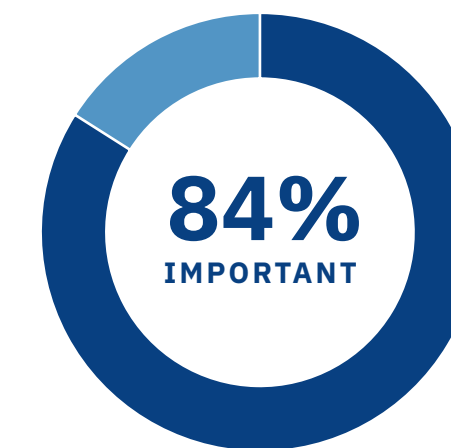


# Size of Prize for discretionary spending is nearly \$5 billion

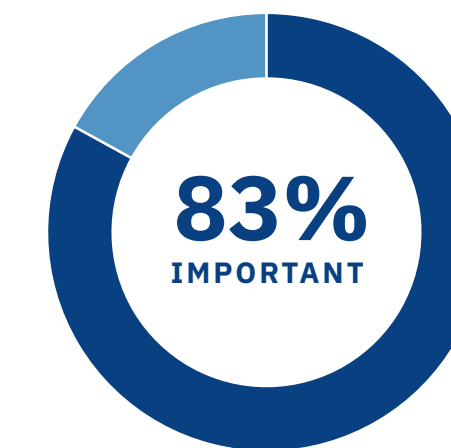
Industries ranked by  
sustainability influence on purchase  
out of 12

1. AIRLINES
2. PENSION FUNDS
3. ENERGY PROVIDERS
4. CAR & AUTOMOTIVE
5. FOOD & GROCERY BRANDS
6. FASHION RETAILERS & BRANDS
7. LIQUOR PRODUCTS
8. TELECOMMUNICATIONS
9. BANKS
10. GENERAL INSURANCE
11. QUICK SERVICE RESTAURANTS
12. GROCERY RETAILERS

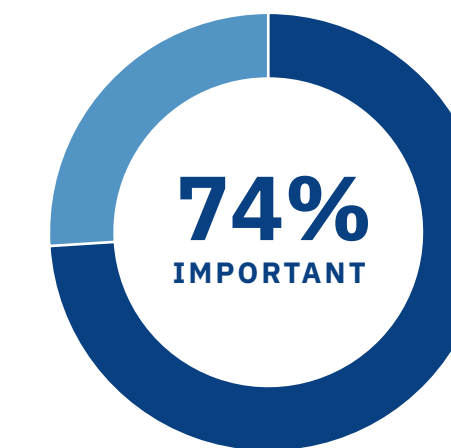
Consider it important that companies and brands in this sector act responsibly when it comes to society and the environment.



CAR AND  
AUTOMOTIVE

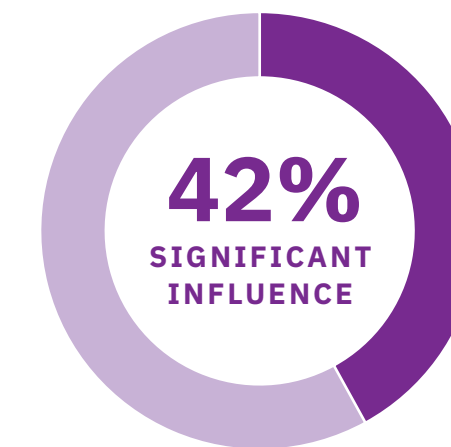


AIRLINES

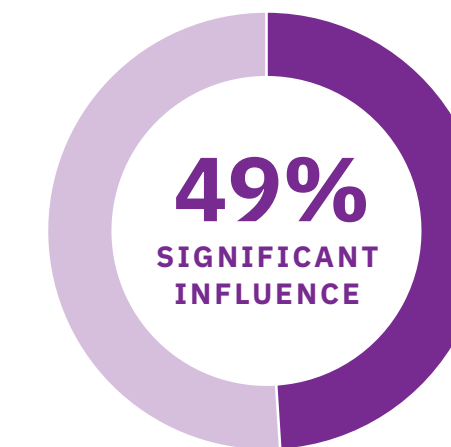


FASHION RETAILERS  
AND BRANDS

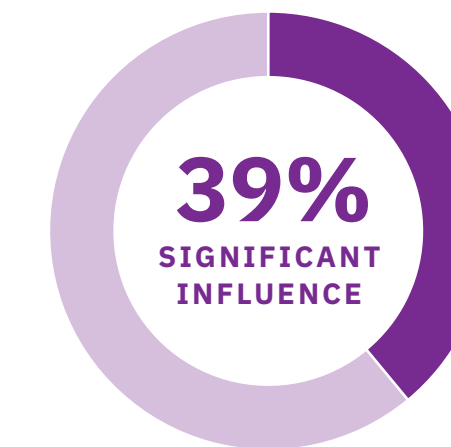
Social and environmental considerations had a significant influence on my last purchase in this category.



