



Me, my life, my wallet

How to serve the sustainability conscious consumer
An Environmental, Social and Governance special edition report

Executive summary



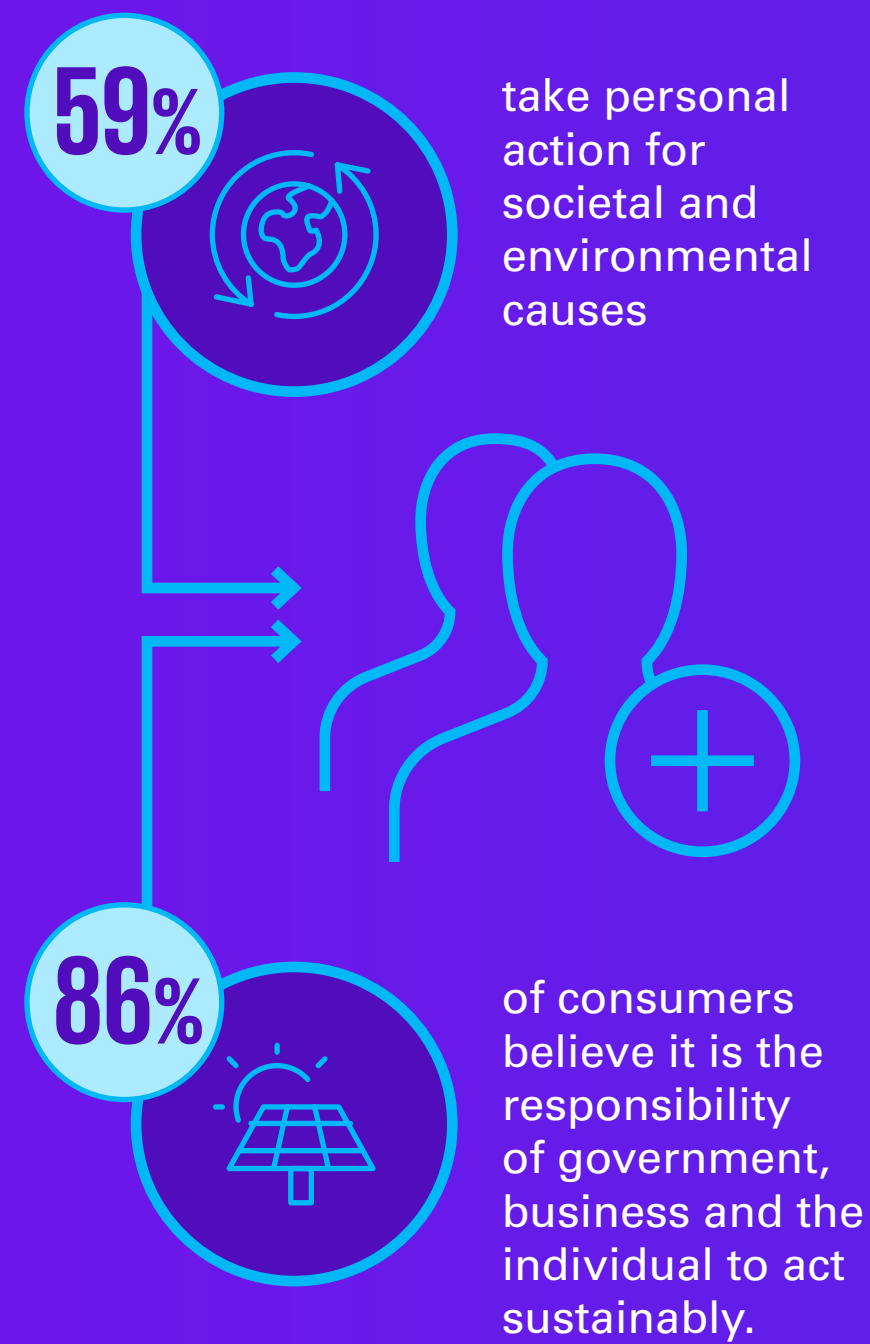
KPMG International
Global Customer Insights

2022
home.kpmg/knowyourcustomer



Executive summary

The gap between attitudes and behavior is narrowing considerably:



