

An aerial photograph of a vast solar farm during sunset. The rows of solar panels stretch across a green field towards a horizon where the sun is low, casting a warm, golden glow. The sky is filled with soft, orange and yellow clouds. The text 'CENTRICITY' is prominently displayed in the center in a large, white, sans-serif font, with 'Sustainability In Retail' written below it in a smaller, white, sans-serif font.

CENTRICITY

Sustainability In Retail



What is sustainability?

Sustainability is the ability to exist and develop without depleting natural resources for the future. The United Nations defined sustainable development as meeting the needs of the present without compromising the ability of future generations to meet their own needs.

Sustainability assumes resources are finite and should be conserved carefully to ensure there is enough for future generations.



Disconnect across generations about what sustainability means.

48%

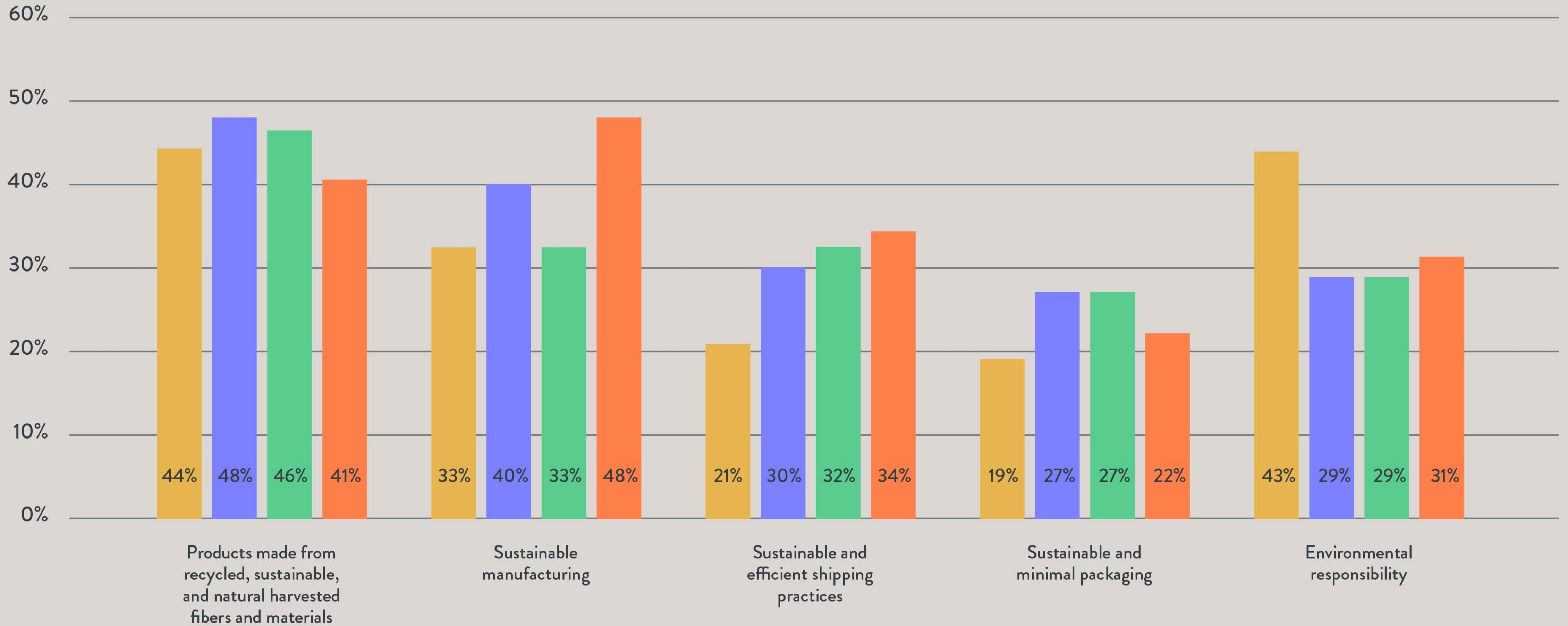
of Generation X believe sustainability means products made from recycled, sustainable and natural harvested fibers and materials

48%

of Gen Z believes that sustainability means sustainable manufacturing

What does sustainability
mean to you?

