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# People & Planet
# Consumer Insights and Trends 2023

Together with GlobeScan, an independent insights and advisory consultancy, we conducted **research into sustainable living among over 33,000 people across 30 countries** in 2023 (similar research was conducted in 2017, 2019 and 2021).

We wanted to **learn more about how people think, feel, and act in relation to people** (society – inequality, community, human rights) and **planet** (climate, consumption, circular).

The insights **help to inform our sustainability direction**, ensuring that we are helping to address people's wants and concerns.

## 7 The study shows 7 main high-level trends from the research this year

1. Knowledge and action on people and planet increased
2. Cost of living crisis encouraged certain sustainable behaviour
3. But empowerment and worry declined
4. Early signs of hopelessness among Gen Z
5. Empowerment will be a key future battleground
6. More action is needed from government and business
7. High expectations of business especially on equal opportunities, reducing emissions, and communicating their impact

# Our study also shows five ways to enable more sustainable living

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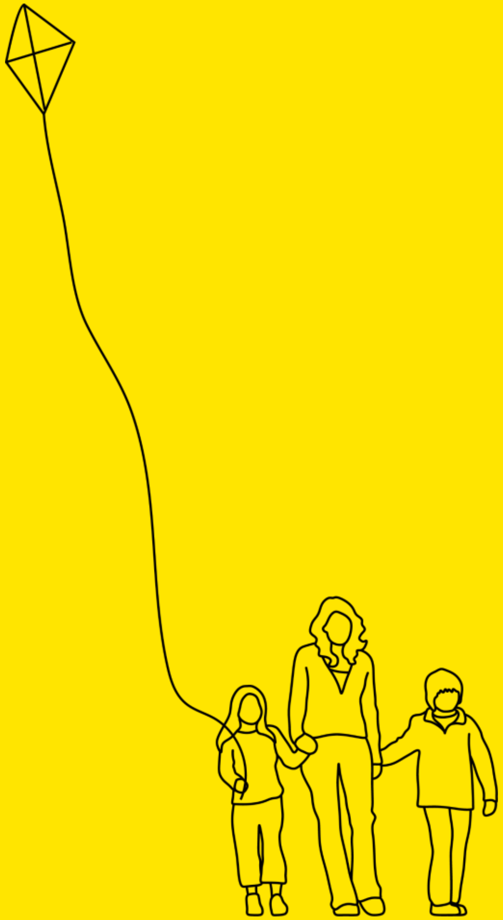
1. Provide solutions to help people **save money** and **support** people and planet.
2. Help people prioritise the **most impactful** and easiest actions and tell them what their impact is.
3. **Signpost** responsible purchase choices, clearly label sustainable products and communicate co-benefits.
4. Continue to **engage the many people on people and planet** topics – rationally and emotionally.
5. Push for legislation and incentives from **government**, and action from **business** on climate, protecting and restoring nature, and reducing inequality.



# People – Inequality, Community & Human Rights

People are worried about inequality and their knowledge is high

**62%** Worry about inequality

**55%** Know a lot/fair amount about inequality

**64%** Take action in their daily lives on inequality (up from 56% in 2021)

## Most people perceive all dimensions of equality as important to living in a fairer society

% rating each as aspect of equality as important

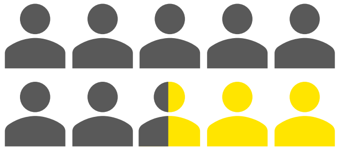
| | |
|---|---|
| People with disabilities | **87%** |
| Gender | **86%** |
| Age | **84%** |
| Socioeconomic background | **83%** |
| Nationalities/ ethnicities | **80%** |
| Religions | **74%** |
| LGBQ+ community | **67%** |
| Transgender people | **62%** |

## People are increasingly active in their local communities

% taking action at least sometimes

- **Speak out** against unfair treatment of people in their community (73%)
- Provide **support to others** in their community (70% up from 63% in 2021)
- Try to buy from **brands** that **pay a living wage** (74% up from 72% in 2021)
- Prefer **brands** that **support social issues** in their community (71%)

## Over 3 in 4 (76%) believe each individual can help reduce inequality…



**…but empowerment has declined since 2021** (76% down from 79% in 2021)

Gen Zs and Millennials are the most likely to take action, but their sense of empowerment has declined the most.

# Planet – Climate, Consumption & Circular

People are more motivated to take action on climate change when they also save money

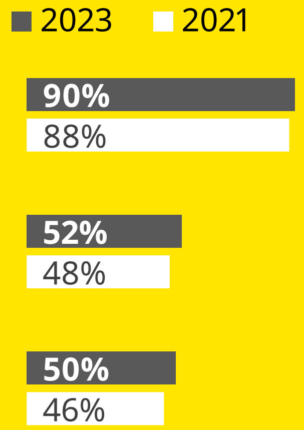
**68%** Worry about climate change

**60%** Know a lot/fair amount about climate change (up from 58% in 2021)

**66%** Take action in their daily lives on climate (up from 64% in 2021 and 65% in 2019)

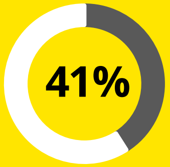
## Everyday climate action has increased, especially if it helps people save money

% taking action at least sometimes

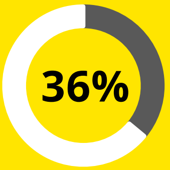



But cost is a barrier if taking climate action is more expensive. 48% say they don't do more to reduce climate change because it is too expensive.

