

# Lifestyle brand consumers are more likely to get on board with sustainability

Article

**The news:** Lifestyle brand consumers in all markets are more likely than other consumers to try to be more sustainable in their day-to-day lives, according to a [Stifel and Morning Consult](#)

survey.

- Researchers fielded the survey to six leading markets worldwide and **focused on lifestyle brand consumers**—those who bought **athletic or activewear clothing and footwear, casual lifestyle apparel, apparel for outdoor activities** like skiing, or **sporting goods and outdoor recreation equipment**.

### Dive into the data:

- More than **three-quarters of respondents** in all markets said they're trying to be more sustainable in their day-to-day lives.
- Over **70%** said they **care more now about the sustainability of the products they buy than they did a year prior**.
- **More than half** bought a new brand or product specifically because of its sustainability practices.
- Not surprisingly, China—where the pandemic originated—is among the countries where consumers were most likely to make an effort to be more sustainable. On the other hand, they were least likely to say they regularly choose more expensive brands or products with better sustainability credentials.
- Italy also **scored highly by several measures**, including day-to-day effort, caring more than in the prior year, buying new products that were more sustainable than previous choices, and trying to learn about a brand's sustainability practices before buying it.
- In many respects, **the US is the least engaged**. For example, **US respondents were least likely to be trying harder to be sustainable day to day**. They were also least likely to buy fewer products for the sake of sustainability, and least likely to boycott a brand if it fell short in that respect.

### Why it matters:

It makes sense that physically active individuals who spend time outdoors might be more alert to issues of sustainability than more sedentary consumers who don't get out as much.

- Since the pandemic, there's no doubt that **sustainability has risen up the priority list** for consumers.

- The crisis has reminded many people of the ways in which humans can be out of touch with their environment and its dangers, and the importance of re-establishing a healthy balance.

### Ways that Lifestyle Brand Consumers\* in Select Countries Try to Live More Sustainably, April 2021

% of respondents in each group

- 1 Try to be more sustainable in my day-to-day life
- 2 Care more now about the sustainability of products I buy than I did a year ago
- 3 Purchased a new brand/product specifically because of its sustainability practices
- 4 Try to learn about a brand's sustainability practices before I buy it for the first time
- 5 Intend to purchase fewer products for the sake of sustainability
- 6 Regularly opt for more expensive brands or products because they are more sustainable
- 7 Boycotted or stopped buying brand/product specifically because of its sustainability (or lack thereof)

	1	2	3	4	5	6	7
China	86%	78%	66%	71%	69%	42%	57%
France	83%	76%	71%	67%	70%	58%	58%
Germany	81%	71%	54%	57%	64%	49%	50%
Italy	89%	78%	67%	68%	63%	46%	53%
UK	84%	77%	57%	59%	70%	51%	48%
US	79%	71%	61%	59%	58%	52%	46%

Note: ages 18-55; respondents who strongly agree or somewhat agree; \*those who purchased athletic or activewear clothing or footwear brands; casual lifestyle clothing or footwear brands; outdoor clothing or footwear brands (i.e., for hiking, skiing, etc.); or sporting goods or outdoor recreation equipment brands within the past 6 months  
Source: Stifel and Morning Consult, "2021 Sustainable Lifestyle Brands Index," May 25, 2021

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