

One Size Does Not Fit All: Mapping Consumer Mindsets behind More Sustainable Fashion Choices

Consumer segment sizes based on attitudes and behaviors related to more sustainable fashion:

37%



Fashion First

Driven by trends and style above all

21%



Conscious Curators

Aim to balance fashion and sustainability

23%



Mindful Minimalists

Embrace simplicity and intentional consumption

18%



Indifferents

Show limited engagement with both fashion and sustainability

Consumer Segmentation, All Respondents, 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)