

The top reasons consumers hesitate when purchasing eco-friendly products

Article

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While many companies are pushing sustainable products, **3 in 5** US and UK internet users say the higher price of eco-friendly products prevents them from purchasing those products. Nearly **1 in 4** consider eco-friendly products hard to find, while **1 in 10** don't think their individual choice makes a major environmental impact.

Barriers to Purchasing Eco-Friendly Products According to UK and US Internet Users, Jan 2021

% of respondents



Note: UK n=2,000 ages 16-64; US n=2,001 ages 16-64
Source: GlobalWebIndex as cited in company blog, Feb 23, 2021

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