Small behaviors lead to bigger behavioral commitment



Ethical purchase decisions are becoming widespread



COVID-19 accelerated the adoption of sustainable behaviors



Firms are innovating new practices



Firms are looking at their end-to-end multigenerational footprint



Consumers vary attitudinally and behaviorally



Younger more affluent population is shaping the behaviors of older generations



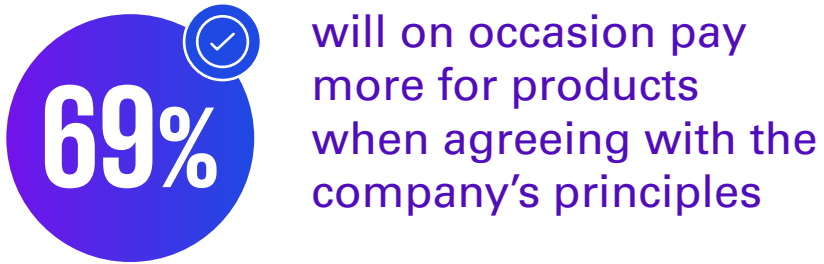
Consumer attitudes and behaviors – key trends

Globally there is a seismic shift in consumer attitudes and behavior — they care about all aspects of sustainability and, in particular, aspects related to the planet/environment: When we view these shifts through the consumers’ eyes they occur across the following dimensions:

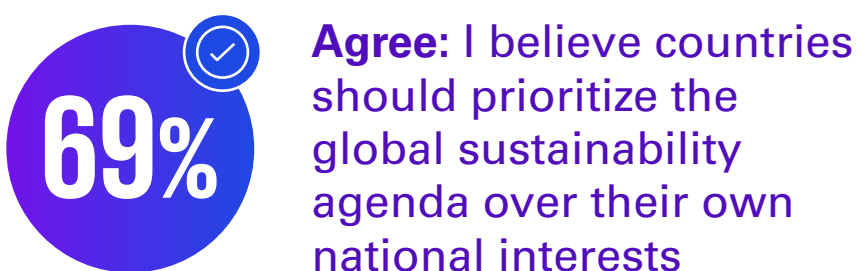
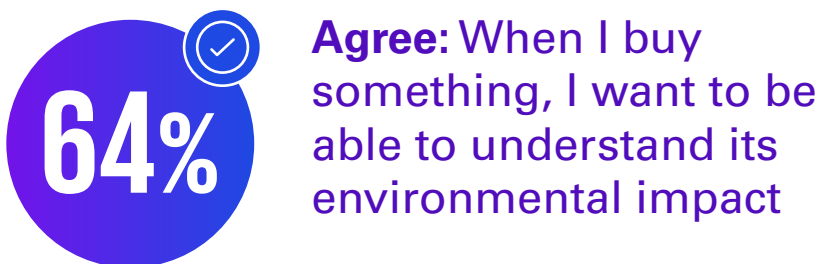
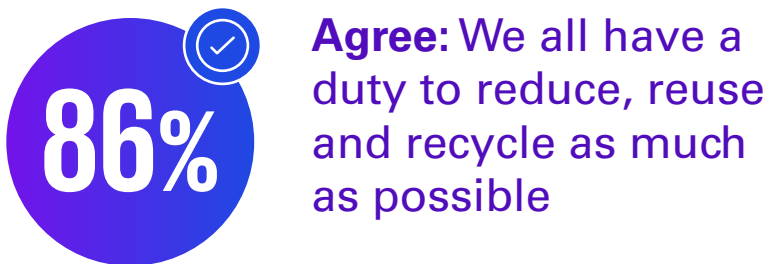
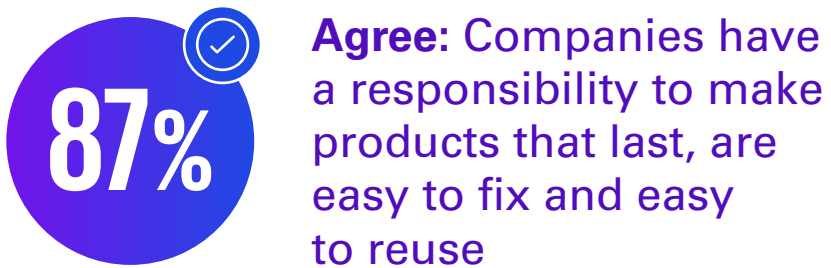
- the consumers’ response to an organization’s purpose
- their environmental concerns about the planet and
- their societal concern about the world’s people and their prosperity.