CAR AND  
AUTOMOTIVE



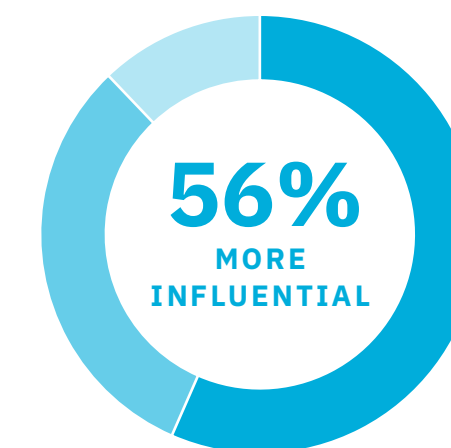
AIRLINES



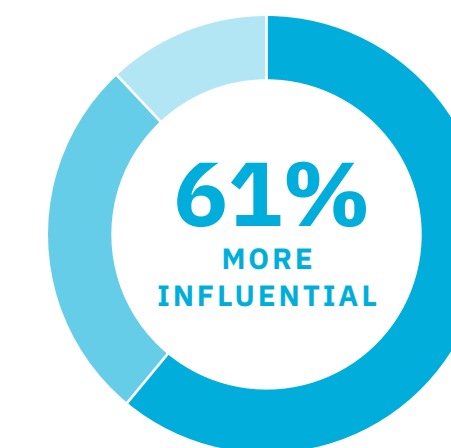
FASHION RETAILERS  
AND BRANDS

How do you expect the influence of social and environmental considerations to change over the next 12 months?

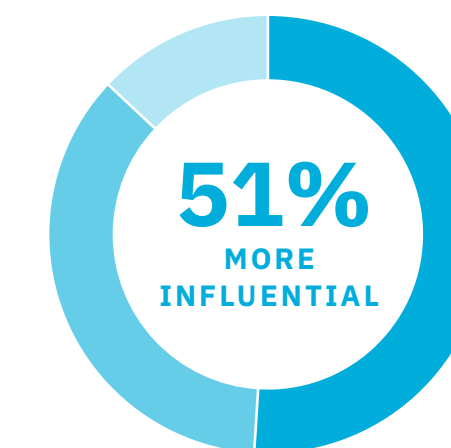
■ LESS ■ NO CHANGE ■ MORE



CAR AND  
AUTOMOTIVE



AIRLINES



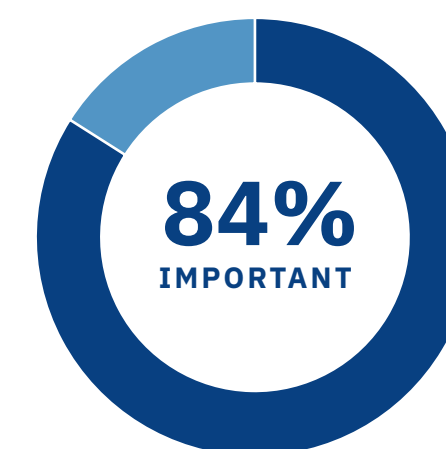
FASHION RETAILERS  
AND BRANDS

# Size of Prize for essential spending is more than \$6 billion

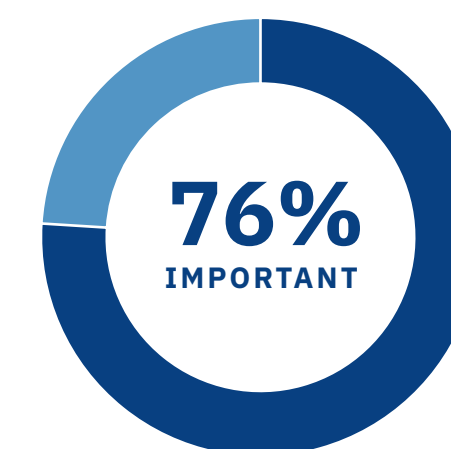
Industries ranked by sustainability influence on purchase out of 12

1. AIRLINES
2. PENSION FUNDS
3. **ENERGY PROVIDERS**
4. CAR & AUTOMOTIVE
5. FOOD & GROCERY BRANDS
6. FASHION RETAILERS & BRANDS
7. LIQUOR PRODUCTS
8. **TELECOMMUNICATIONS**
9. BANKS
10. GENERAL INSURANCE
11. QUICK SERVICE RESTAURANTS
12. GROCERY RETAILERS

Consider it important that companies and brands in this sector act responsibly when it comes to society and the environment.

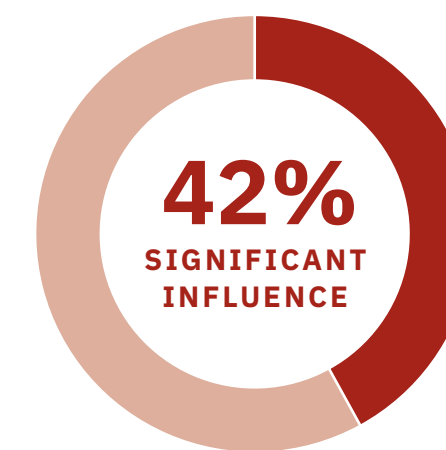


ENERGY PROVIDERS

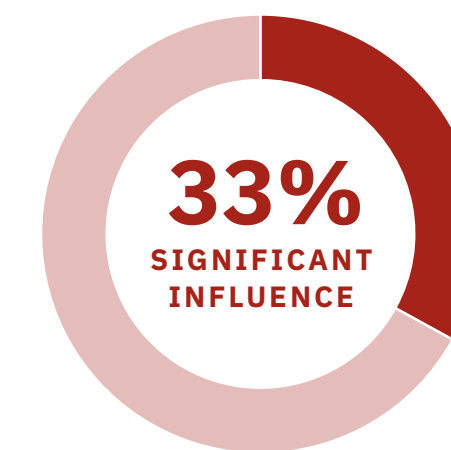


TELECOMMUNICATIONS

Social and environmental considerations had a significant influence on my last purchase in this category.



