



**THE STATE OF CONSUMER SPENDING:**  
**UK Shoppers Are Motivated by  
Recommerce, Reducing Carbon  
Footprint, and Sustainable Packaging**

# ABOUT FIRST INSIGHT

We help businesses create more profitable products and experiences with zero-party consumer data.

Our next-gen retail decision platform collects feedback from consumers via digital engagements and turns the data into actionable insights.

These digital testing solutions enable you to drive growth by unlocking value from your target customers. Our solution combines voice of customer data with AI to make your financial goals a reality.

## What We Do



**Digital product testing**



**Price optimization**



**Full-service account management**



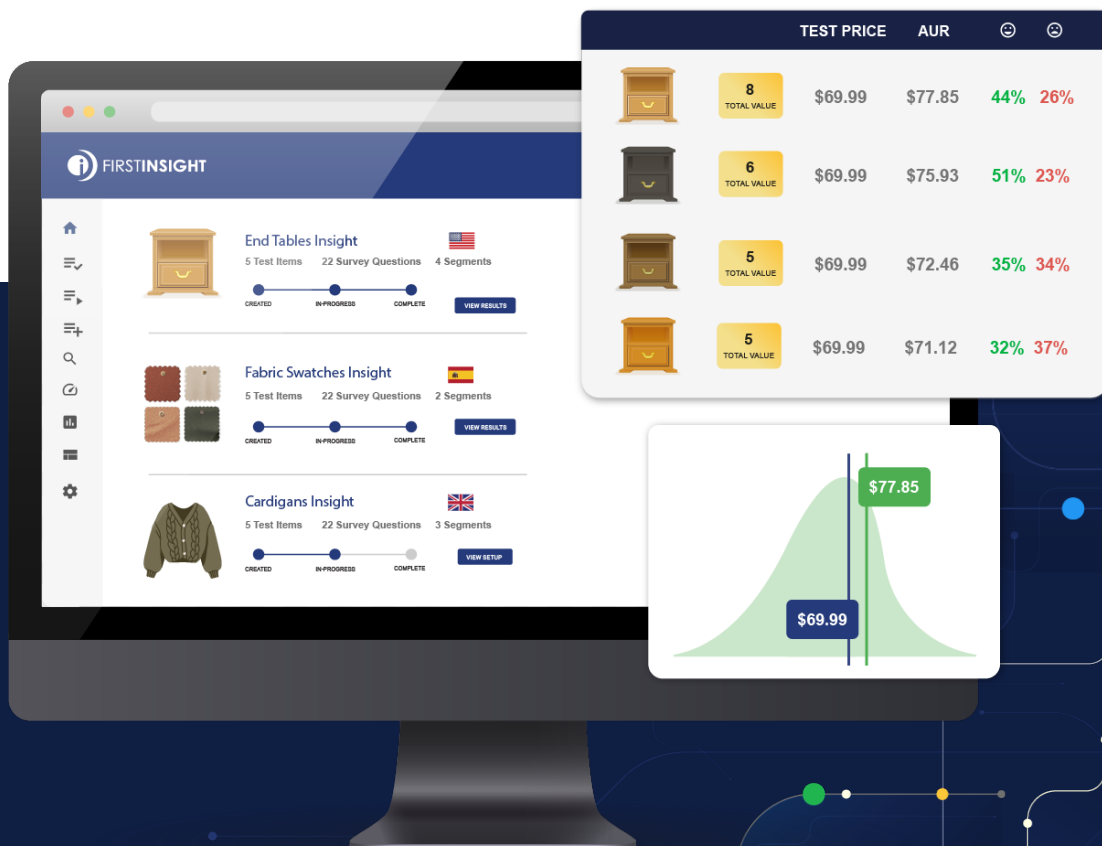
**Increase speed to market**



**Inform inventory buy-depth decisions**



**Quantify and prove value delivery**



**As part of First Insight's expanded focus on sustainable shopping, it extended the reach of its consumer surveys beyond the US to the UK. Overall, consumers in the UK value sustainable merchandise and shopping formats but differ from their US counterparts on some key issues, even among its Gen Z demographic cohort. These differences indicate that global businesses must understand the nuances presented across borders in order to ensure success into the future.**

