

- BY THE NUMBERS -

A Growing Interest in Sustainable Products

Across generations, consumers have been seeking out and spending more on sustainable and socially responsible products.

113%

Percentage **increase** in searches for **sustainable products** in ESP in March 2022, compared to the same month in 2021. (ASI Research)



Google Search Terms That Reached a Record High Globally in 2021

"How to conserve"



"Impact of climate change"



"Sustainability"



68%

of consumers consider **sustainability** when they buy clothing. (McKinsey)

62%

Percentage of distributors who would **prefer to purchase products** that are **environmentally friendly**.

(ASI Research)



Top 10 Sustainable Product Searches on Google in 2021

1. Hand soap



2. Leather jacket



3. Denim



4. Sandals



5. Cleaning products



6. Engagement rings



7. Swimwear



8. Razors



9. Pens



10. Activewear



88%

OF SHOPPERS ARE **WARY OF BRANDS MAKING ENVIRONMENTAL CLAIMS** THAT ARE JUST **GREENWASHING**.

(Genomatica)

PERCENTAGE OF CONSUMERS WILLING TO SPEND AT LEAST 10% MORE FOR SUSTAINABLE PRODUCTS

(First Insight)

BABY BOOMERS

2019 **23%**
2021 **76%**



GENERATION X

2019 **34%**
2021 **88%**



MILLENNIALS

2019 **50%**
2021 **86%**



GENERATION Z

2019 **54%**
2021 **81%**



\$15.6 BILLION

The projected size of the **global ethical fashion market** in 2030, a **9% growth rate** from 2020.

(Business Research Company)



6 in 10

distributors would prefer to **purchase products** that are **socially responsible**.

(ASI Research)

64%

of consumers feel a **brand's social responsibility efforts** are important to them.

(360 Market Reach)



ASI Media