► Our research has revealed that all aspects of sustainability are now important:

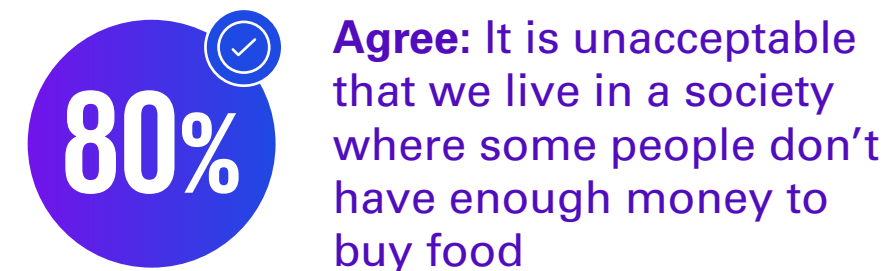
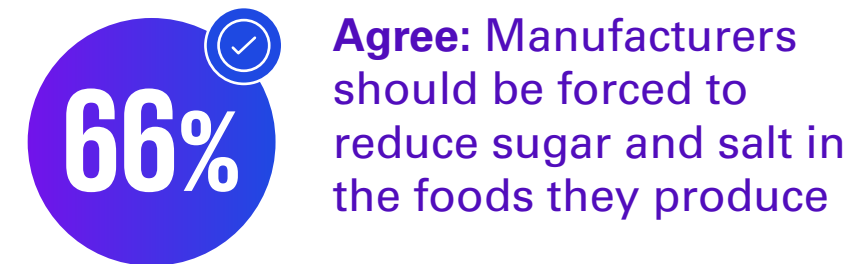
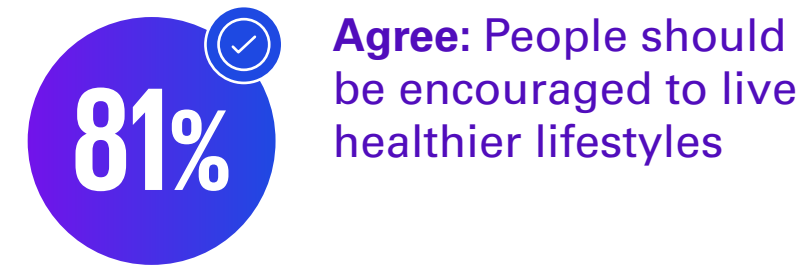
► Purpose



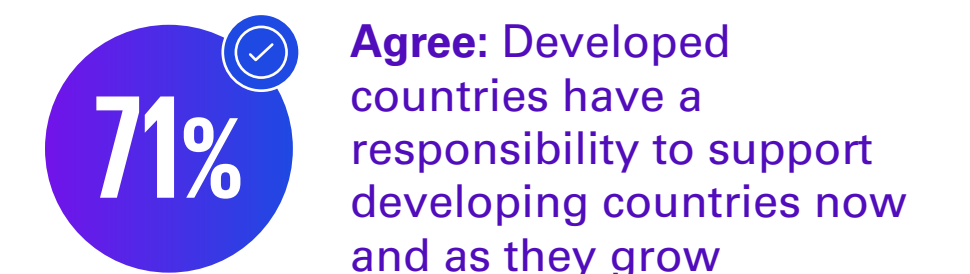
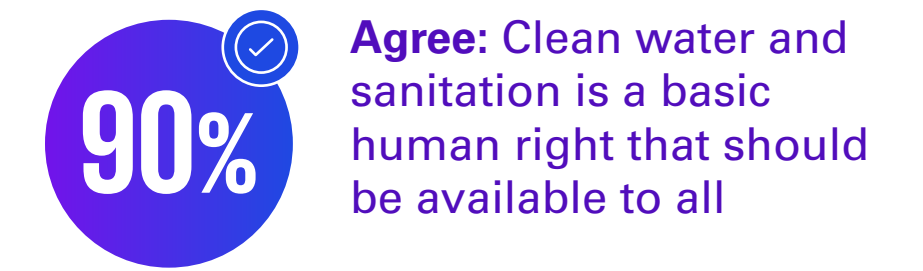
► Planet