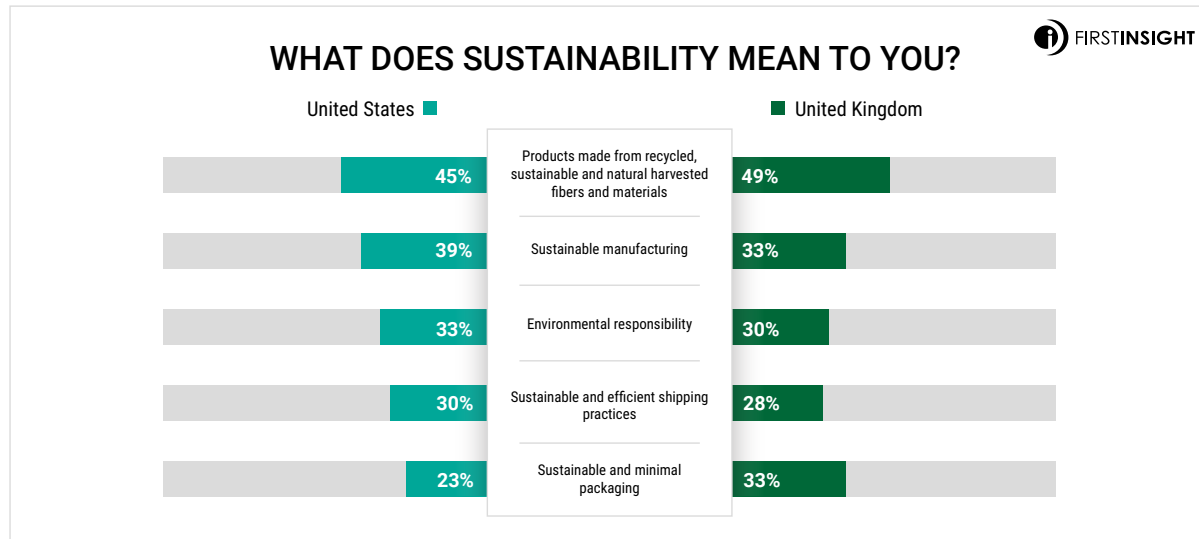
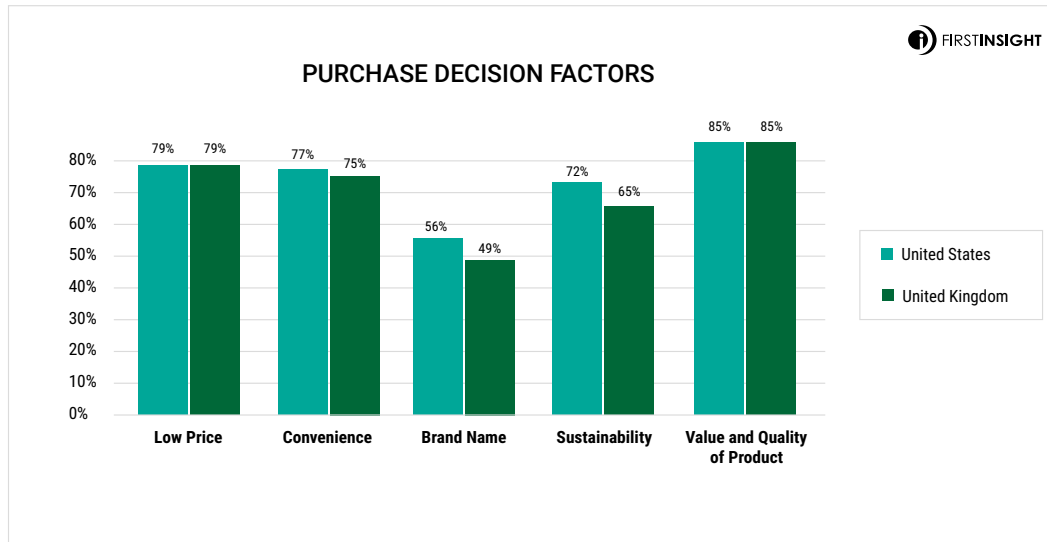
The report identifies compelling differences between US and UK consumers:

- Sustainability does not rank as highly as a purchase consideration in the UK as it does in the US. Sustainability beats brand name as a purchase consideration in both countries, with fewer UK consumers preferring brand name overall than US consumers
- The definition of sustainability differs in the UK from that in the US, even in the Gen Z demographic cohort
- Consumers in both countries prefer to shop sustainable brands, but for different reasons
- The majority of consumers in the UK expect retailers to be more sustainable. Less than half of UK consumers believe retailers and brands are sufficiently transparent with their sustainability efforts compared to more than half of US consumers
- Recommerce is an important sustainable shopping model in both the US and UK with utilization and preferences differing in the UK as compared to the US
- Sustainable retail formats are utilized more frequently in the US than the UK
- UK Gen Zers prefer to sell or buy from third-party resale platforms such as ThredUp or Poshmark while US Gen Zers prefer retailer- or brand-owned resale options.
- Preferred resale purchase categories differ between members of Gen Z in the UK and US
- More consumers in the UK sell items to secondhand markets like ThredUp or Poshmark than in the US, especially among UK Millennials and Gen Z
- More UK consumers prefer eco-friendly or sustainable packaging and believe that shipments of online purchases contain an excess of packaging

### **Disconnects on Defining and Prioritizing Sustainability**

Sustainability as a purchase consideration does not rank as highly in the UK as it does in the US. While 72% of American consumers rate sustainability as important, only 65% of UK consumers say it's important. More consumers in both countries say that sustainability is more important than brand name, with only 49% of UK consumers valuing brand name compared to 56% of US consumers.

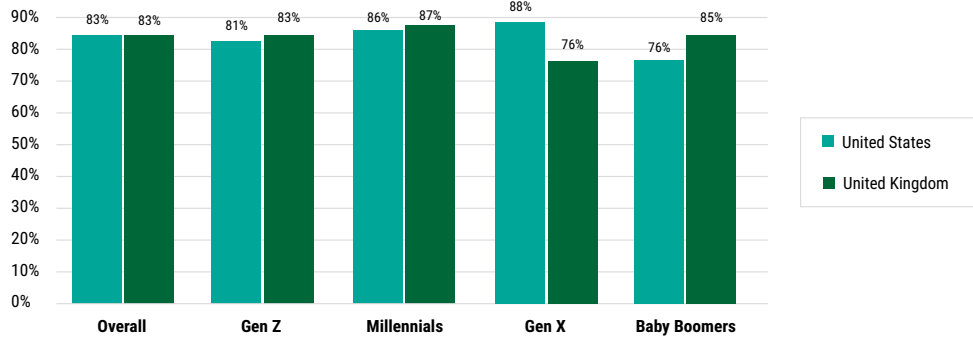
When asked what sustainability means to them, UK consumers' perspectives differed somewhat from their US counterparts. Nearly 50% of UK consumers agree that sustainability means products made from recycled, sustainable and naturally harvested fibers and materials, compared to 45% of US consumers who define sustainability the same way. However, the data from Gen Z reveal greater differences between the UK and US consumer. Forty-eight percent of American Gen Zers define sustainability as sustainable manufacturing, while only 28% of Gen Zers in the UK define it the same way.