■ Baby Boomers ■ Generation X ■ Millennials ■ Generation Z

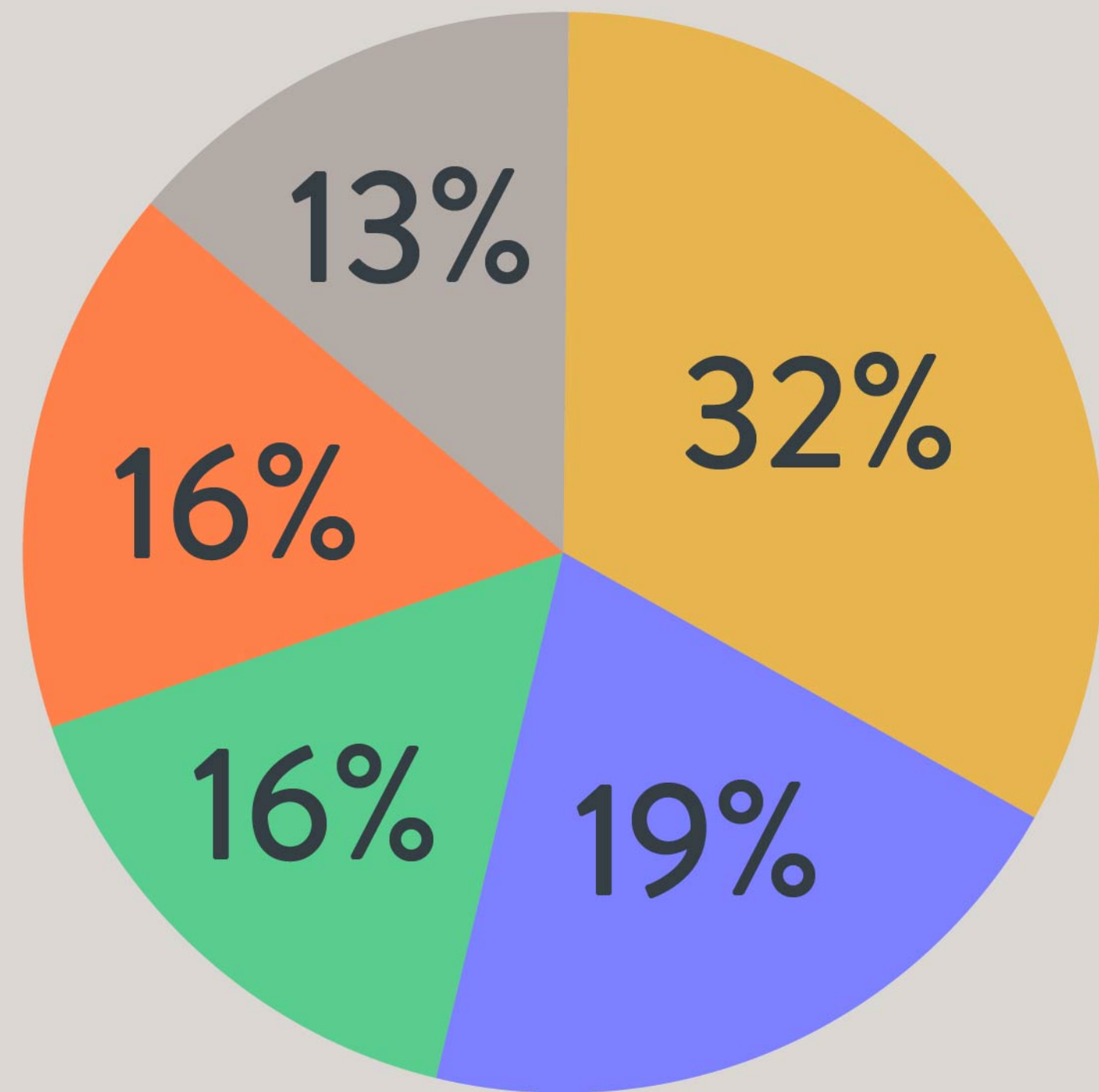




Consumers are
using their
buying power

55%

*of consumers purchase a
sustainable product or service
within the past 4 weeks.*



Of those surveyed...

- 19% Waited longer for delivery or to obtain it
- 16% Accepted a lower quality product / service
- 16% Bought a used or recycled product
- 32% Paid significantly more than an alternative
- 13% Agreed to participate in a special process to dispose of it

Is sustainability just
a buzzword?



Men and Gen X are most likely to make a purchase decision based on values that are personal, social and environmental.

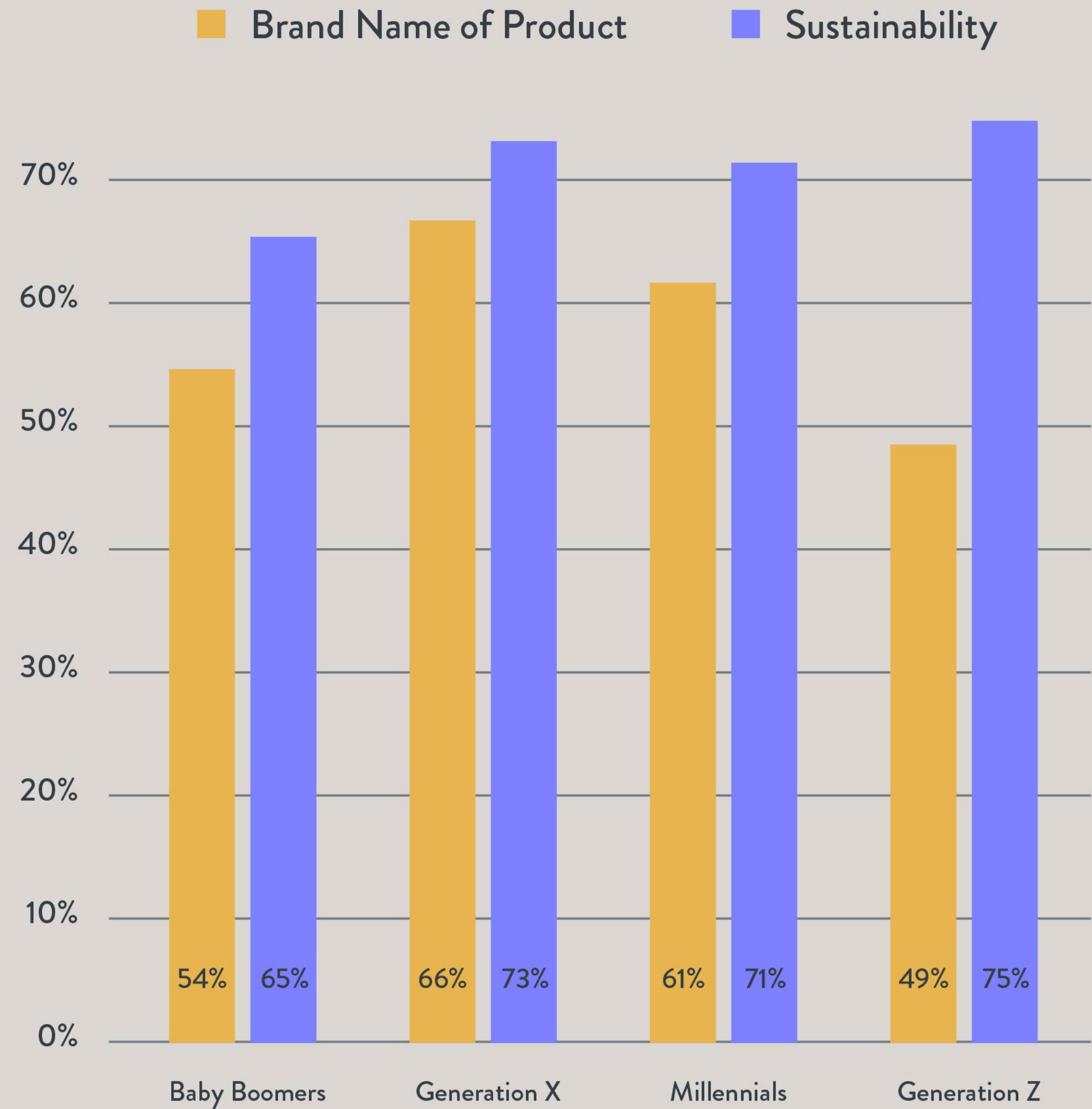
67%

Of women make purchase decisions based on values (Personal, Social, and Environmental)

77%

Of men make purchase decisions based on values (Personal, Social, and Environmental)

How do you rate the importance of these factors when making a purchase?