► People



► Prosperity



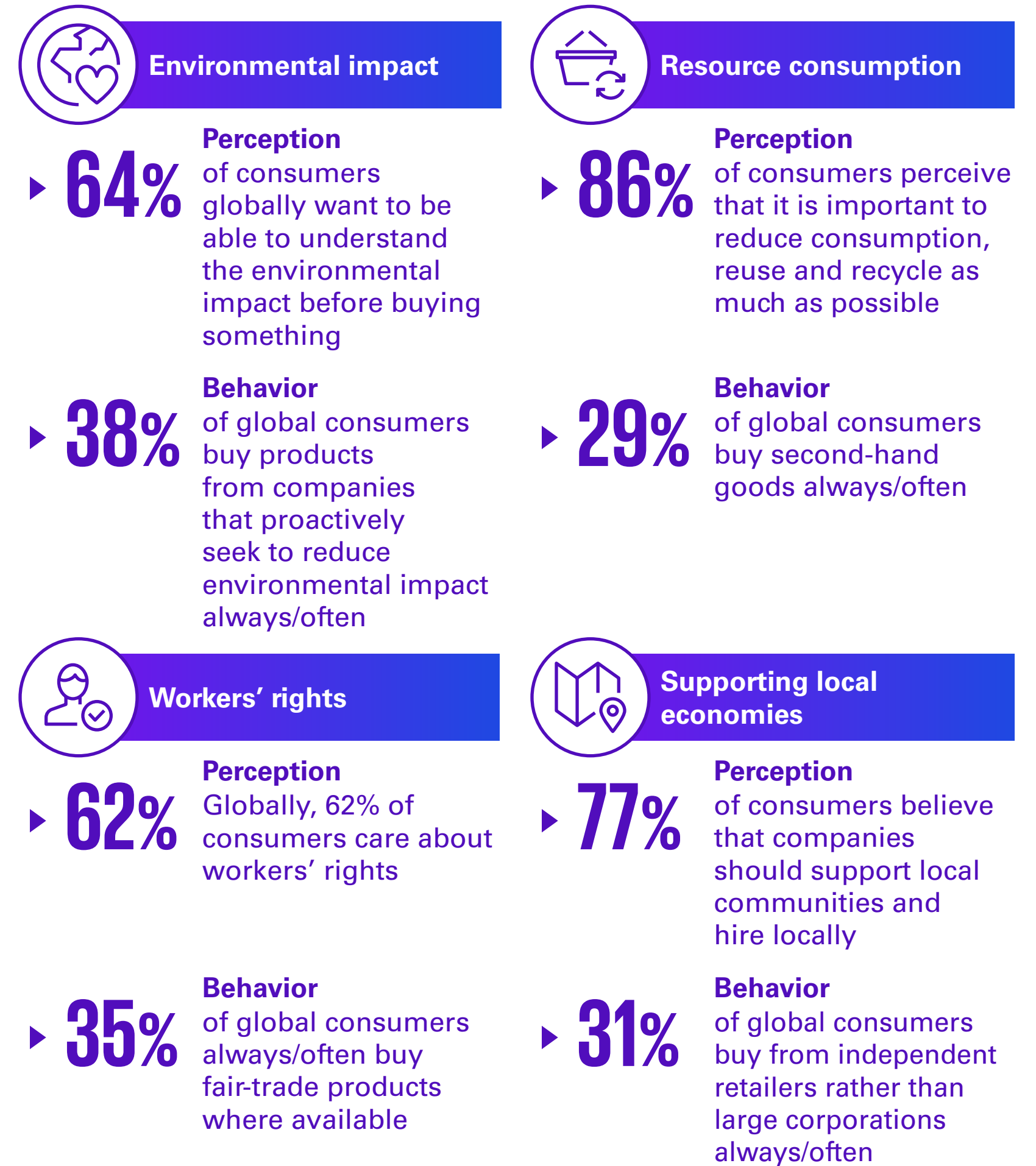
► Attitudes have been shifting across all sectors, accelerated by the pandemic, with people increasingly stating that sustainability is now more important than 12 months ago