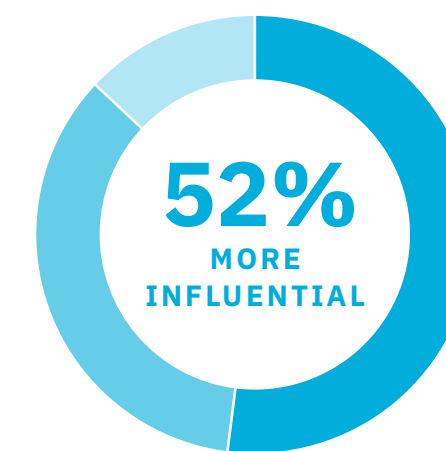
ENERGY PROVIDERS



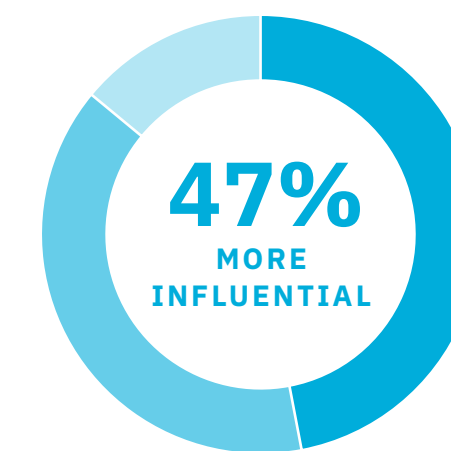
TELECOMMUNICATIONS

How do you expect the influence of social and environmental considerations to change over the next 12 months?

■ LESS ■ NO CHANGE ■ MORE

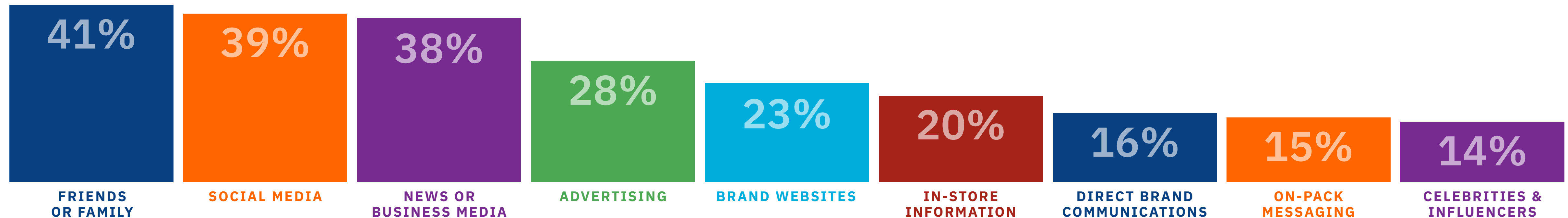


ENERGY PROVIDERS



TELECOMMUNICATIONS

## Which communication channels influence your views, positively or negatively, of how socially and environmentally responsible a brand is?

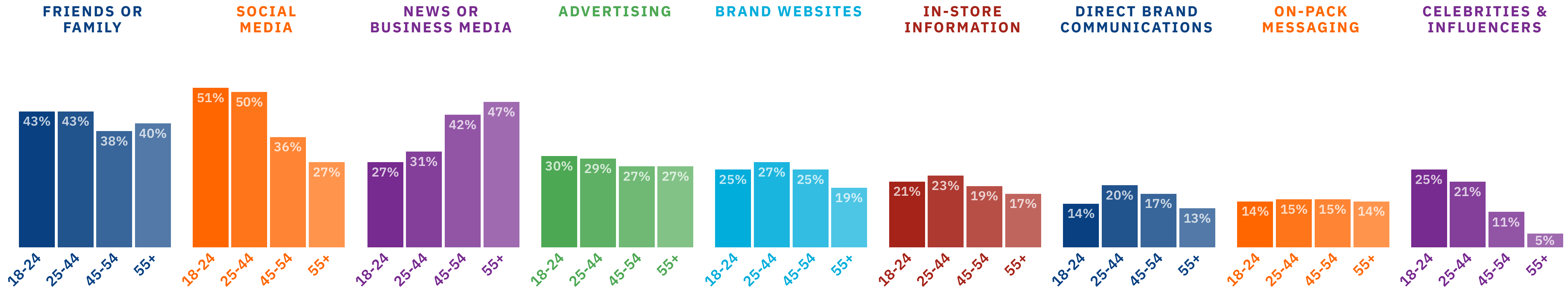


## What drives consumer opinion?

Consumer perception of a brand's sustainability credentials is what drives their purchasing. Therefore it isn't enough to just be sustainable, you need to also ensure consumers understand this fact. The real winners are the brands that win over the hearts and minds of consumers with effective messaging.

