

Sustainability Sells

HOW BRANDS CAN COMMUNICATE ON
SUSTAINABILITY & DRIVE PROFIT

M/GNA MEDIA TRIALS

sharethrough

EQUATIV

Sustainability is non-negotiable



Climate change is personal

76% believe climate change directly impacts personal health



Sustainability sells

79% consider sustainability when making purchases across verticals

Source: "Sustainability Sells" 2025, conducted by MAGNA Media Trials
Total N= 1,212
Q: Do you believe that our climate is changing?
Q: Do you believe that climate change has an impact on human health?

Brands are already using seals to signify sustainability features





Our objectives

Q1

What sustainable product features have the biggest impact on purchase decisions?

Q2

How familiar are people with sustainability seals? (like USDA Organic or Energy Star)

Q3

How can brands communicate sustainability efforts effectively?

Survey design support provided by  **RODALE**
INSTITUTE™

Our approach

Scenario testing to quantify the impact of product sustainability on buying decisions and explore how brands can best communicate their sustainability efforts

- + Nationally representative sample across age, gender, race/ethnicity, and income
- + Ages 18+
- + Total audience, N=1,212 (United States, N=607; Canada, N=605)



3,636

Scenarios

- Brands with premium features compared to store brand
- Verticals: Groceries, personal care products, clothing
- Varying price points related to vertical, ranging from high, medium, and low
- Wide range of sustainability attributes

19

Sustainability features

Groceries

- + Organic product
- + Regenerative agriculture product
- + Regenerative organic Agriculture product
- + Non-GMO
- + Animal welfare
- + Reduced packaging
- + Refillable packaging
- + Recyclable packaging

Personal care products

- + Materials sourced responsibly
- + Reduced packaging
- + Plastic free packaging
- + Refillable packaging
- + Recyclable packaging

Clothing

- + Materials sourced responsibly
- + Recycled material in product
- + Organic product
- + Regenerative agriculture product
- + Regenerative organic agriculture product

Features That Sell

SUSTAINABILITY BENEFITS PEOPLE ARE WILLING
TO PAY MORE FOR

People don't just care about sustainability – they'll pay more for it

Willingness to pay more for sustainability features
Net score across verticals

63%

Would pay more for products that offer sustainability features (like organic ingredients or recyclable packaging)



For groceries, ethical animal welfare is worth a premium

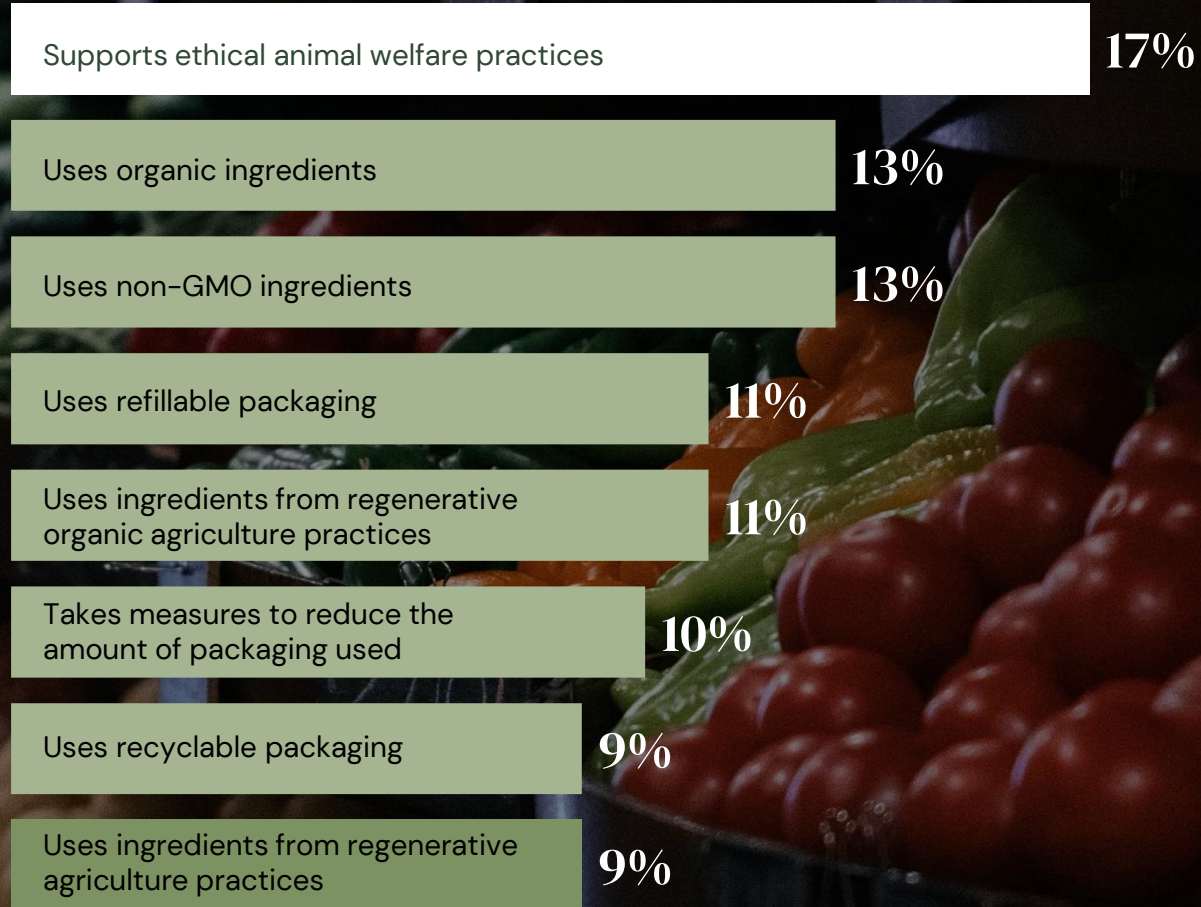
17% would pay more for grocery products that prioritize animal welfare practices, such as cage-free eggs