Sector	Percentage of people saying sustainability is much more/slightly more important than 12 months ago as a factor in purchase decisions
Mobile phone, broadband and TV package supplier(s) 	46%
Gas, electric and water companies 	54%
Supermarkets and grocery retailers 	53%
Non-grocery retailers 	52%
Banks/building societies 	40%
Insurance providers 	37%
Travel and tourism companies 	56%
Leisure and entertainment 	49%
Consumer-packaged goods 	50%

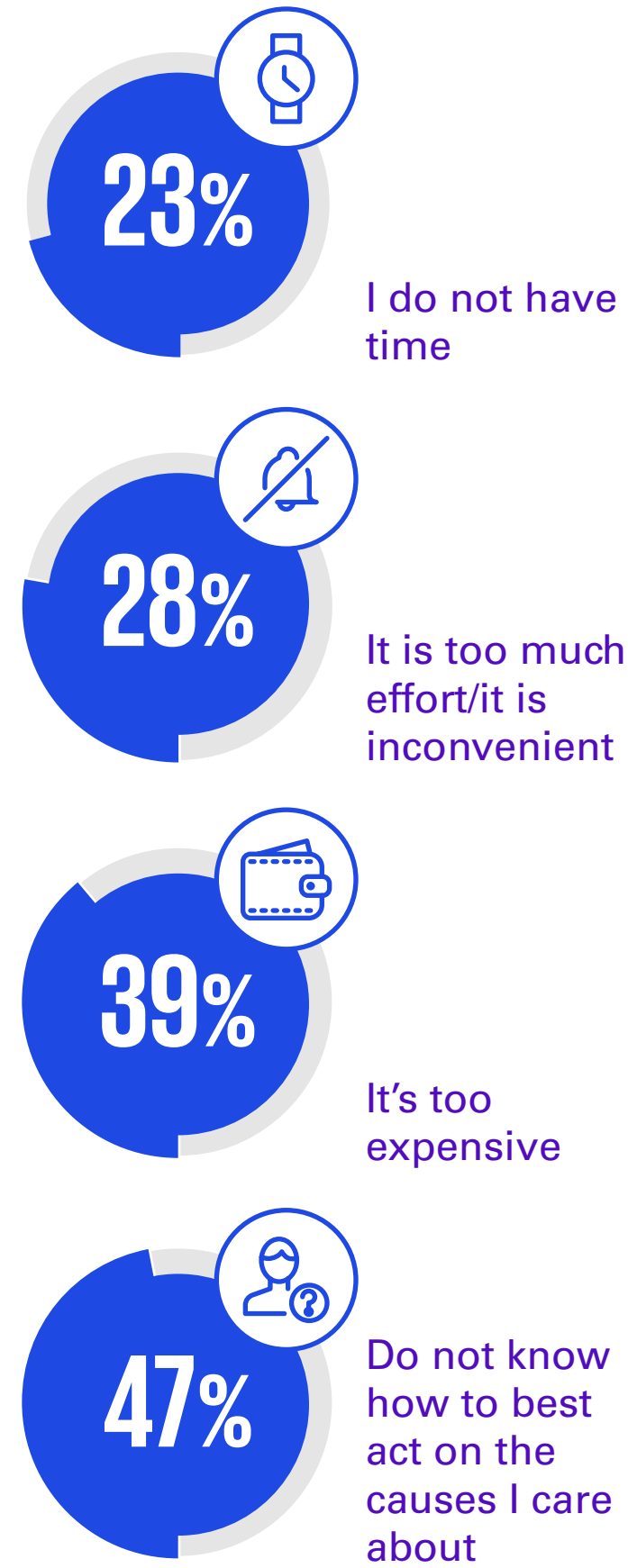
► There is strong evidence to suggest that attitudinal change is being reflected in behavior as people are acting more sustainably