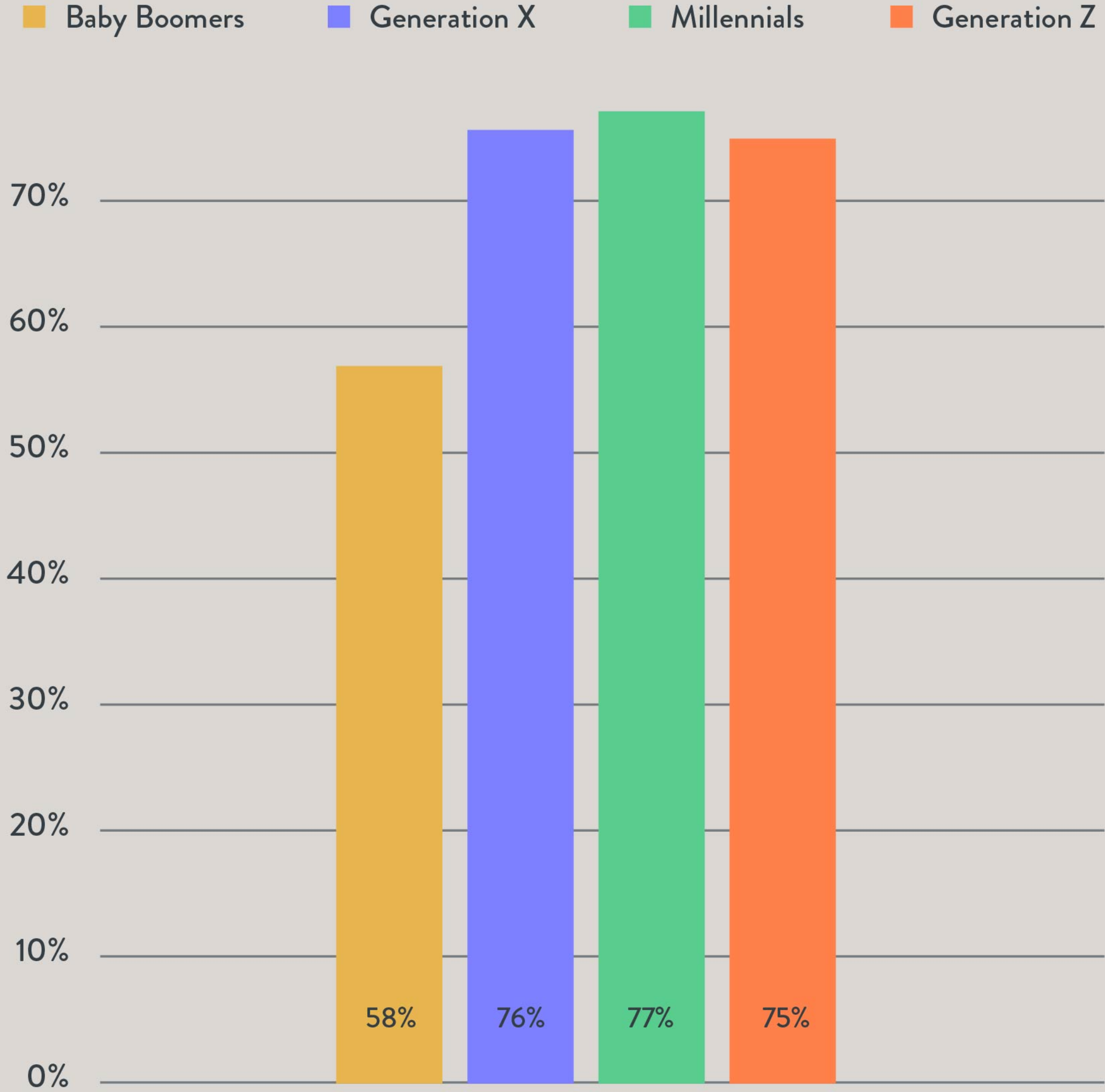


Sustainability beats out brand name

Across all generations, consumers say that sustainability is more important to them than brand when making purchase decisions.