46%

are willing to pay more for groceries with sustainable features



Grocery Features People Are Willing to Pay More For Relative Importance (%)



For personal care products, refillable packaging drives decisions, even more so than plastic-free packaging

24% would pay more for personal care products that use refillable packaging

44%

are willing to pay more for personal products with sustainable features



Personal Care Product Features People Are Willing to Pay More For *Relative Importance (%)*



For clothing, responsibly sourced materials justify a higher cost for most people

25% would pay more for clothing products that source materials responsibly

41%

are willing to pay more for clothing with sustainable features



Clothing Features People Are Willing to Pay More For *Relative Importance (%)*



In fact, 1 in 4 consumers are eco-spenders

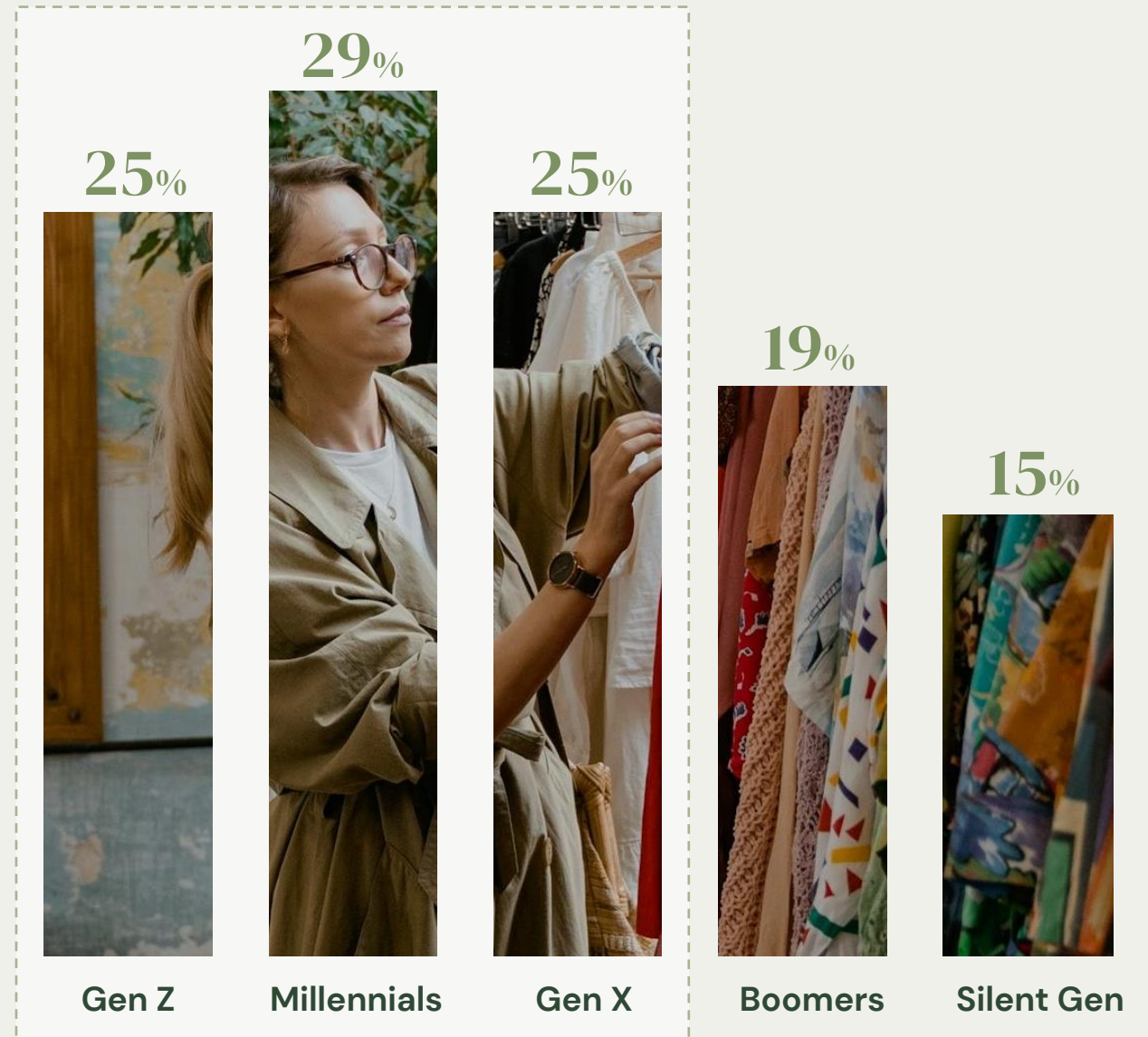
Meaning, 23% would pay a premium for sustainable features – no matter the product