## Alignment on Paying more for Sustainability

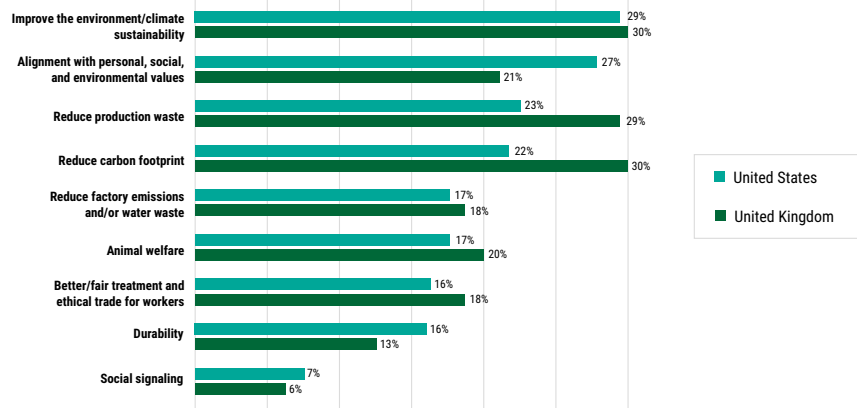
Both nations are aligned in their willingness to pay more for sustainability. Exactly 83% of US and UK consumers said they would pay at least 10% more for sustainable products. When looking at different generations, there were some compelling differences between Baby Boomers and Generation X. Only 76% of US Baby Boomers would pay at least 10% more for sustainability compared to 85% in the UK. For Generation X, 88% of the US would pay more compared to 76% in the UK.

### WILLINGNESS TO SPEND MORE ON SUSTAINABILITY BY GENERATION

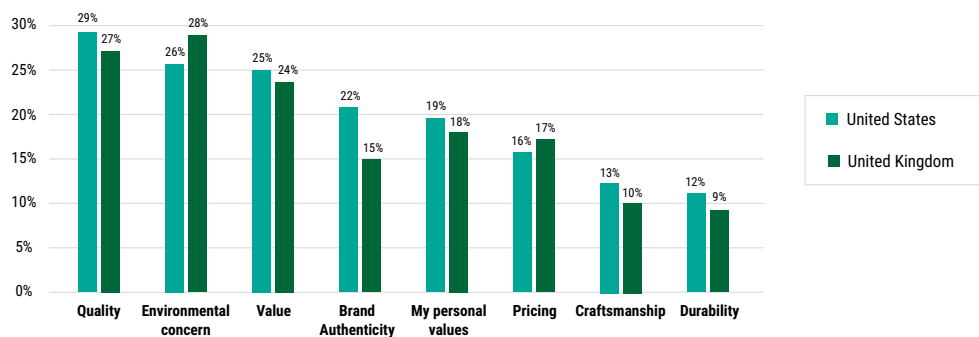


While more than half of all consumers in both countries prefer to shop sustainable brands (59% in the US and 57% in the UK), their reasons for this preference differ across borders. Thirty percent of respondents in the UK shop sustainable brands to improve the environment, nearly even with the US at 29%. However, 30% in the UK shop sustainable brands to reduce their carbon footprint vs 22% in the US. Exactly 29% in the UK shop sustainable brands to reduce production waste compared to 22% in the US. More consumers in the UK expect retailers to be more sustainable compared to the US, at 82% vs 76%. Only 49% of consumers in the UK believe that retailers and brands are sufficiently transparent about their sustainability efforts compared to 59% in the US.

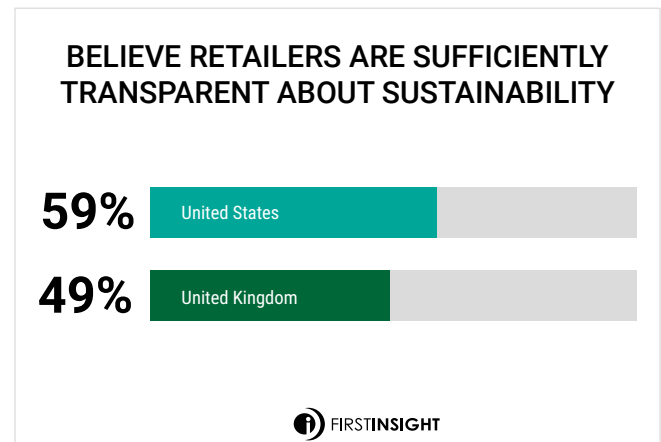
### WHY DO YOU PREFER SUSTAINABLE BRANDS