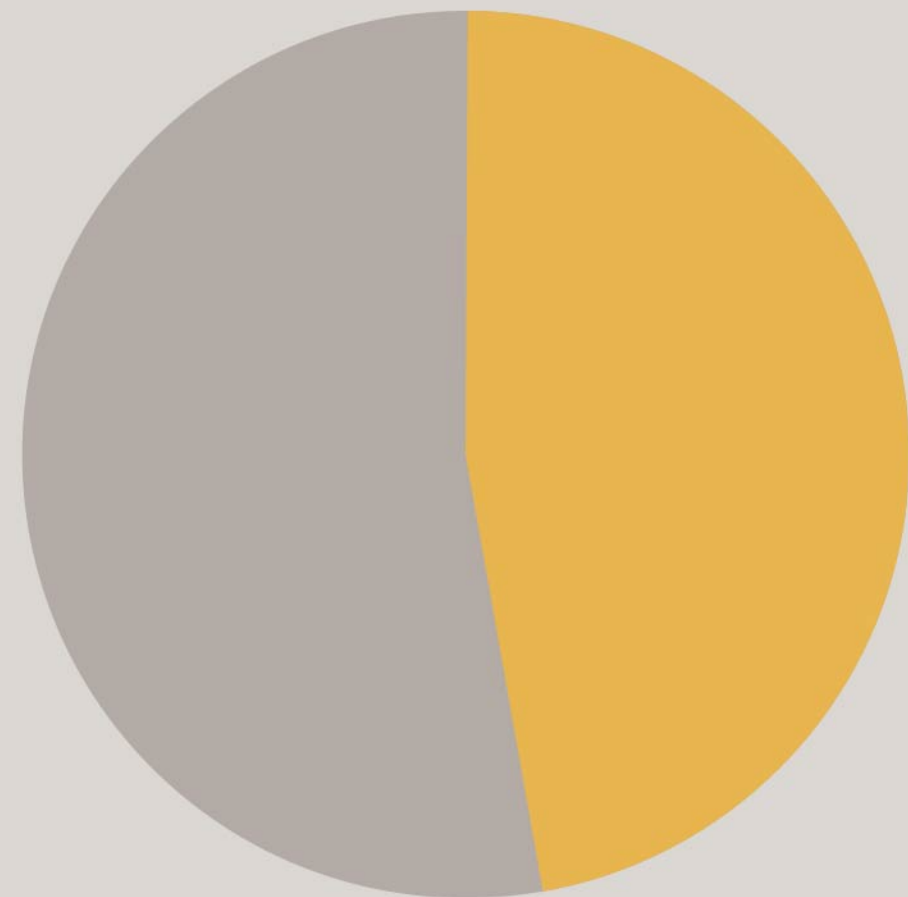
Purchase decisions based on values (personal, social, and environmental)



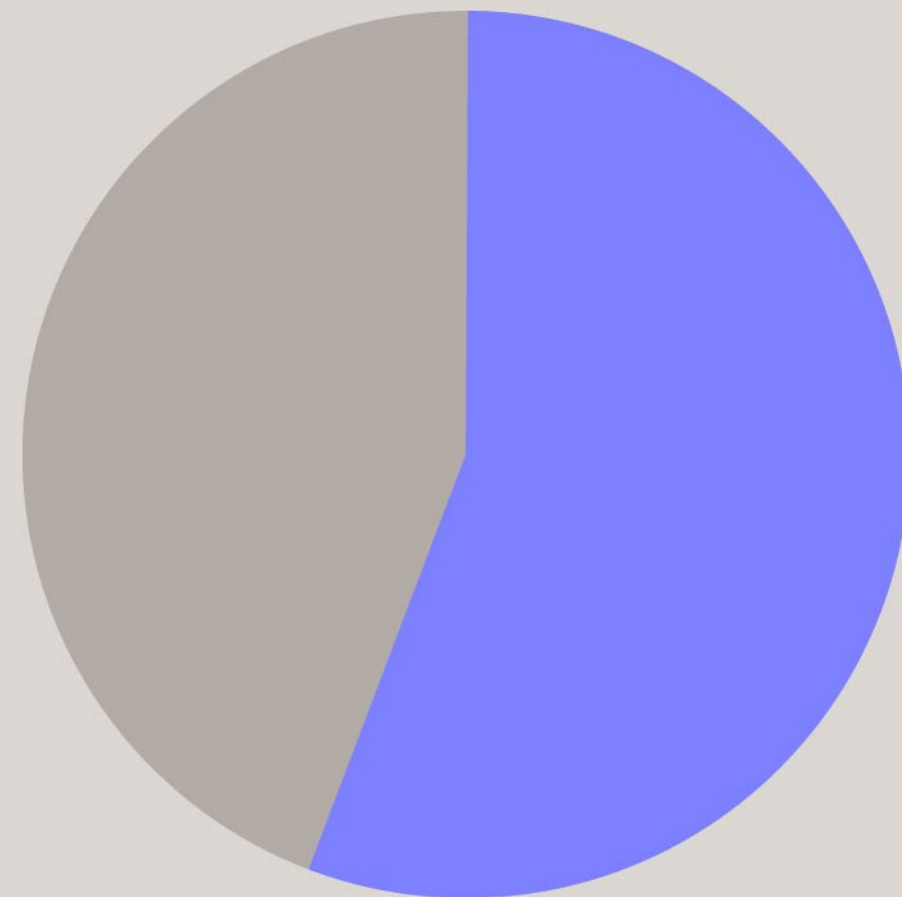
Buying preferences

Most generations except for Baby Boomers say they prefer to buy from sustainable brands.

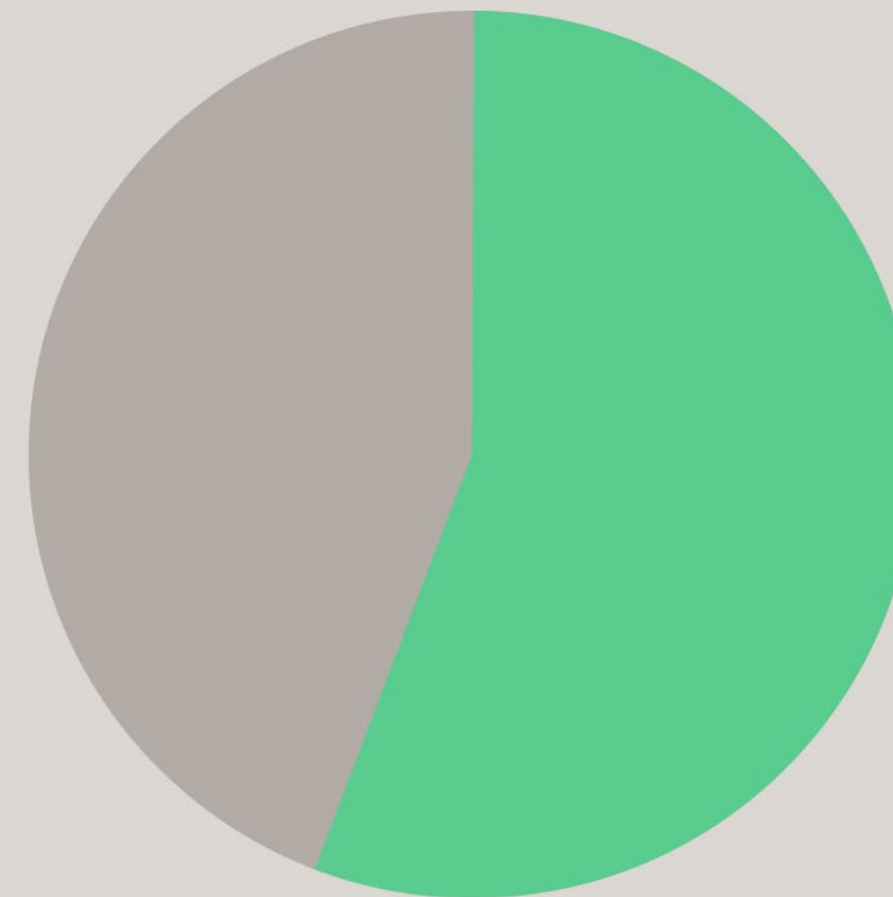
In 2021...



