

Reimagining Retail: Consumers' sustainability values and susceptibility to greenwashing

Audio

On today's episode, in our "Retail Me This, Retail Me That" segment, we discuss how consumers take sustainability values into account when choosing a product, why it's hard to

figure out if a brand is sustainable, and how susceptible consumers are to greenwashing. Then for "Pop-Up Rankings," we rank the biggest opportunities for retailers surrounding sustainability. Join our analyst Sara Lebow as she hosts analysts Sky Canaves and Blake Droesch.



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