But there are some areas where behavior hasn't quite caught up with attitudes



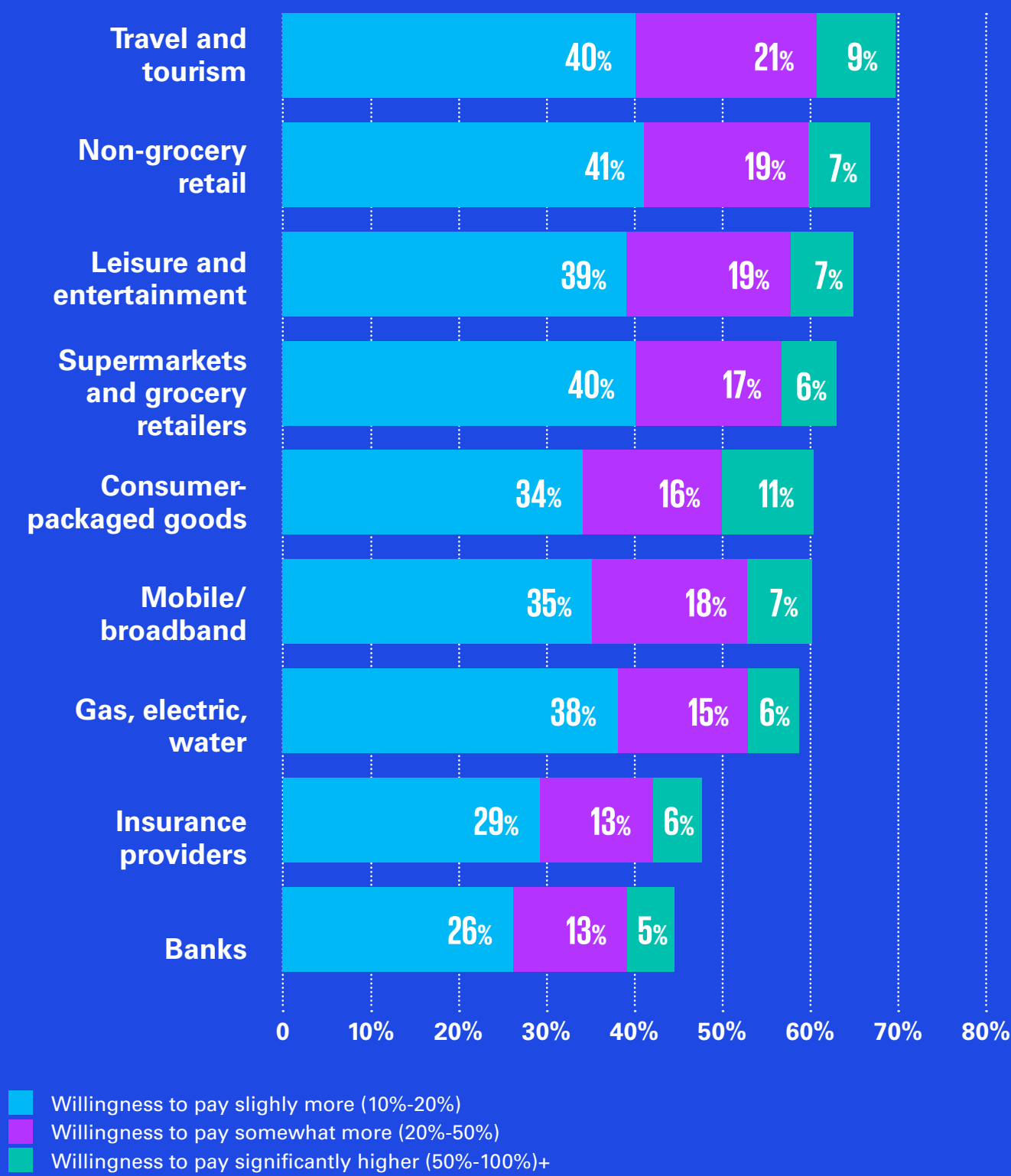
The reasons consumers do not behave sustainably are:



Sectors – Willingness to pay for sustainability

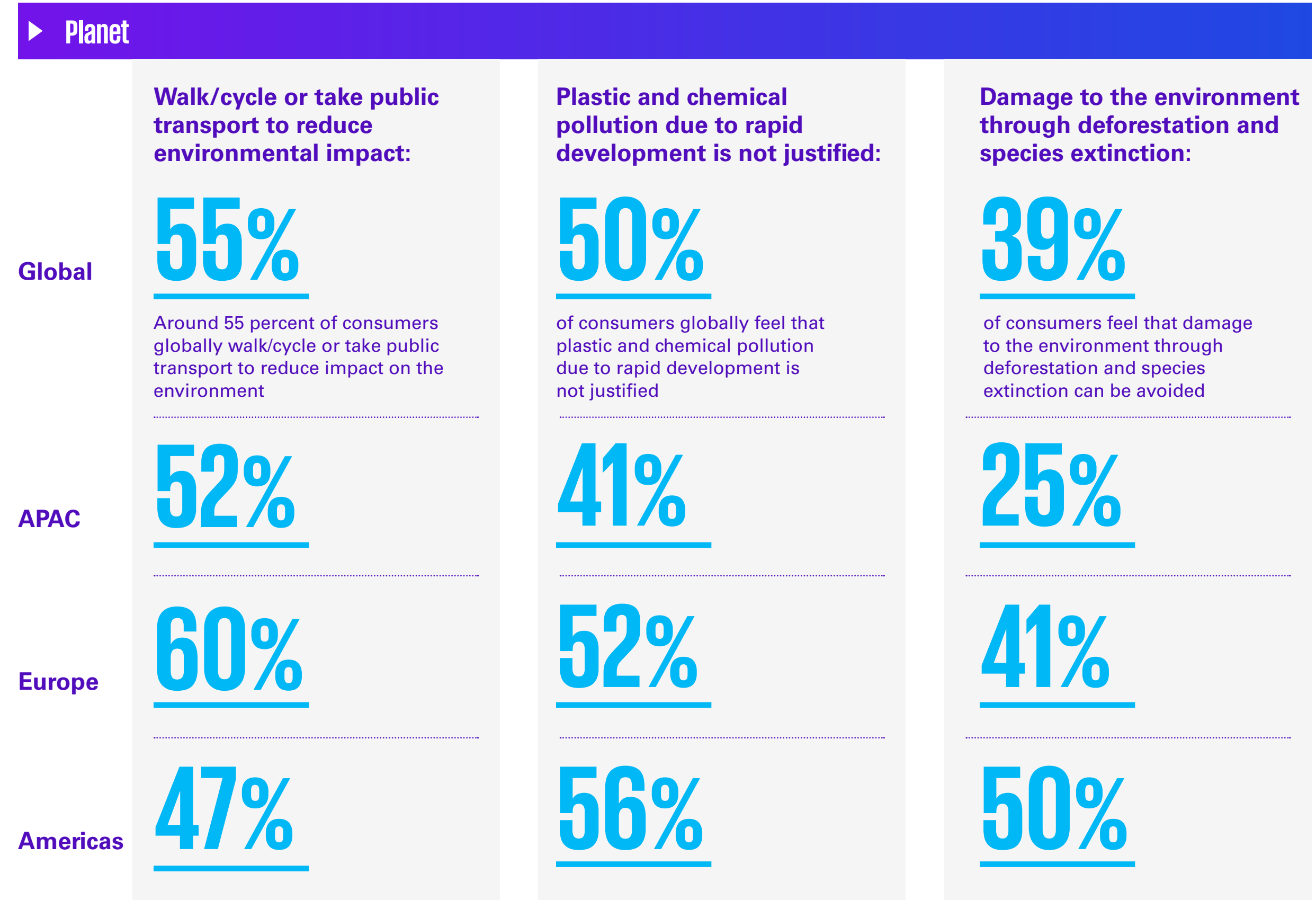
These trends are reflected across all sectors. Insurance and Banking lag somewhat as it is less easy for consumers to see how these organizations might act more sustainably.

When we look at individual sectors, price, quality and trust remain the most important factors in decision making across sectors but increasingly this is being balanced with sustainability considerations as customers become willing to pay more for sustainable products:



Country differences

These trends across the four dimensions are global; however, the pace of change isn't the same in every country. There are some strong differences between post-industrial countries and countries industrializing.