45%
of Baby Boomers



67%
of Generation X



67%
of Millennials



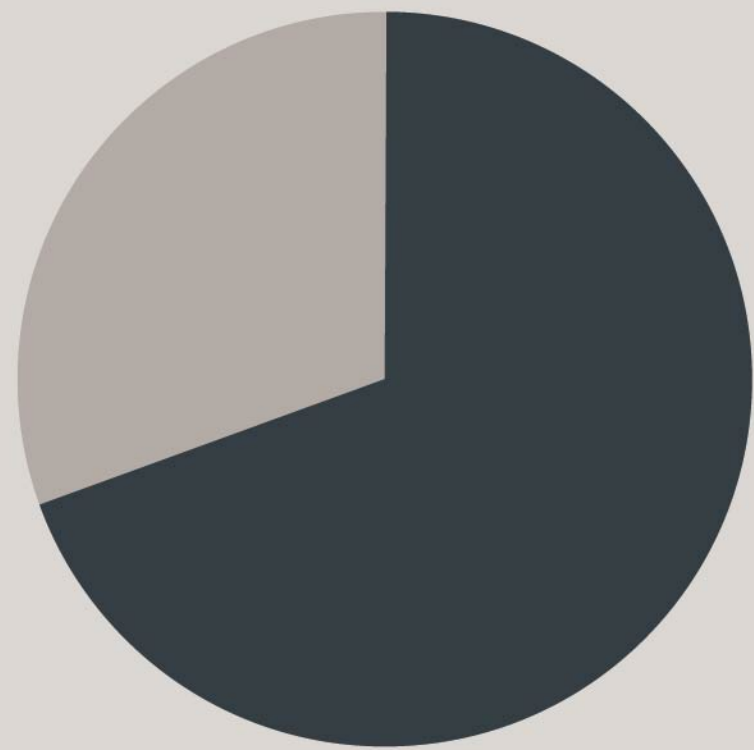
55%
of Generation Z

Prefer to buy from sustainable brands

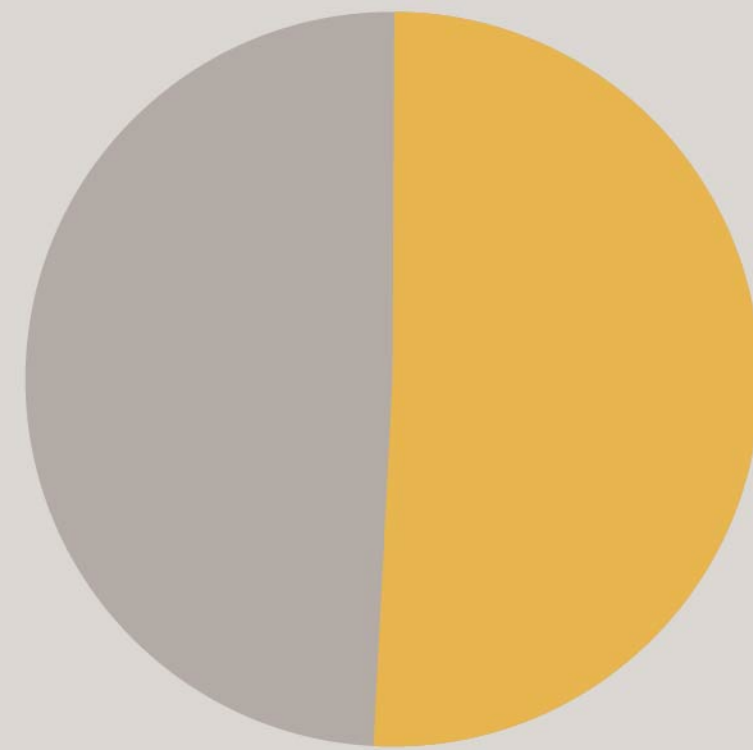
Put your money
where your values are.

Are you willing to pay more for sustainable products?

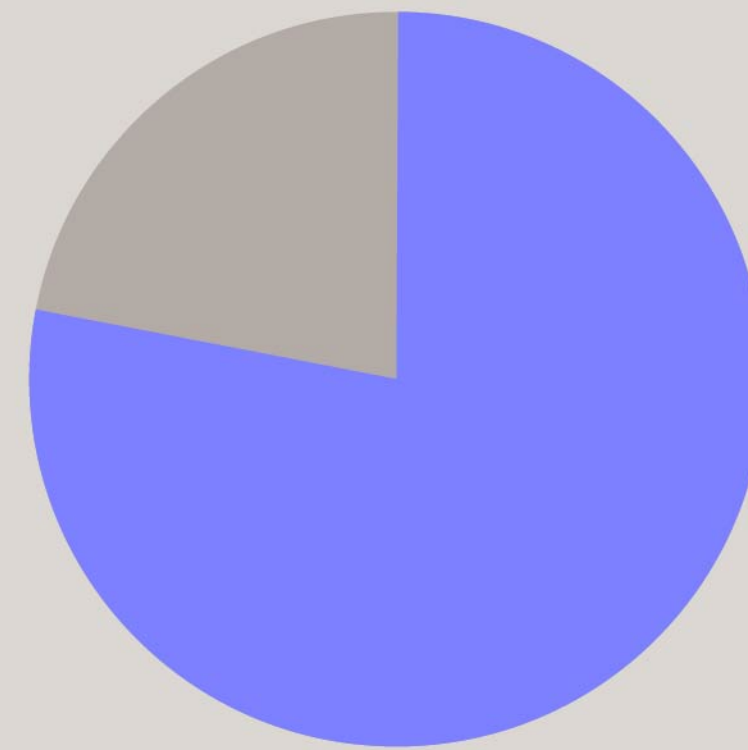
Consumers across all generations say they are willing to pay more for sustainable products.