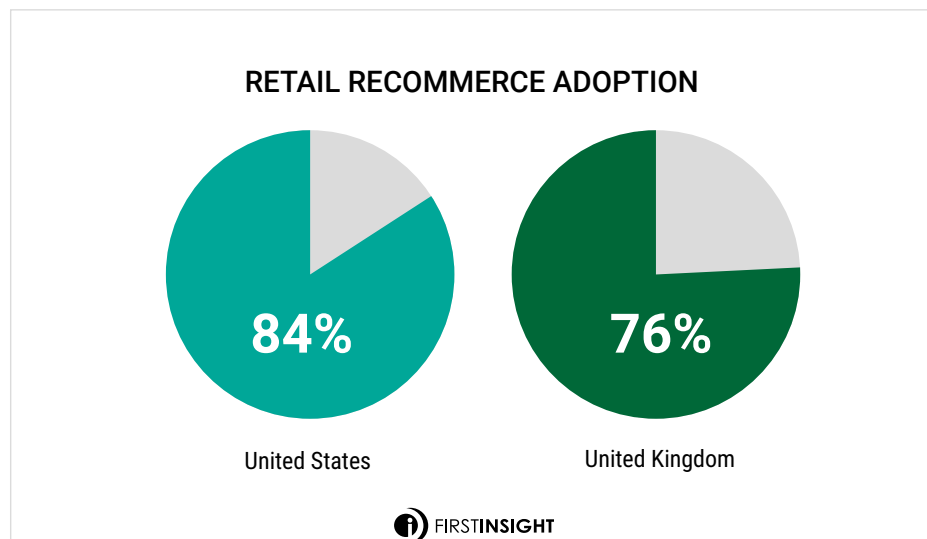
### MOST IMPORTANT DRIVERS OF SUSTAINABLE PURCHASES



## Differing Preferences in Resale/Recommerce

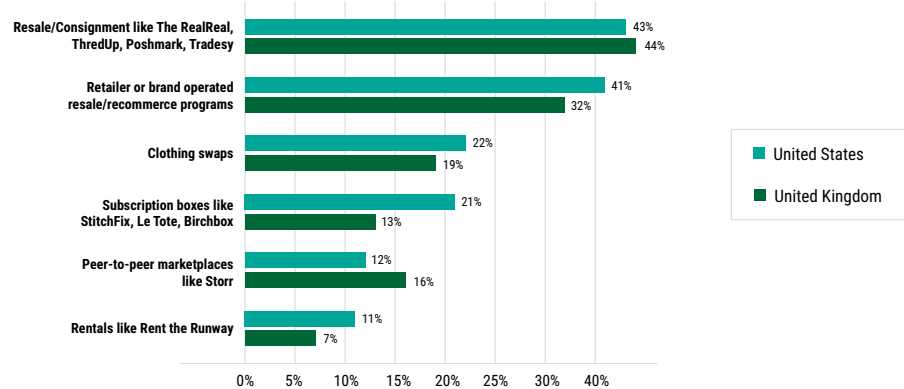


Sustainable retail models such as recommerce or consignment sites, brand-operated recommerce, and subscription boxes are utilized more in the US than in the UK. Combined across models, 84% of consumers in the US utilize these formats vs 76% in the UK. Both countries utilize resale/consignment options such as Tradesy the most, with the UK at 44% and the US at 43%. The US utilizes brand-operated recommerce more than their counterparts in the UK at 41% vs 32%.



