Euromonitor International

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

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus

of operations, their competitors, their geographic presence and performance.

- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/voice-of-the-consumer-sustainability-survey-2025-key-insights/report.