

**Deloitte.**



**Bridging the Gap:  
Building Trust in  
Sustainable Brands**



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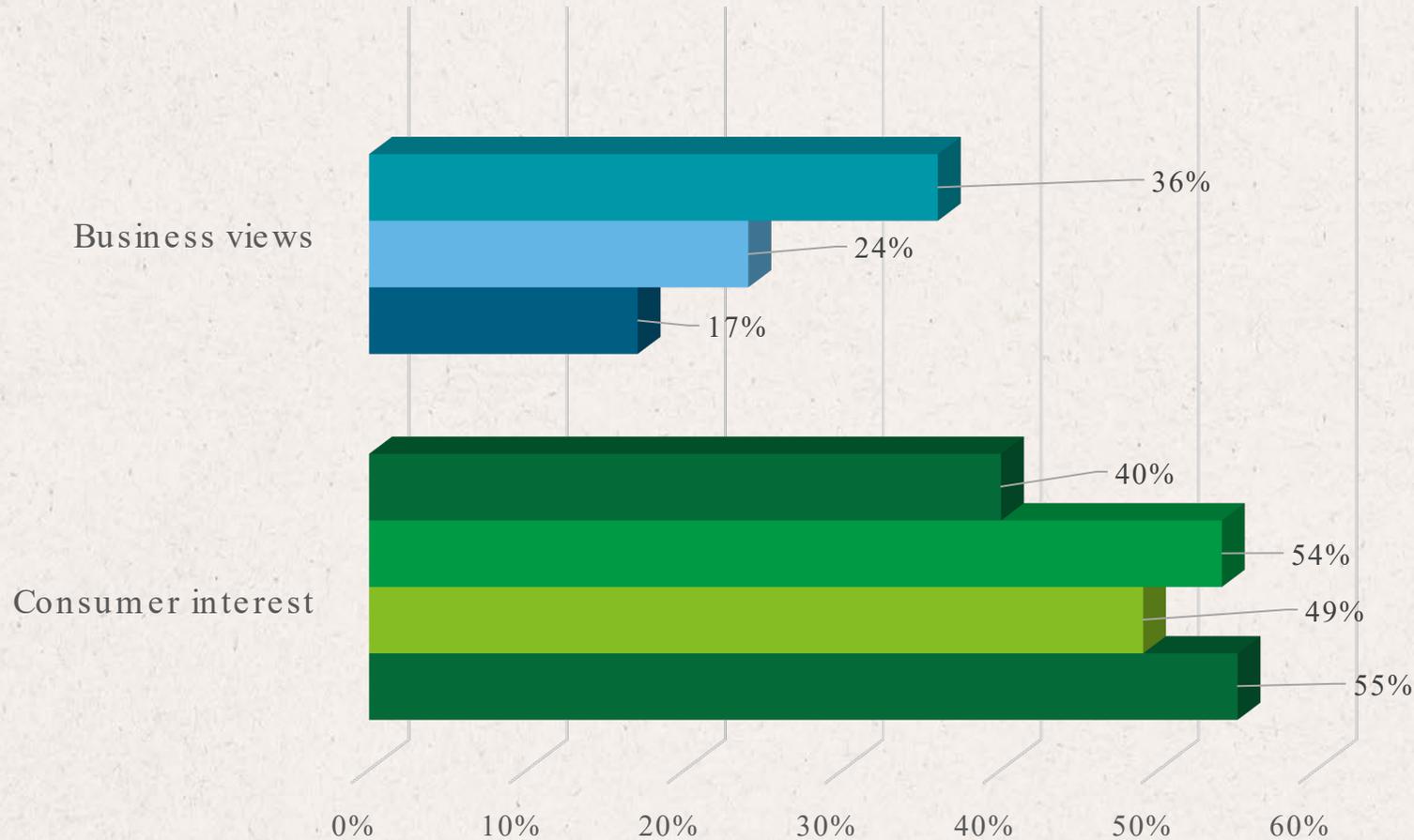
# Creating value from sustainable products

What prompted Deloitte to embark on this research initiative focused on Sustainable Products?



# Bridging the Gap: Building Trust in Sustainable Brands

Consumers crave sustainability – but not all brands see this yet



## What business leaders think

- 36% say lack of consumer demand
- 24% say it is not a priority
- 17% say they are worried about doing it authentically

## What consumers are saying

- 40% of consumers have bought a sustainable product
- 54% said that sharing facts why a product is more sustainable is appealing to buy
- 49% see third-party certification seals as useful
- 55% said a global standard is even better

# Bridging the Gap: Building Trust in Sustainable Brands

Consumers and brands are misaligned – some brands are winning with sustainable products

*Of the 66% of businesses that have considered launching a sustainable product, they have said:*



81% developed a sustainable product



62% said it cost more in initial R&D



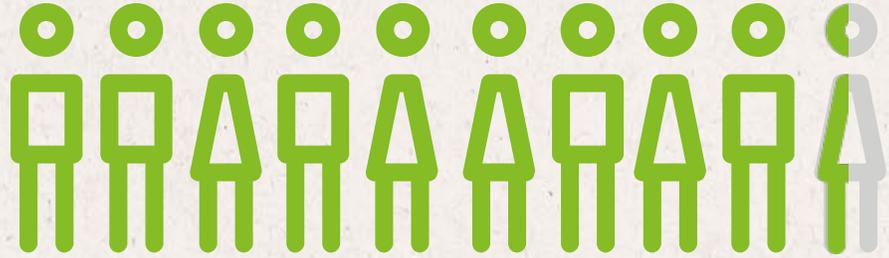
75% said it was a success

75%

of consumers said that all else being equal they are much more likely to buy the sustainable products

# Bridging the Gap: Building Trust in Sustainable Brands

The race to create sustainable products starts with purpose



94% of consumers said it is the brand's responsibility

- 61% of consumers said they should not have to think hard about sustainability when shopping
- 25% of Canadians make an effort to shop second-hand for apparel

What part of the organization typically leads?

52%

Product development

50%

Strategy

49%

Sustainability

46%

Innovation



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For more insights on  
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