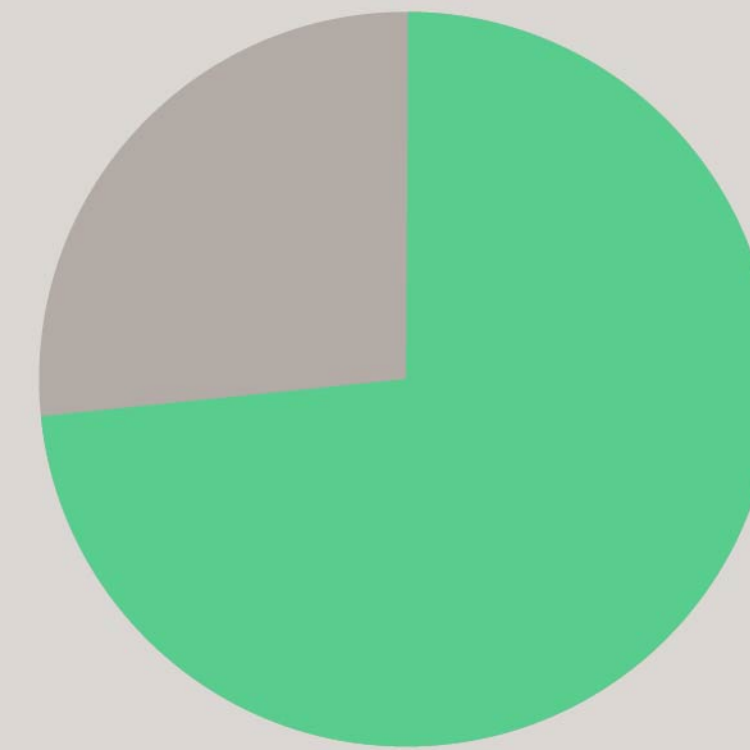
68%
of people overall in 2021
were willing to pay more



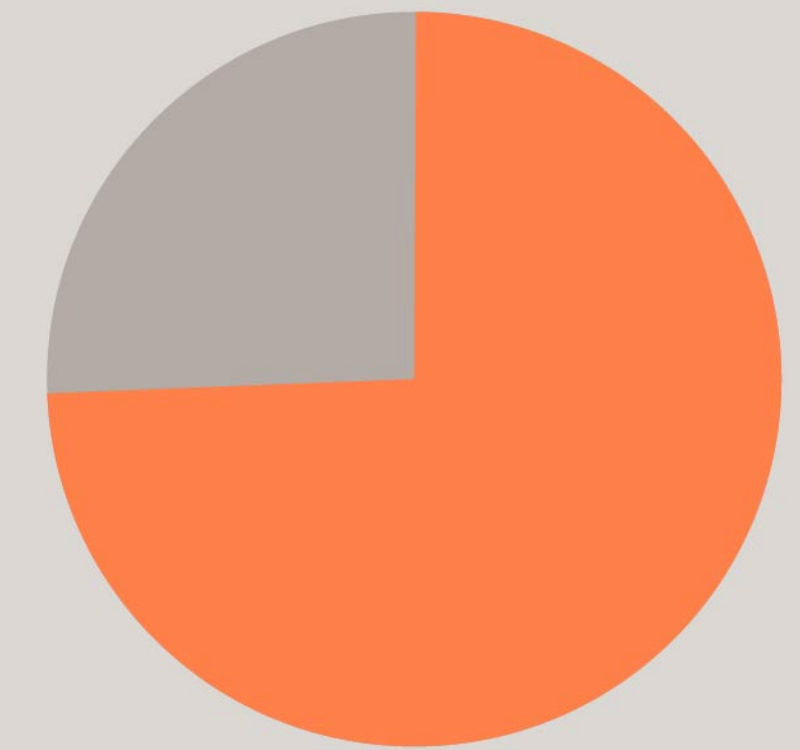
51%
of Baby Boomers in 2021
were willing to pay more