Younger shoppers are more likely to be eco-spenders

Among Millennials, nearly 1/3rd exclusively opt to pay more for brands that offer sustainable products

People who exclusively opt to pay more for brands that offer sustainability features, by generation

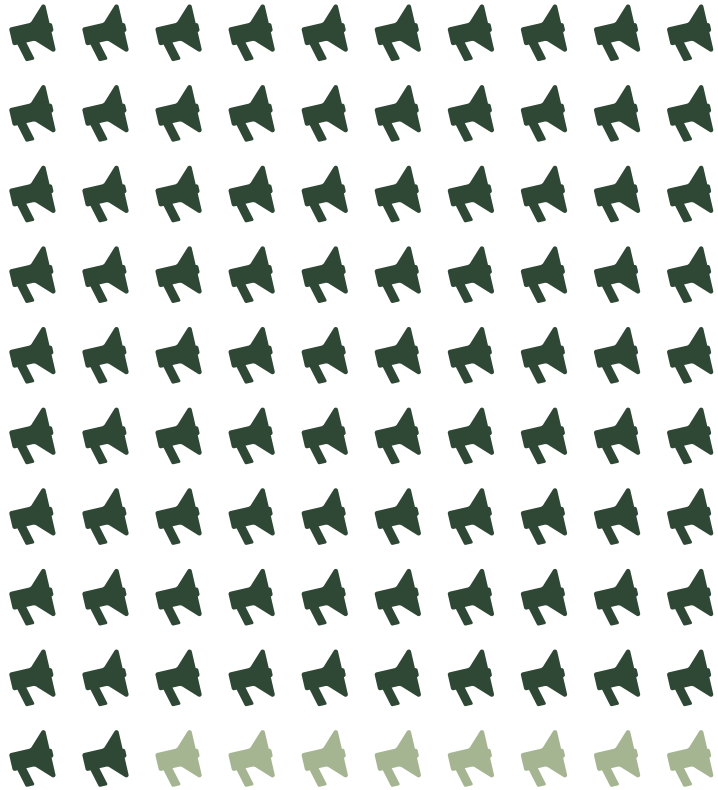




Seals of Trust

OPPORTUNITY
FOR EDUCATION

People want to hear from brands on their sustainability efforts



92%

Say it's important for brands to communicate their sustainability efforts