China (69 percent) and Spain (69 percent) have the highest number of consumers walking/ cycling or taking public transport to reduce impact on the environment

► People

Mental health and physical health:



84%

of consumers believe mental health is as important as physical health

73%

in the Americas

91%

in Europe

85%

in APAC

Healthier lifestyles:

81%

of consumers feel people should be encouraged to live a healthier lifestyle



76%

in APAC

83%

in the Americas

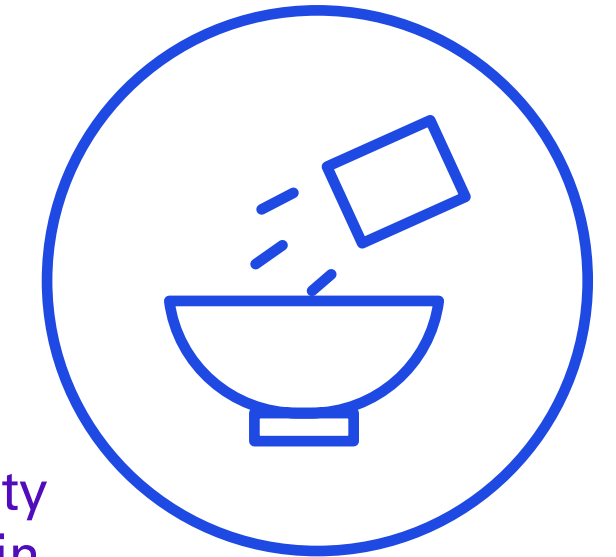
83%

in Europe

Sugar and salt in food:

66%

of consumers also feel manufacturers have a responsibility to reduce levels of sugar and salt in the food they produce



71%

in Europe

66%

in the Americas

58%

in APAC

43 percent of Japanese feel manufacturers have this responsibility while the number is highest for Brazil (81 percent) and France (81 percent)

► Prosperity:

Gender pay gap:



Male: 45 percent
Female: 59 percent
of consumers globally feel there is a gender pay gap

62%

of consumers in Europe feel this followed by

53%

in the Americas and

41%

in APAC

While **71 percent** of consumers in Brazil agree that a gender pay gap exists, the number is lowest in China (**26 percent**)

Technological innovation:

69%

of consumers believe that technological innovation is key to developing solutions for sustainability; this is observed similarly across regions

highest % of consumers who believe this are spread across



Access to quality education:



90%

of consumers feel every child should have access to a decent standard of education; this is echoed by

92%

of consumers in Europe and the Americas

84%

in APAC

Clean water and sanitation

- **90%** of consumers feel clean water and sanitation is a basic human right that should be available to all
- **21%** However, only 21 percent of consumers have made a charitable contribution towards this cause over the last two years
- **25%** Highest contribution was made by consumers in the Americas
- **23%** followed by APAC
- **18%** and Europe
- Highest contribution has been made by China (40 percent) and the least by France (12 percent)

In the report that follows we examine these trends in significant detail. They are having a radical impact on what consumers now expect of the companies that serve them. As consumers become increasingly concerned about sustainability when making purchase decisions, firms are left with a simple choice: understand and embrace these trends in every aspect of their business or face a deeply uncertain future.

kpmg.com

The information contained herein is of a general nature and is not intended to address the circumstances of any particular individual or entity. Although we endeavor to provide accurate and timely information, there can be no guarantee that such information is accurate as of the date it is received or that it will continue to be accurate in the future. No one should act on such information without appropriate professional advice after a thorough examination of the particular situation.

© 2022 Copyright owned by one or more of the KPMG International entities. KPMG International entities provide no services to clients. All rights reserved.

KPMG refers to the global organization or to one or more of the member firms of KPMG International Limited (“KPMG International”), each of which is a separate legal entity.

KPMG International Limited is a private English company limited by guarantee and does not provide services to clients. For more detail about our structure please visit:

<https://home.kpmg/xx/en/home/misc/governance.html> home.kpmg/governance.

The KPMG name and logo are trademarks used under license by the independent member firms of the KPMG global organization.

Throughout this document “KPMG” refers to the global organization or to one or more of the member firms of KPMG International Limited (“KPMG International”), each of which is a separate legal entity.