78%
of Generation X in 2021
were willing to pay more



71%
of Millennials in 2021
were willing to pay more



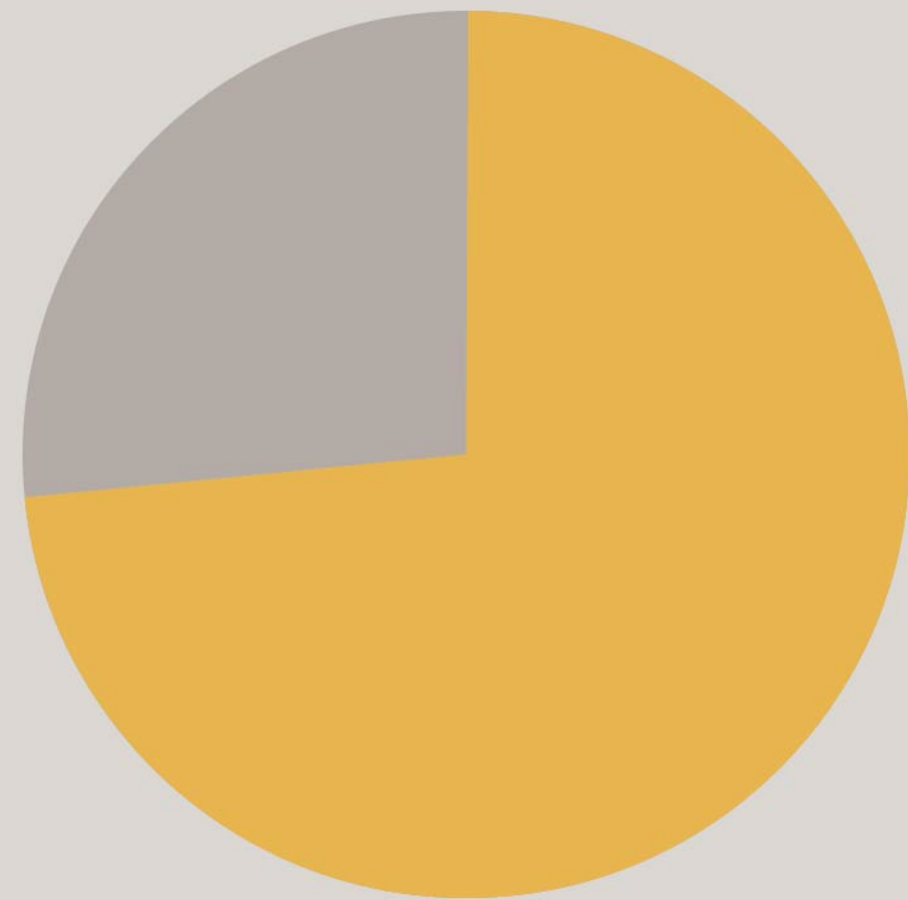
72%
of Generation Z in 2021
were willing to pay more

Consumer expectations

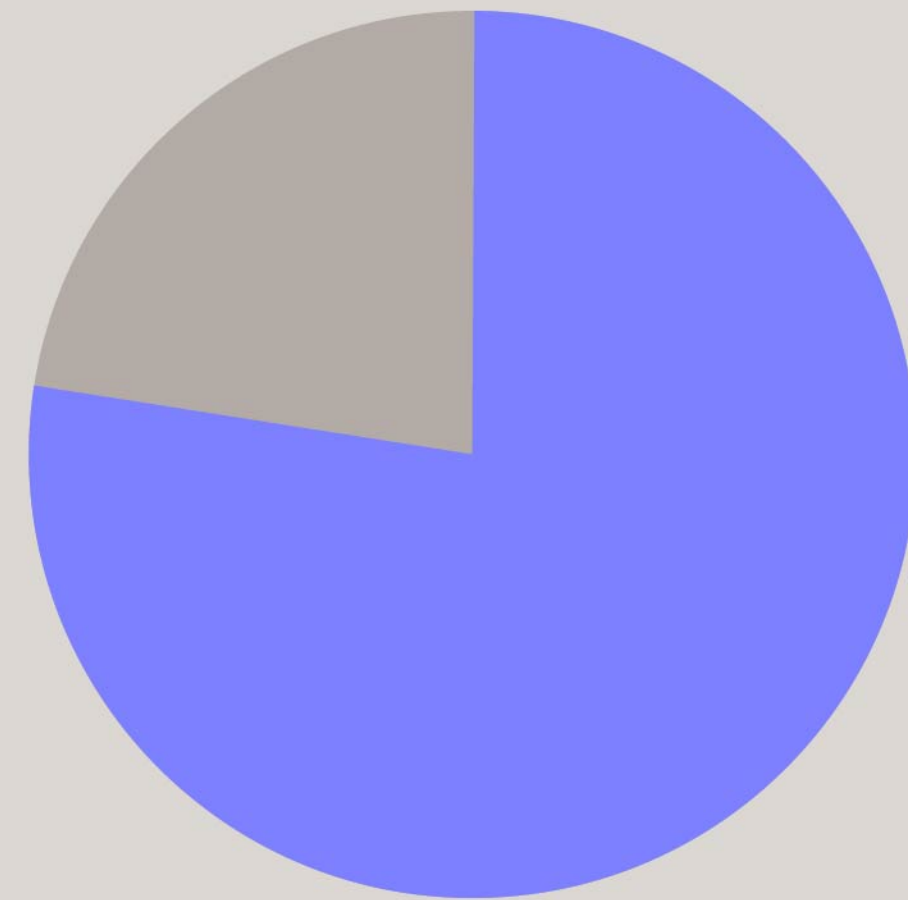
Every generation expects brands to become more sustainable in the future.



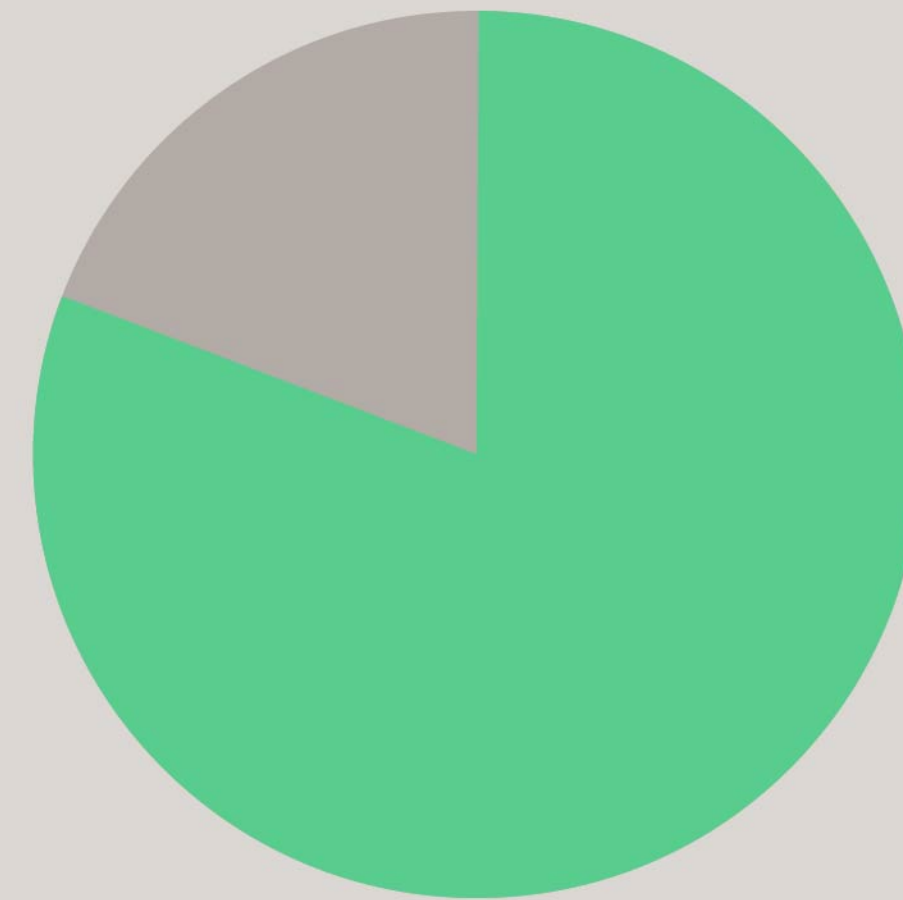
Do you expect retailers and brands to become more sustainable?



