



# SUSTAINABILITY IMPACT

## HOW IT AFFECTS THE HEALTH & BEAUTY SHOPPER

SEPT 2021

# It's no secret...

how important sustainability is. We all know we have a responsibility to protect our planet.

The UK Government has set out clear Sustainable Development Goals to be achieved by 2030, along with many manufacturing giants who have outlined their own initiatives to meet specific goals to protect the environment.

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**But is sustainability top of mind for consumers & how does it influence their choice?**

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We surveyed 504 consumers aged between 18-55 to find out more about what role sustainability plays when choosing Health & Beauty products\*





“The truth is: the natural world is changing. And we are totally dependent on that world. It provides our food, water and air. It is the most precious thing we have and we need to defend it.

- David Attenborough

73%

Limit their use of single use plastic within their household, with 94% claiming to recycle as much as possible at home

Whilst brand & price is still a key driver, consumers claim there are 5 key sustainability factors they consider when purchasing H&B products

- Sustainable Packaging
- Manufacturer Responsibility
- Recyclable Products
- Ethically sourced
- Environmentally friendly ingredients

54%

claim to purchase brands which they feel demonstrate environmentally sustainable practices

80%

of consumers claim recyclable packaging is important to them when choosing a health & beauty product

83%

agree that product ingredients should be kind to the environment

69%

believe product ingredients should be ethically sourced



A staggering  
89%

feel manufacturers / brands need to do more to reduce product packaging & 67% feel manufacturers / brands could do more to make their products more sustainable.



How can brands improve & communicate their sustainability efforts & social responsibility to consumers & increase brand credibility?



At Launchpad Research we have a wealth of expertise on hand to discuss the best possible solutions to ensure your brand or product meets your sustainability goals & influence consumer choice.

- Product & Concept Testing
- Packaging Evaluation
- Shelf Tests with Eye Tracking
- Online Surveys with Digital Eye Tracking

Get in touch to find out more:  
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