## People want help with prioritizing actions with the most impact




say **knowing the impact of their actions**, would **motivate** them to do more

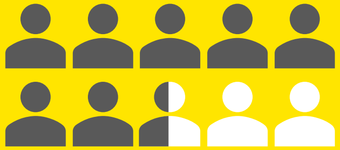



would **take more action if they had more information and advice** on what to do

**The actions people take most frequently, are not always the ones that have most impact**

According to [Project Drawdown,] one of the most impactful things people can do to reduce their climate impact is to eat vegetarian/vegan food. However, only 38% sometimes eat vegetarian or vegan.

## Nearly 4 in 5 (76%) believe each individual can help address climate change…

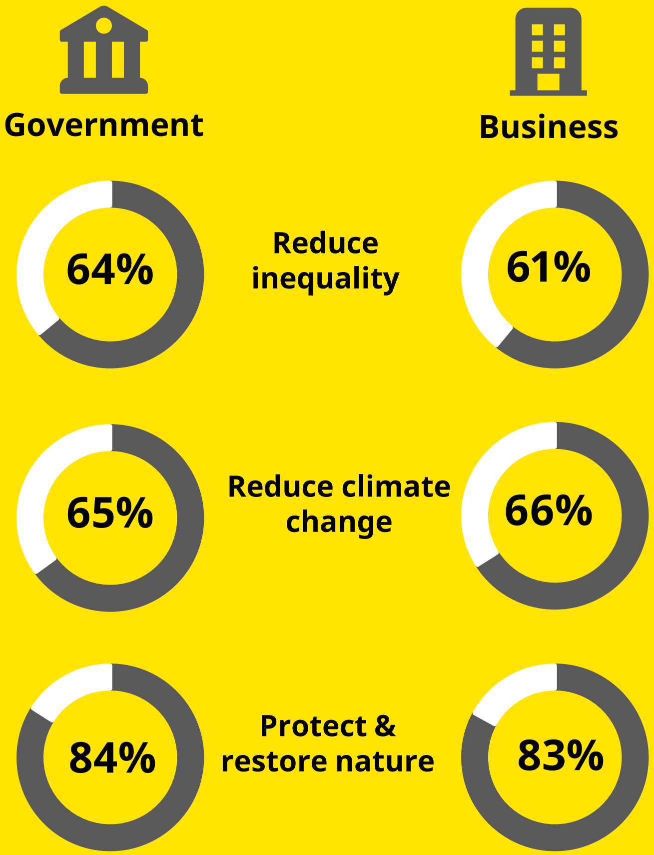


**…but empowerment has declined since 2021** (76% down from 81% in 2021), especially among **Gen Z**

GlobeScan analysis shows empowerment drives action and individual empowerment is at the centre of pathways to action.

# Expectations from Government & Business

People expect significant action from government & business to…




## People want a carrot-and-stick approach from government

**On inequality they want more:**

- Policies and legislation on equal rights and opportunities
- Leadership on inclusivity
- Public campaigns on inclusivity and equality

**On climate they want more:**

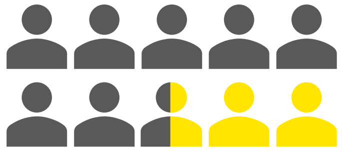
- Policies, standards and penalties
- Subsidies, incentives and investment for instance in renewable energy
- Public campaigns for information
- Leadership and strategy

## Businesses are expected to lead by example and communicate more

**People want business action in operations and supply chain to focus on:**

- Inclusivity, anti-discrimination and equal opportunities
- Leadership, environmental protection and reducing emissions

Over 3 in 4 (77%) say **companies should communicate better** about their **environmental and social impacts**



# Note on methodology & sample

1 This survey was conducted online using national consumer research panels to recruit respondents in 30 countries with a total sample size of 33,451 adults (aged 18+).

2 The study ran in April and May 2023 in Australia, Austria, Belgium, Canada, China, Croatia, Czech Republic, Denmark, Finland, France, Germany, Hungary, India, Ireland, Italy, Japan, the Netherlands, Norway, Poland, Portugal, Romania, Serbia, Slovakia, Slovenia, South Korea, Spain, Sweden, Switzerland, the UK, and the USA.

3 We aimed for a representative sample in each country, with quotas for gender, age, region and education. However, in China and India, online access is less widespread across all regions, and the views of lower income, less educated and rural communities are underrepresented.

4 Data from each of the 30 countries are weighted equally.

5 The global sample for this study covers Ingka markets only. Therefore, countries that are more economically developed are strongly represented.

6 The findings build on three previous studies conducted in 2017, 2019, and 2021. The 2017 study covered 14 markets, the 2019 study covered 30 markets, and the 2021 study covered 32 markets in total.

7 GlobeScan is a global insights and advisory consultancy working at the intersection of brand purpose, sustainability, and trust.

8 Curious to learn more about the Ingka People & Planet Positive actions?

Take a look here: https://www.ingka.com/reporting/

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