



Voice of the Consumer: Sustainability Survey 2025 Key Insights

August 2025

EXECUTIVE SUMMARY

Why read this report?

Executive summary

INTRODUCTION

Sustainability fatigue sets in: Consumer awareness remains high, but impact doubts grow

Voice of the Consumer: Sustainability Consumer Types 2025

Sustainability consumer types in 2025

NATURALISTS

Who are Naturalists?

Naturalists: Attitudes and behaviours

Diet claims can enhance product value for Naturalists

How to communicate to Naturalists

ZERO WASTERS

Who are Zero Wasters?

Zero Wasters: Attitudes and behaviours

Embrace circular models, promoting cost-effective solutions

How to communicate to Zero Wasters

GREEN SPENDERS

Who are Green Spenders?

Green Spenders: Attitudes and behaviours

Balancing sustainability, transparency and value is key to capture Green Spenders

How to communicate to Green Spenders

LOW-IMPACT LIVERS

Who are Low-Impact Livers?

Low-Impact Livers: Attitudes and behaviours

Transparency is key to engage Low-Impact Livers

How to communicate to Low-Impact Livers

NATURE RESTORERS

Who are Nature Restorers?

Nature Restorers: Attitudes and behaviours

Effective sustainable sourcing communication: One size does not fit all

How to communicate to Nature Restorers

KEY FINDINGS

Key findings

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