Knowing how to reach a target audience, what to say, and which platforms have the greatest impact provides a huge advantage for brands when it comes to influencing consumer perceptions.

When asked what sources of information most influence their opinion of a brand's sustainability credentials, most consumers say their views are shaped by what they see on social media and in traditional news or business publications. Word-of-mouth recommendations from friends, family and colleagues are also a major influence.



**Some notable differences emerge when we break down the data demographically, and brands that understand where different groups get their information can better direct their sustainability communications accordingly.**

For younger consumers like Gen Z (18 to 24) and millennials (25 to 44), half say their view of a brand’s sustainability credentials is influenced by what they see on social media. Those numbers drop significantly among older generations: Only 36% of Gen X (45 to 54) and 27% of baby boomers (55 and over) look to social media for information about how brands stack up on sustainability, preferring instead to consult traditional media channels.

Forty-seven percent of baby boomers and 42% of Gen X are influenced by more traditional media like news outlets and business publications, compared to 31% of millennials and 27% of Gen Z.

Curiously, the messaging brands deliver through their direct channels has mixed reviews among consumers. Only 15% of consumers are influenced by on-pack messaging, 23% by brand websites, and 16% by brand communications like email marketing. Yet around a third of consumers say brand communications—including websites, on-pack messaging and in-store communications, advertising and email marketing—contributed to sustainability playing a bigger role in their purchase decisions.

This tells us that sustainability messaging can and does impact purchasing when it's done well, but consumers don't necessarily look to a brand's owned channels first when they're assessing how sustainable that brand is. The greenwashing effect may play a role in this. With so many brands having their sustainability goals, strategies and accomplishments challenged by accusations of greenwashing, it's tough to separate the genuinely sustainable brands from the pretenders.

Getting a second opinion, or relying on third-party information, adds a protective layer of confidence to the messages that brands are trying to convey. With this in mind, it makes sense that the top brand influence across all demographics is friends and family. Consumers want sustainable brands, but they want a trusted source to tell them about it.

## “Anti-ESG” backlash may be falling flat with consumers

They've called it woke capitalism, they've called it the devil, and they've called it a threat to the American economy. “They” are the anti-ESG camp, and those comments have come from business moguls, politicians and media personalities alike.

As a quick summary: ESG stands for environmental, social and governance principles, which allow businesses to manage risks, impacts, and opportunities associated with how they relate to society and the environment.

### THE BASICS

## How to create sustainability messaging that stands out

Findings like these make clear that successful sustainability messaging requires a diverse approach. Content that is engaging and shareable can make the rounds on social media among younger audiences, while earned and sponsored coverage with more traditional media sources is likely to have a greater impact with older consumers.

Collaborating with reputable third-party organizations to corroborate and amplify sustainability messaging is equally vital to influencing consumer perception by engaging with sources that consumers trust.

If brands don't take control of their sustainability messaging, others will do it for them, and information in the social media age can spread like wildfire. Controlling the narrative with fresh and influential messaging can drive improved consumer perception of brands and place them top of mind when consumers look to make a purchase.

An ESG risk, for example, might be a regulatory emissions cap that forces businesses to alter production. An impact might be the amount of water a property uses and the strain it puts on the regional water supply. An opportunity may take the form of lower energy bills after optimizing for efficiency.

While managing risks in business is, of course, nothing new, ESG criticisms have been strong and fierce. Some asset managers have even created “anti-ESG funds” in an effort to counteract the influx of sustainable investing and attract the anti-ESG crowd. But the impact this anti-ESG rhetoric has had on public sentiment appears rather underwhelming.

