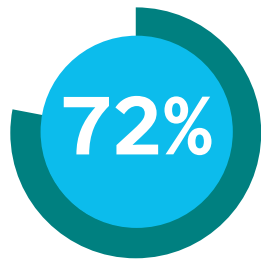
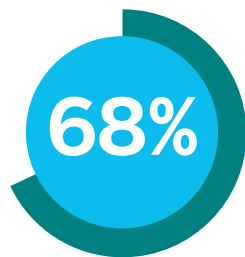


Do consumers still care about **sustainability**?

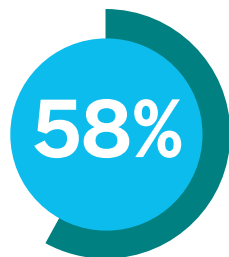
Yes.



agree they would like companies' sustainable practices to be more visible



see large companies as highly responsible for making the world more sustainable (+8 pts vs. 2023)



have at some point boycotted companies or brands for environmental, social or labor reasons



Living with care, not just for oneself and one's family, but for others including workers, animals, communities, economies and the environment, is becoming a cultural imperative and consumers expect companies to lead with clarity and conviction. Understand consumers' desire for brands that care with [Sustainability 2025: Do Consumers Care?](#)

Source: *Sustainability 2025: Do Consumers Care?*