Overall average across verticals

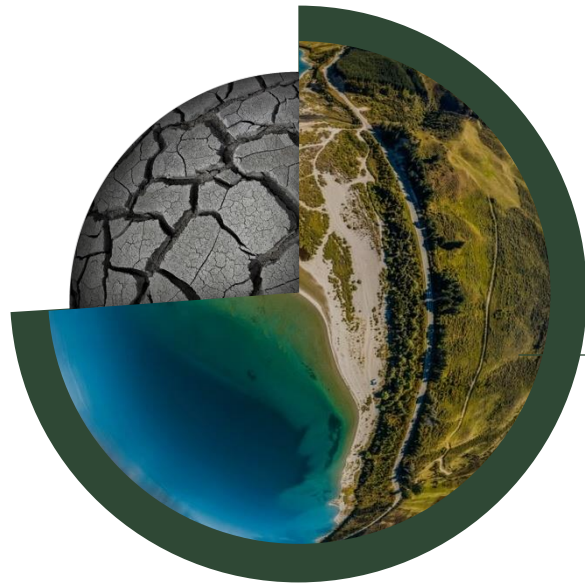
Importance by vertical *% very/Somewhat Important*



Sustainability is valued, but hard to spot

The majority have limited awareness or understanding of the different seals brands might have to offer

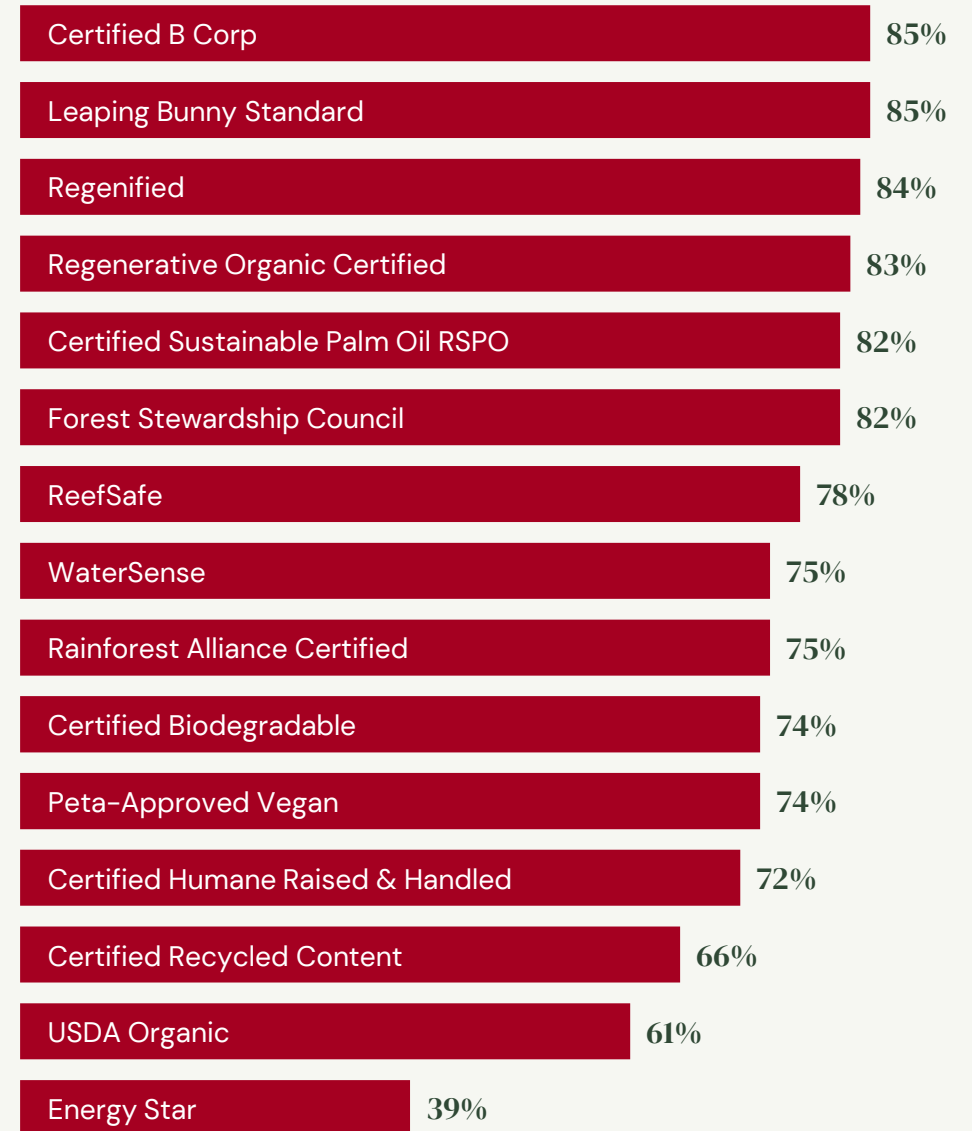
Importance of seals (USDA Organic, Regenified, and Regenerative Organic Certified)
% very/somewhat important



