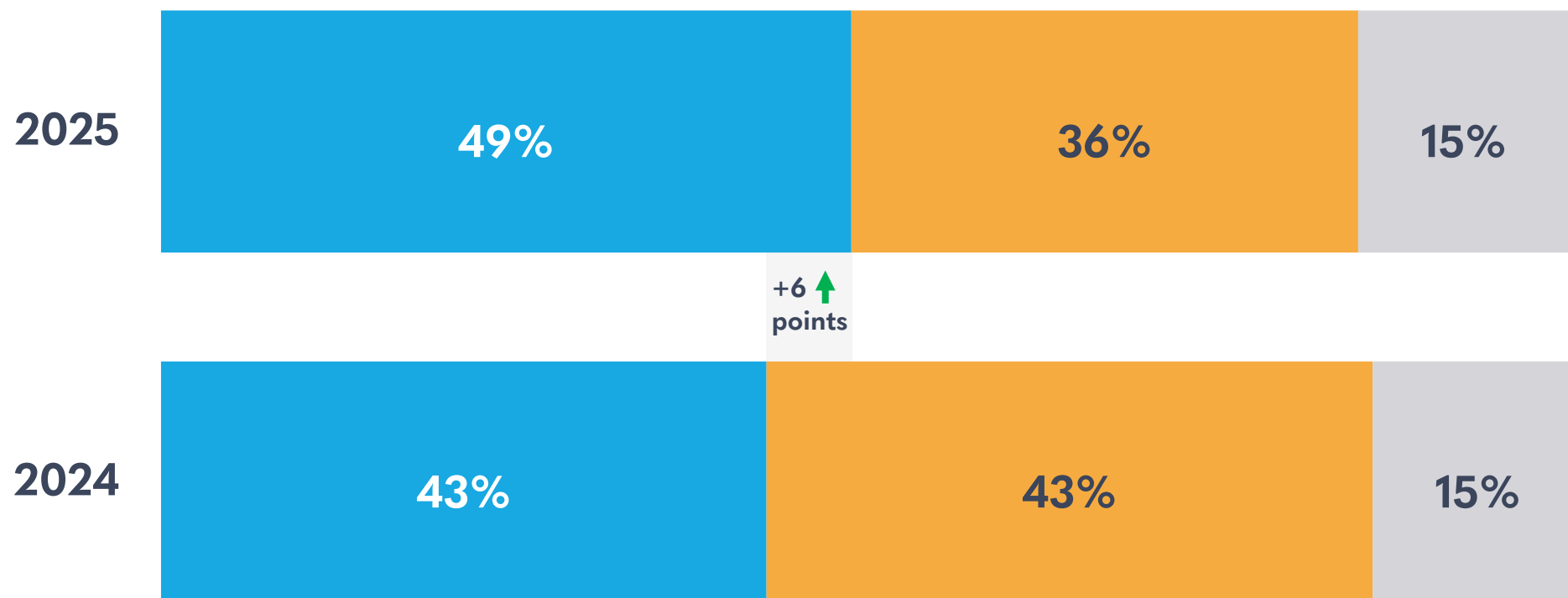


Demand for Sustainable Products Remains Strong among US Consumers

■ Yes, purchased a sustainable product ■ No, did not purchase a sustainable product but would have liked to ■ No, did not purchase a sustainable product and did not want to



Environmentally Friendly Product Purchase in the Last Month, USA, 2024–2025

Source: GlobeScan *Sustainability in the USA: What Consumers Think and Expect in 2025* report (survey of 1,004 Americans in the general public, March 25th – 28th, 2025)