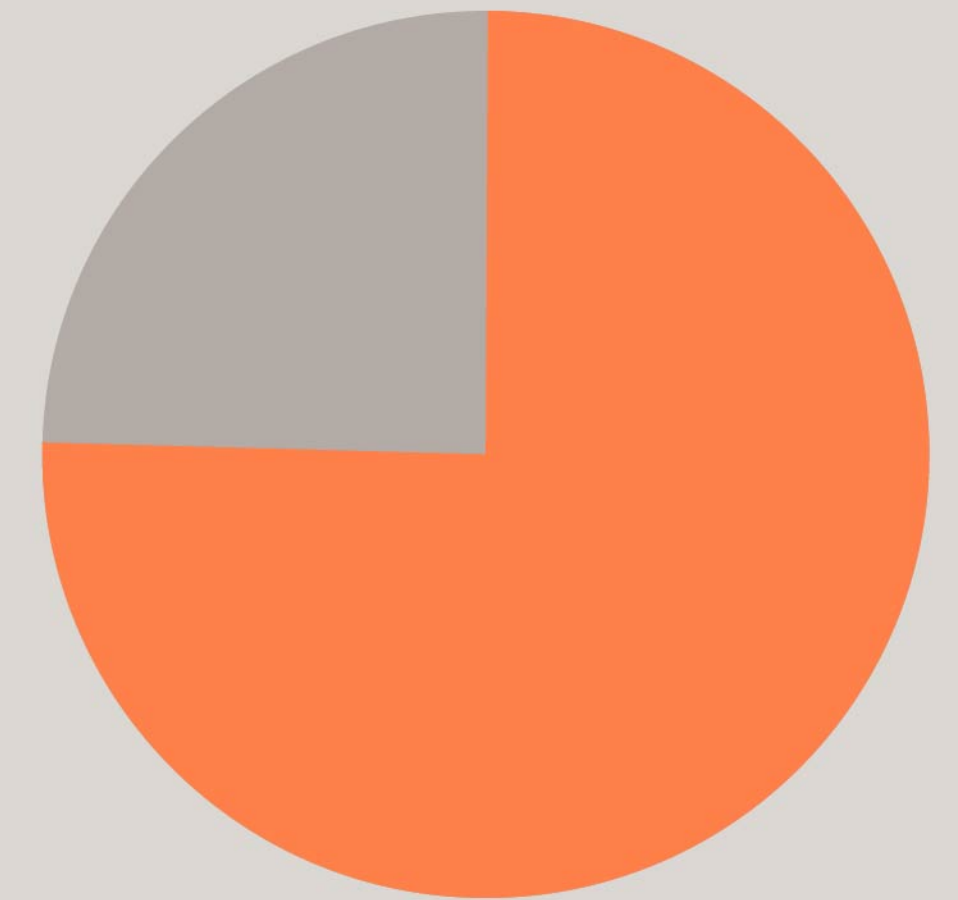
73%
of Baby Boomers said yes



77%
of Generation X said yes



79%
of Millennials said yes



76%
of Generation Z said yes

Sustainability efforts

Here are some of the top efforts undertaken by consumer industry companies:

Top actions taken



71% increase in efficient energy use



71% are using more sustainable materials (e.g., recycled materials, lower emitting products)



56% developed new climate-friendly products or services



57% reduced the amount of air travel post pandemic

Harder to implement



48% require suppliers and business partners to meet specific sustainability criteria



37% updated/relocated facilities to make them more resistant to climate impacts



36% incorporated climate considerations into lobbying/political donations



33% tied senior leaders' compensation to sustainability performance



The appliance industry & sustainability

- *A modern refrigerator uses half the energy it did three decades ago and uses less energy than a 60-watt incandescent light bulb.*
- *Clothes washers of average efficiency can save a household more than 5,000 gallons of water and more than \$150 in annual utility costs compared to a 10-year-old washer.*
- *New clothes washers can hold 40% more laundry than they did 20 years ago. And they are close to 90% more energy efficient.*
- *Appliance packaging consists mostly of materials that are easily recyclable.*

The consumer electronics industry & sustainability

- *Manufacturers are adding energy consumption collection capabilities.*
- *Equipment purchasing decisions are being made based on energy efficiency.*
- *Intraplantlogistic routes are being planned to optimize energy consumption.*
- *Designing electronic products and PCB's for sustainability throughout the manufacturing process.*



How do product protection
companies measure up?

Centricity is proud of its efforts to repair electronics and appliances in order to keep them running longer and increase the sustainability of these household products. Our product protection allows consumers to easily schedule repairs they otherwise might not be able to afford.



CENTRICITY

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