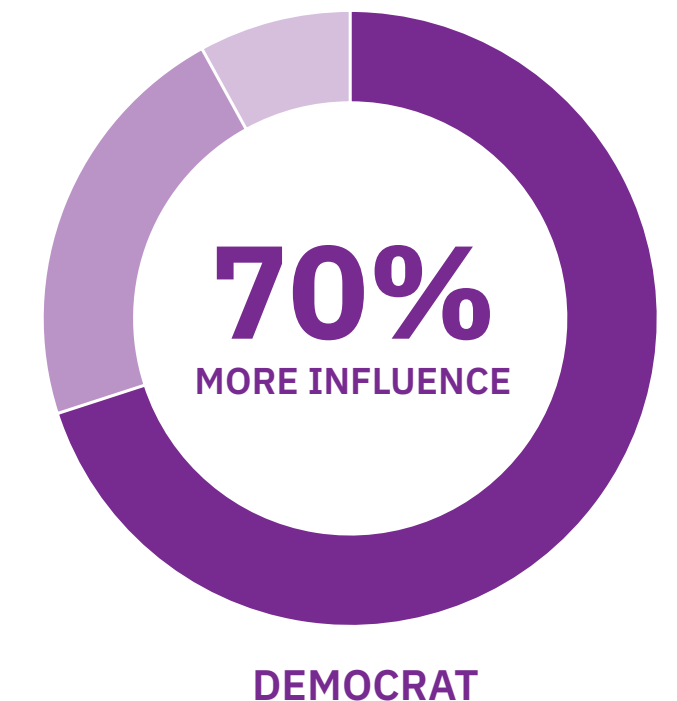
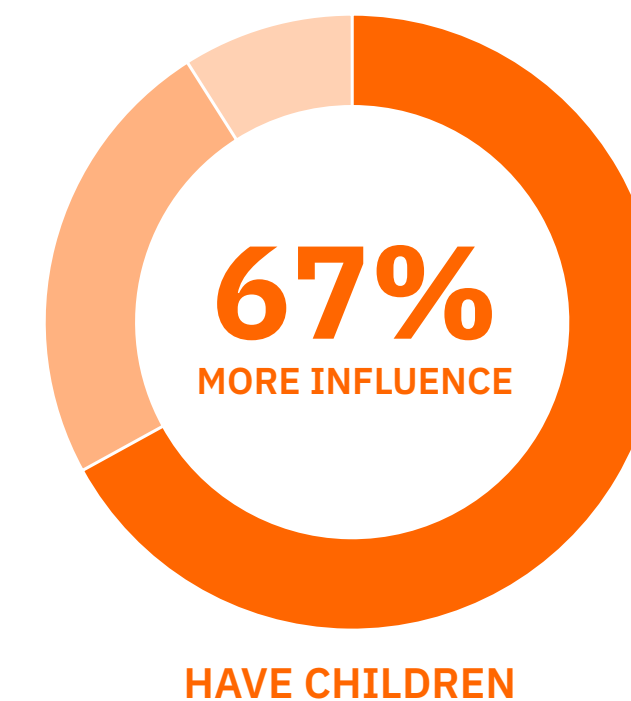
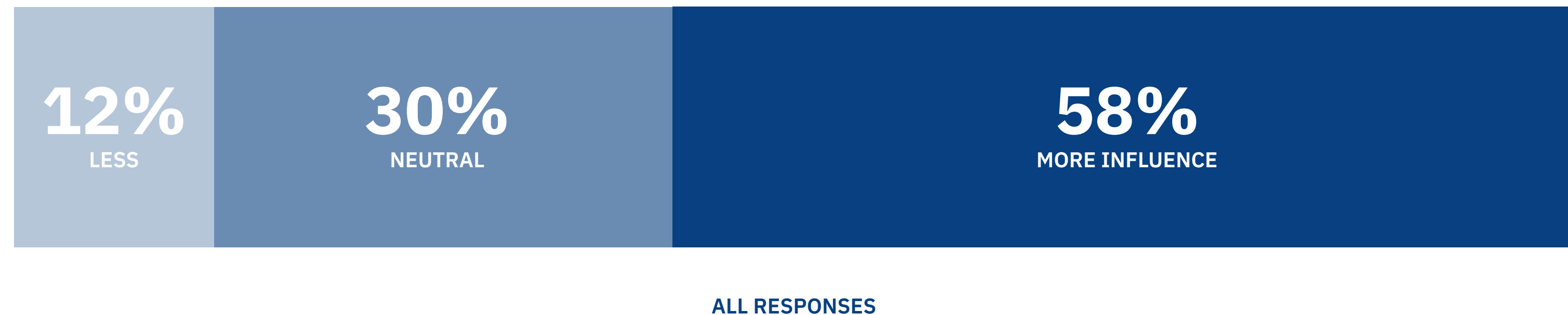
Only 12% of respondents to our survey say sustainability considerations have less influence on their purchase decisions now than they did 12 months ago, compared to 58% of consumers who say it has more influence.

Of the consumers who say sustainability has less influence on their purchases now than it has in the past, less than 1 in 5 say it’s because they no longer view sustainability as an important factor to consider—instead citing barriers like cost and product performance.

When we look at the political divide in the U.S., the anti-ESG rhetoric generally comes from the Republican side of the aisle. While we do notice a difference in sustainability influence by political affiliation, only about 15% of Republican consumers say sustainability influence on their purchases has decreased in the past year, compared to about 6% of Democrats.

Despite the loud and influential voices in the anti-ESG camp, they don’t seem to be striking a chord with the general public. Sustainability considerations are still important for the majority of consumers.

## Do social and environmental considerations have any more or less influence on your purchase decisions now than they did 12 months ago?