74%

Find sustainable features important

Those unaware of the seal or its meaning % selected

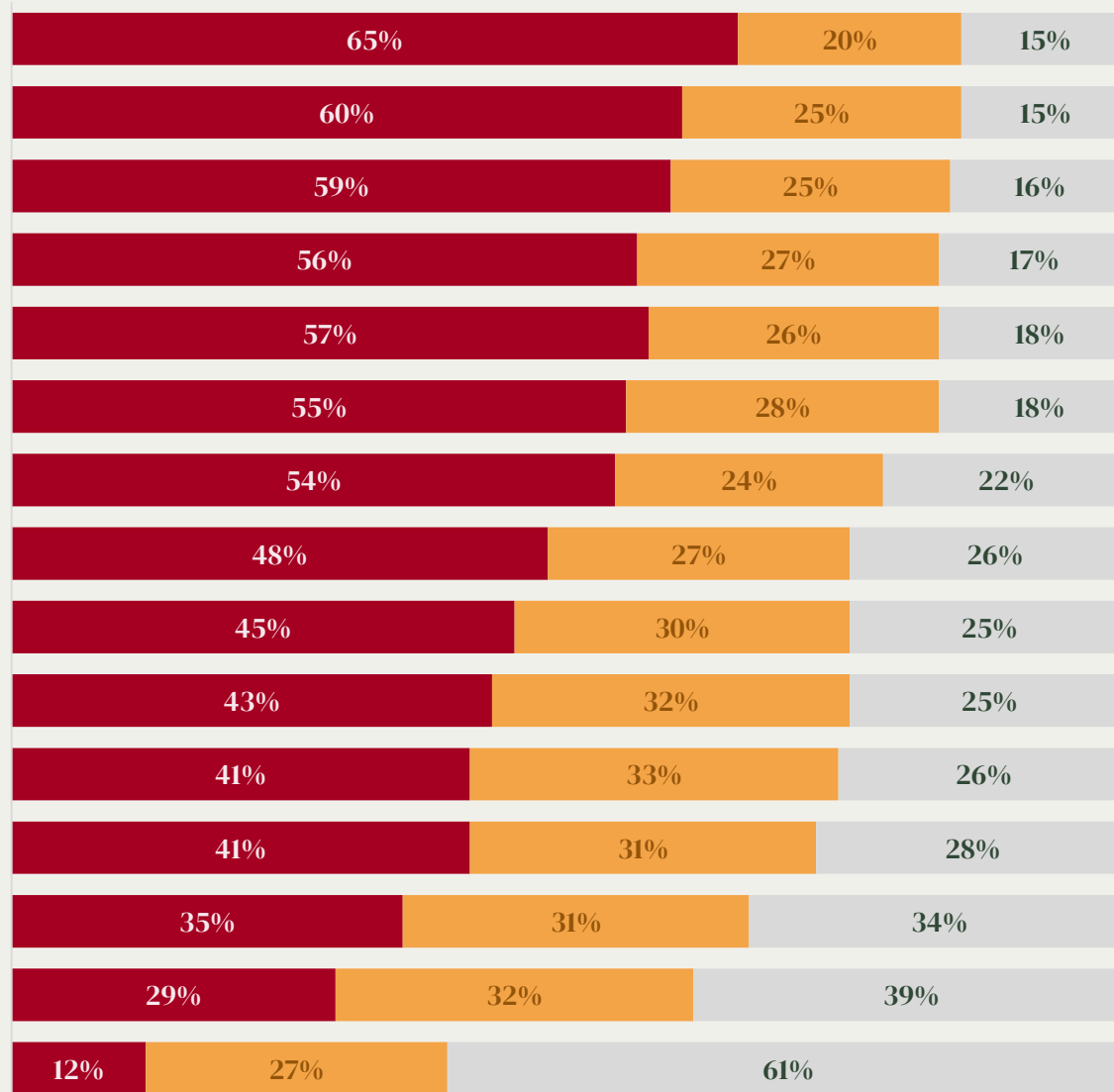


Beyond awareness, a deeper understanding is needed



Familiarity with the seals/certifications

● Aren't aware ● Don't understand ● Aware and understand



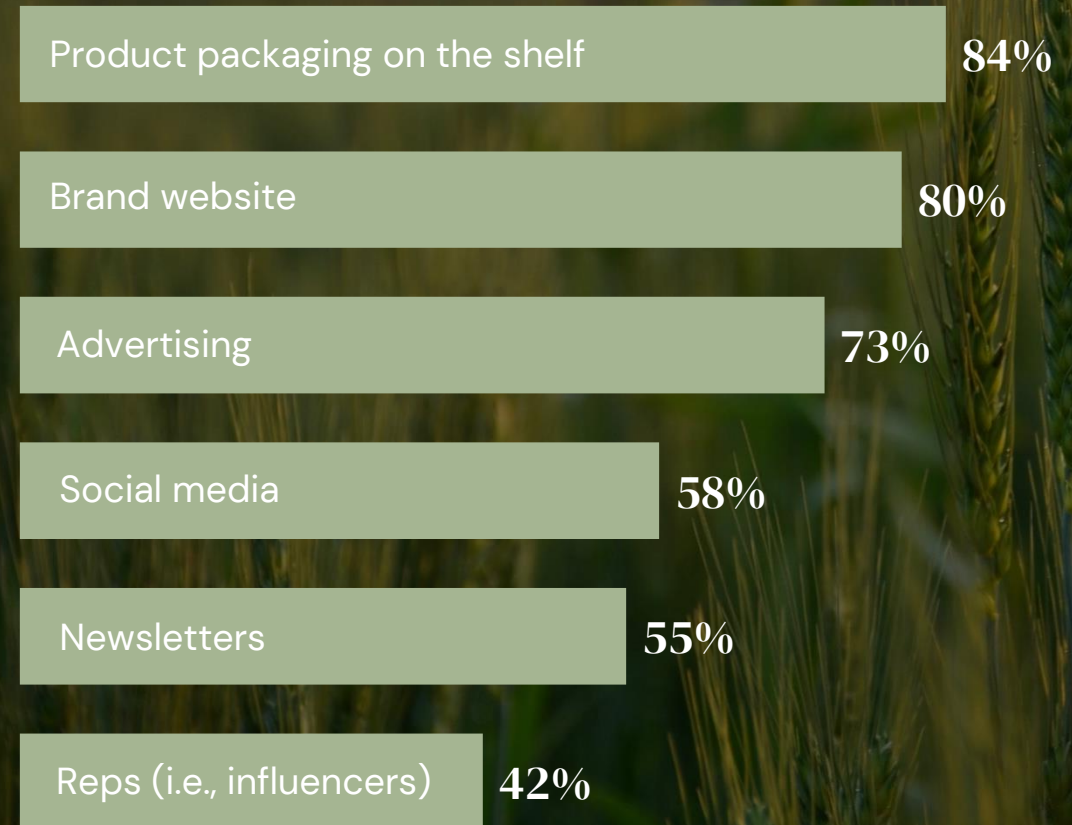
Sample Size N=1,212

Q: What is your understanding, if any, of the following seals and certifications?

Product packaging and advertising should play a key role in education



Channel preference for learning about brands' sustainability features *% want this*



Advertising is a preferred mode for learning about sustainability, especially among younger generations

Channel preference for learning about brands' sustainability, by generation

% want this

	Gen Z	Millennials	Gen X	Boomers	Silent Gen
Brand website	83%	82%	78%	77%	79%
Product packaging	78%	84%	83%	86%	90%
Advertising	71%	80%	69%	72%	68%
Social media	76%	77%	52%	35%	46%
Reps such as influencers	59%	65%	32%	25%	24%
Newsletters	47%	63%	49%	53%	70%





Key findings

1

People aren't just interested in sustainability – they're willing to pay more for it, especially when it comes to ethical animal welfare, refillable packaging, and responsibly sourced materials

2

People value sustainability but struggle to recognize it. Brands must educate through a variety of means such as product packaging and advertising to build awareness and drive sales



Marketers' To-Dos

1

Marketers need to partner with their sustainability leaders to align on messaging and unlock further growth with emerging eco-spender segment

2

Private-NGO partnership is critical in driving public awareness of sustainability seals

3

Advertising is a key messaging vehicle for educating people about brand's sustainability seals, with retail media (including on pack) as non-negotiable

An aerial photograph of two people working in a field of flowers. The person on the left is wearing a blue long-sleeved shirt and a white cap, and is holding a bunch of purple flowers. The person on the right is wearing a light grey long-sleeved shirt and a white cap, and is using red-handled scissors to harvest flowers. The field is filled with various types of flowers, including purple and white ones, and green foliage. The ground is covered with dark mulch.

Thank You

M/GNA MEDIA TRIALS  sharethrough  EQUATIV