

Shared Responsibility: European Consumers Say It Takes Many to Make Fashion More Sustainable

Consumer perceptions on who is responsible to help



Who Is Responsible to Help Consumers Buy and/or Wear Fashion Items More Sustainably, "A Great Deal" and "A Moderate Amount," Average of Five Countries, Total Mentions, %, 2025

Source: Zalando *It takes many* report (survey of 5,013 Gen Z and Millennial consumers in France, Germany, Italy, Sweden, and the UK in February 2025)