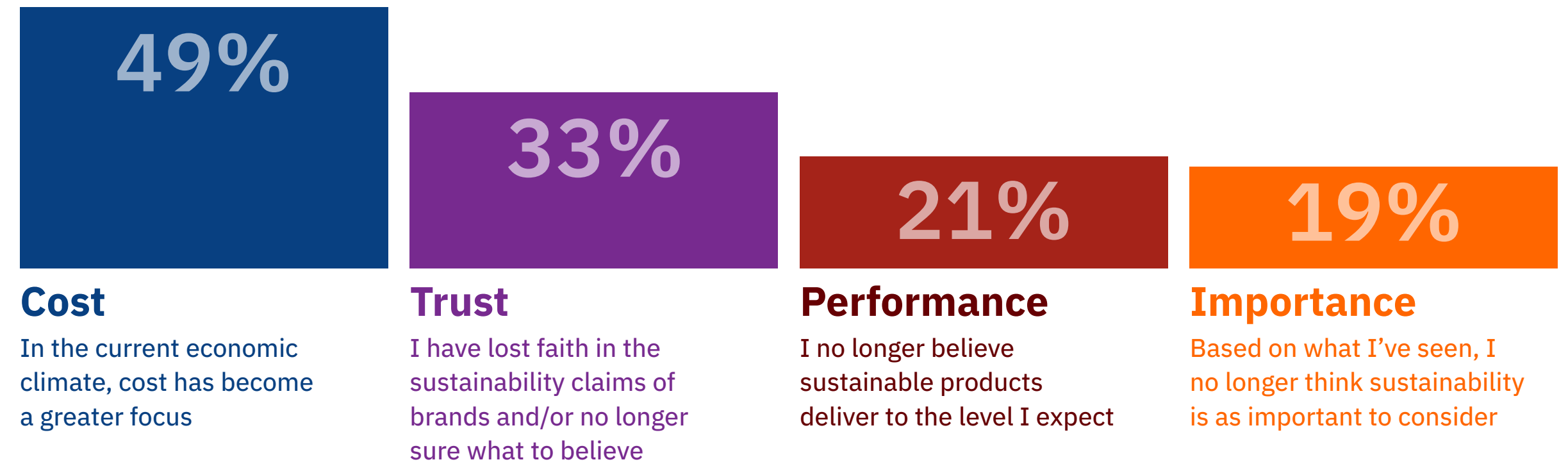
# What drives consumer purchasing?

While interest is on the upswing, for most consumers sustainability considerations are only “a little more influential” now than they were a year ago. Just over 14% of consumers say sustainability is “a lot more influential” heading into 2024.

Interestingly, consumers with children are likely to be more heavily influenced by sustainability, with nearly 19% saying sustainability considerations are “a lot more influential” for them today. For the 12% of consumers who say sustainability has less influence on their purchases than it has in the past, cost is the top reason why. Around half of the consumers who reported falling influence agree: “In the current economic climate, cost has become a greater focus.”

As inflation and rising cost of living have millions of Americans struggling to meet their basic needs, this comes as no surprise. Cost will always be top of mind for consumers, particularly when money is tight. Price, along with product quality, are the top two legacy purchase drivers for a reason. What we

For consumers who said sustainability had less influence on their purchase this year than last, which factor(s) impacted this?



## Cost

In the current economic climate, cost has become a greater focus

## Trust

I have lost faith in the sustainability claims of brands and/or no longer sure what to believe

## Performance

I no longer believe sustainable products deliver to the level I expect

## Importance

Based on what I've seen, I no longer think sustainability is as important to consider

are noticing, however, is that sustainability factors are nudging their way into a top-three spot. As mentioned earlier, sustainability has become the single most important purchase driver for 15% of U.S. consumers.

Still, not all consumers are sold. Among the 12% who say sustainability influence on their purchases is declining, many also cited trust as the main reason why. A third of consumers who reported falling influence say: “Based on what I have seen, heard and read, I have lost faith in the sustainability claims of brands and/or I am no longer sure what to believe.”

This speaks to the importance of a brand’s sustainability messaging and its ability to connect with consumers around information that is accurate and authentic. Businesses need to meet consumers where those messages are most likely to be well received, and when it makes sense, partner with organizations that consumers trust.

## What holds consumers back from more sustainable purchasing?

Barriers to sustainable purchasing also vary greatly by industry. For example, consumers who said sustainability did not have a significant influence on their last purchase were most likely to cite trust as a barrier in the automotive sector, with 20% saying they don’t have faith in automakers’ claims or aren’t sure what to believe anymore. Around 17% of these consumers say “the quality of sustainable brands and products is not good enough” within sectors like automotive, food and grocery, and retail and fashion.

Meanwhile, some of these consumers don’t see a “significant difference” in the sustainability performance of brands across sectors like banks (28%), pension funds (22%) and telecommunications (25%), while more than a quarter say they don’t choose more sustainable energy options because they aren’t available to them.



# A missed opportunity for brands

Brands that ignore how consumers weigh sustainability, or are insincere about their sustainability efforts, are losing ground quickly to their competitors. The longer brands wait to implement sustainability strategies, the more ground they will have to make up.

Even sustainability leaders are missing opportunities to amplify their message and educate consumers. How brands communicate their sustainability efforts is nearly as important as the sustainability strategy itself.

Each time a consumer switches brands, it represents an opportunity to attract new business. Considering around a quarter of consumers say they don't know enough about brands' sustainability credentials to make an informed purchase, brand communicators clearly need to rework their approach to sustainability messaging.

Price and lack of information are the leading reasons why consumers don't consider sustainability more in their purchases. While the need to pay more for products that are responsibly managed might be unavoidable, lack of information is certainly within a brand's control.

So, if the opportunity is there, why aren't brands shouting from the rooftops about their sustainability offerings? For many brand leaders, the looming threat of being called out for greenwashing makes it seem easier to understate the impact of their sustainability efforts or simply say nothing at all.

The penalties for greenwashing can be severe, whether in the form of regulatory penalties or lost consumer trust, so brands are right to be cautious about the messaging they use. Still, there are ways to discuss sustainability in an accurate and informative way, without falling prey to "greenhushing" or retreating to the sidelines.