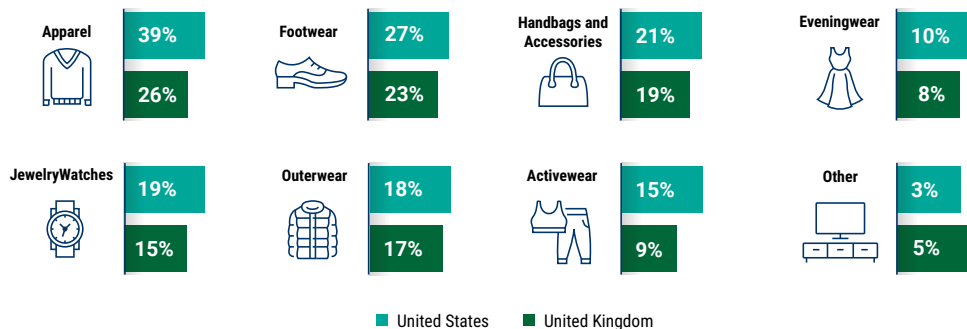
When it comes to preferred sustainable retail formats, consumers in both the UK and US prefer resale/consignment options such as Tradesy the most, with 38% in the UK compared to 34% in the US. Brand- or retailer-operated recommerce sites are more popular in the US, with 31% of American shoppers preferring this format compared to 26% in the UK. These differences are more pronounced when looking at Gen Z consumers where 57% of UK's Gen Z consumers prefer third-party platforms such as ThredUp or Poshmark to buy or sell secondhand items, while 56% of US Gen Z prefer to buy or sell secondhand items from the retailer or brand themselves.

## SUSTAINABLE RECOMMERCE MODEL UTILIZATION



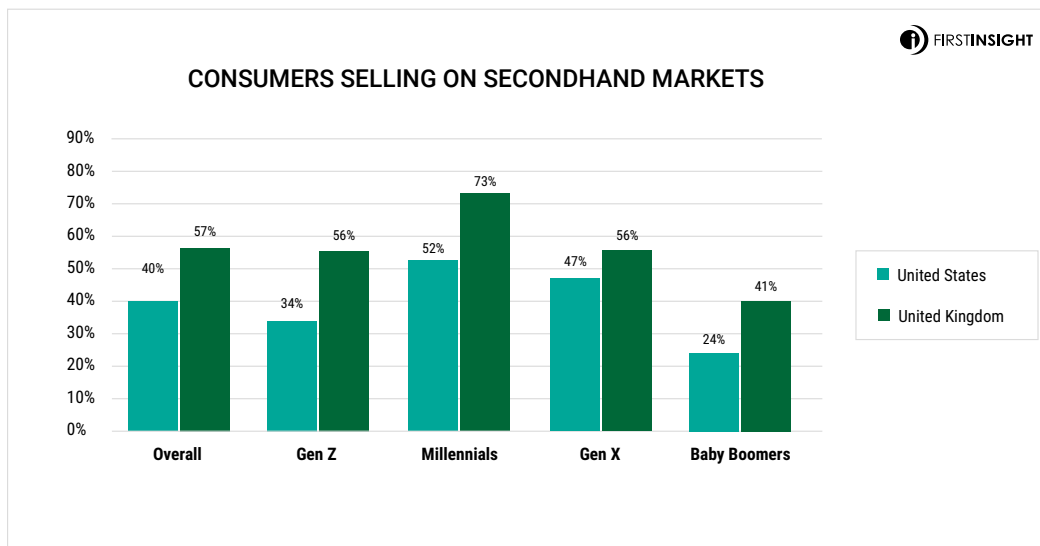
Apparel is the category most purchased overall by respondents in both countries who use resale/recommerce formats, with Americans at nearly 40% and UK consumers at 26%. However, when looking at the generational breakdown, UK Gen Z members differ from their American counterparts. Footwear is the most popular resale purchase for UK Gen Zers at 27%, followed by apparel at 20%. In the US, Gen Z prefer apparel at 37%, vs footwear at 28%.