DATA, STORIES AND VALUES

## A Winning Communication Strategy

To gain recognition from conscious consumers, brands need to craft effective sustainability messaging that resonates and builds trust. But how can they do that?

It's a combination of three things: impact data, impact stories and alignment with consumer values. A messaging campaign that's missing any one of those elements falls short of its full potential.

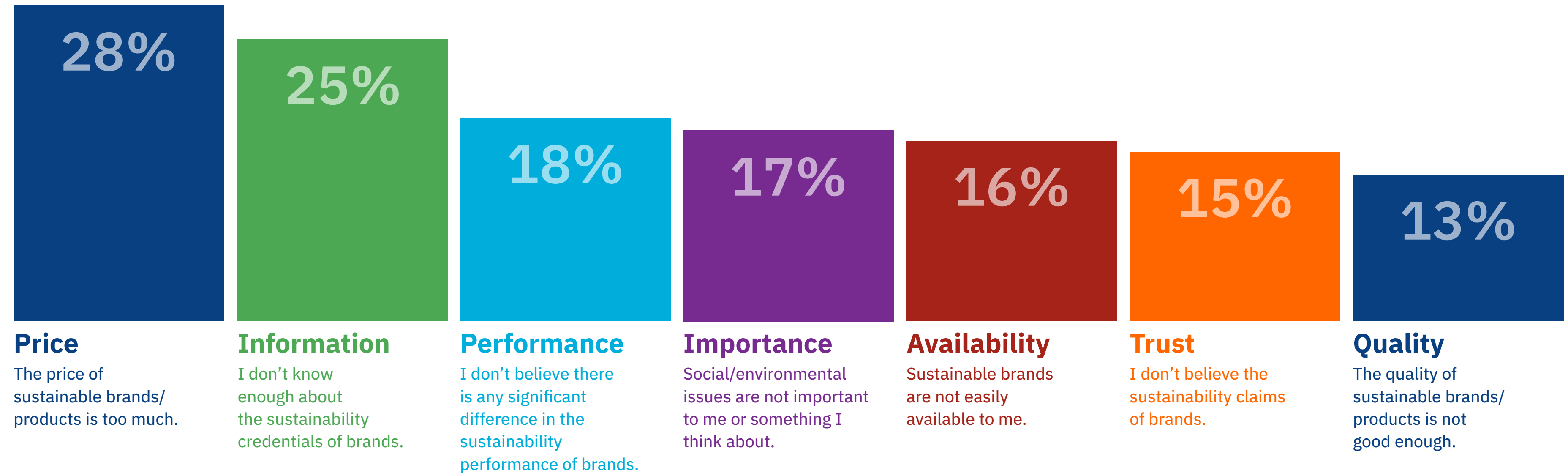
Impact data provides the numbers, size of impact and results of your sustainability efforts. Impact stories show how your actions touched the lives of an individual, family or community. And aligning with consumer values ensures that your messaging efforts support the things that consumers actually care about.

Numbers are great, but alone they lack a human connection. Impact stories fill this void, but without data, they're just single events that lack reach. Aligning your data and story with consumer values demonstrates how your product or brand meets the needs of sustainability-minded consumers and makes calculated changes they are passionate about.

Transparent messaging that contains these three ingredients is the secret recipe to sustainability success.

## For consumers who said social and environmental considerations were not a significant influence on their last purchase, why was this?

(average across industries)



It's fairly straightforward, but it's something that brands and their marketing teams struggle to do effectively. When it comes to sustainability, transparency is key. Transparency builds trust with consumers and avoids exaggerating or outright lying about sustainability credentials—things that would certainly attract accusations of greenwashing.

Brands need to find out what is important to their stakeholders with regard to sustainability, particularly their consumers, and invest more time and effort into developing sustainability strategies that make an impact. Once communicators can demonstrate their brands have an impact, it becomes far easier to talk about it in a way that engages and informs audiences without misleading them.

Knowing where to meet consumers with sustainability messaging, understanding what issues they care about, and taking the time to craft messages that reflect those priorities will allow brands to take full advantage of the opportunity that sustainability presents.

# Consumers are willing to be part of the solution

For years, the prevailing logic was that consumers don't care enough about sustainability to change their behavior or take actions that are perceived as sacrifices to reduce their impact on the environment. Our data shows this narrative is increasingly outdated.

The majority of consumers do care about sustainability and are open to changes in their spending habits. Many are even willing to spend more for sustainable products. Nearly 1 in 3 consumers say they've paid more for a product because of its social or environmental credentials over the past three months. That includes more than half of Gen Z and 44% of millennials who say they've paid a premium for sustainability. The opportunity for businesses to get involved with the sustainability movement has never been better as more consumers incorporate sustainability considerations into their purchases and behaviors.

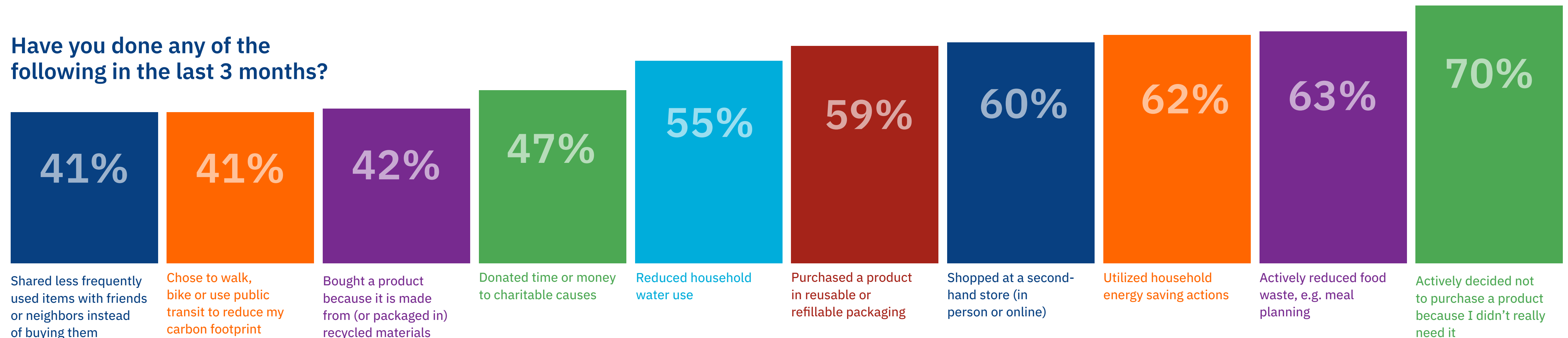
For example, 62% of consumers say they've taken steps to reduce their household energy use over the past three months, 60% shopped at a secondhand store, and 70% actively decided not to purchase a product because they didn't really need it. Nearly half report donating their time or money to charitable causes.

While the say/do gap is always a factor, more consumers self-report these behaviors today compared to the last time Glow, 3BL and TriplePundit asked in our [2022 Consumer Insights Benchmark](#).

The steady upswing indicates consumers recognize the need to change the path the business world is taking, they understand they have a huge role to play in that pursuit, and they're starting to put their money where their mouths are by choosing new brands, products and personal habits that reduce their footprints.

With consumers ready to do their part, it is now up to brands to meet that challenge. It'll require change, but there is a bright light at the end of the tunnel in the form of a \$44 billion sustainability prize.

## Have you done any of the following in the last 3 months?



**With consumers ready to do their part, it's now up to brands to meet the challenge.**

# The Bottom Line

The high demand for sustainable products presents a golden branding opportunity. The right combination of sustainability strategy and sustainability messaging can make a positive impact on the environment and society while boosting brand reputations and corporate bottom lines.

It's time for brands to seize control of their sustainability narratives and take advantage of the massive opportunity that brand switching presents. A \$44 billion prize is available to brands that catch attention for the way they talk about sustainability and earn trust for the transparency and authenticity of their messaging.

Consumers say they're ready to support sustainable brands. Now, it's up to communicators to prove their brand is one of them.

# Methodology

## Fieldwork

- Fieldwork timing: November 2023
- Sample size: 3,000 U.S. adults
- Nationally representative sample across age, gender and location.

## Size of Prize calculation

- The value of sustainability-driven switching is calculated by combining Industry Sales \$, Perception Spread, Revenue Growth/Perception Point, Switching Factor and Industry Influence Index variables.
- Industry Sales Value is based on an amalgamation of public data sources.
- Perception spread, growth per perception point, and switching factor are derived from research studies and analyses using Glow's Social Responsibility Score<sup>®</sup> benchmark data and U.S. food and grocery sales data.
- Industry influence index is calculated by combining multiple data points from this study.
- For further details, please contact Glow at [srs@glowfeed.com](mailto:srs@glowfeed.com).

# Report Partners

## Glow.

Glow ([glowfeed.com](https://glowfeed.com)) is a research technology company that provides a survey platform to help brands conduct high-quality market research quickly.

Glow has created a unique sustainability perception metric called the Social Responsibility Score® (SRS). SRS helps brands prove the return on their sustainability efforts by measuring the impact on key stakeholders, including consumers, customers, and employees. SRS enables companies to measure performance across brands, competitors, markets, and time to support the business case for sustainability.

SRS can be used directly by brands or licensed for use by advisory and research businesses to integrate into their own products. Visit [socialresponsibility.com](https://socialresponsibility.com) for syndicated sustainability measurement products and [srsmetric.com](https://srsmetric.com) for metric licensing or contact [srs@glowfeed.com](mailto:srs@glowfeed.com).



3BL helps organizations create and share the stories that matter most with key stakeholders. TriplePundit, the editorial arm of 3BL, is a digital media platform covering sustainability and social impact through the lens of solutions journalism. Grounded in evidence and journalistic rigor, this style of reporting focuses not only on the problem, but also on how people are working to solve it and what we can learn from them — whether they succeed or not. Learn more at [3BL](https://3bl.com) and [TriplePundit](https://triplepundit.com).

## Cint

Cint's platform is the world's largest sample marketplace for digital market research. Cint's customers use the Cint Exchange to post survey questions and get answers from over 300 million people across 130 countries who have consented to share their opinions, motivations, and behaviors for a fee. Cint provided the sample of respondents on which this research is based. For more information visit [cint.com](https://cint.com).