## WHICH PRODUCT CATEGORIES DO YOU PURCHASE THROUGH RESALE/RECOMMERCE?



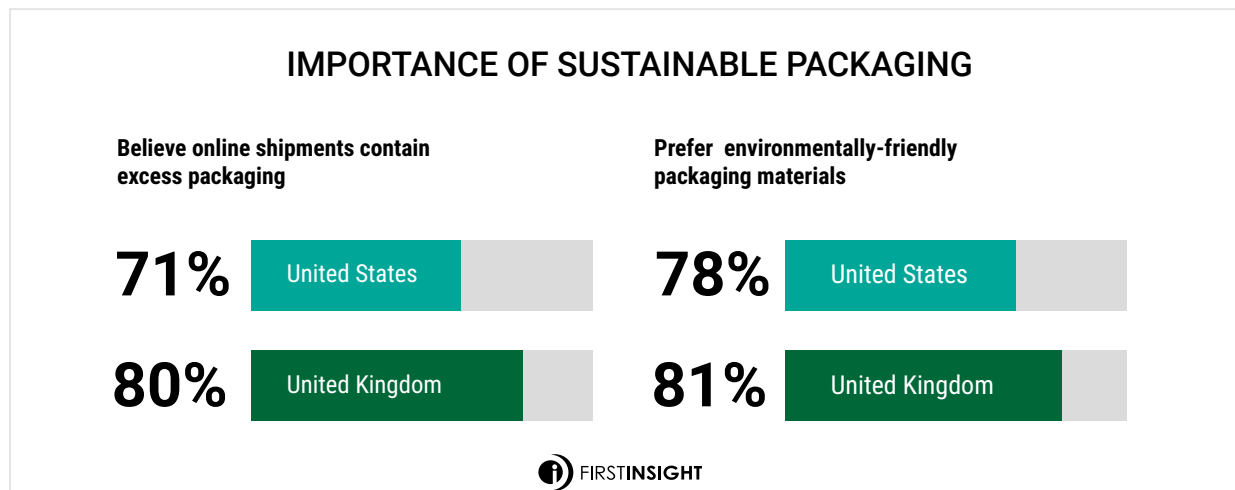
More UK consumers sell products to secondhand markets such as ThredUp and Poshmark overall. 61% of US respondents don't sell items to secondhand markets compared to 57% of UK respondents that do sell items to secondhand markets.

More profound differences arise when examining generational information. Overall, 57% of UK consumers sell items to resale marketplaces, vs 40% of US consumers. Gen Z and Millennials in the UK utilize these marketplaces more than their US counterparts—with 56% of Gen Z in the UK vs 34% in the US; and 73% of UK Millennials vs 52% of US Millennials.



## Packaging Matters

Sustainable packaging is very or somewhat important to more consumers in the UK at 75% vs 73% in the US. Eighty-one percent of UK respondents prefer eco-friendly or environmentally-conscious packaging compared to 78% in the US. While consumers from both countries agree that online shipments contain an excess of packaging, 80% of consumers agree in the UK vs 71% in the US.





## Conclusion

Sustainability is a topic that, in a highly globalized world, retailers and brands can no longer ignore. This new report reveals that UK consumers are making conscious purchasing decisions based on sustainability. It demonstrates that consumers in the UK, like their US counterparts, clearly want more than performative measures from retailers and brands, which will only increase in importance as Gen Z grows in influence. Interestingly, despite global connectivity through social media, many profound differences exist between the behavior of the increasingly influential Gen Z demographic cohort in the US and UK, further complicating the way retailers and brands need to address consumer demands. Furthermore, it shows that aligning with consumers on sustainability topics is better for business. Acting on consumers' sustainable shopping preferences will guide retailers with improved product selection and more competitive pricing. Transparency around sustainability efforts will help brands and retailers differentiate themselves in the market, while testing new sustainable shopping formats, can improve retailers' sustainable product assortments and bottom lines.

## Methodology

First Insight's findings are based on the results of a UK consumer study of more than 1,100 respondents, balanced by gender, geography, and generation. It was completed through proprietary sample sources among panels who participate in online surveys.

## Contacts

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## About First Insight

First Insight, the world leader in Next-Gen Experience Management (XM) is transforming how companies make better decisions leading to a sustainable future. Customers include some of the world's leading vertically integrated brands, sporting goods companies, department stores, consumer products companies, mass merchant retailers and wholesalers. For further information, please visit [www.firstinsight.com](http://www.firstinsight.com).