

Social and environmental consciousness

This QIC Real Estate Consumer Megatrend reflects the shift in consumer mindsets from hyper consumption to conscious consumption. Retailers play a critical role in this trend through their ESG programs.

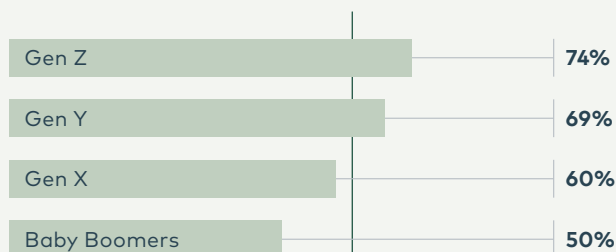
The conscious consumer today

Awareness driving change



% of consumers who are more conscious of their purchasing impacts than 12 months ago:

63%



Consumers are likely to shop ethically by:



Empower consumers to shop in line with their values

Consumers want to hear how retailers are helping to reduce negative impacts on the environment, showing their support for social causes and promoting transparency across their supply chains.

% want to hear in the following ways:



In-store

57%



On the physical products they purchase

48%

% who strongly/somewhat agree:



54%

of consumers exclusively support brands that are transparent about their supply chain.

% who strongly/somewhat agree they are more likely to shop at stores that:

Communicate the origin of their products and how they are made

QIC customers 67%

Australians 53%

Are open about how they are reducing their negative social and environmental impacts

QIC customers 61%

Australians 50%

The circular economy is not well-known among Australian consumers



Only one in three consumers (32%) have heard of the circular economy. Those who have associate it most with recycling.

% who believe the following are a part of the circular economy:



72%
Ability to recycle products after use



65%
Products made from recycled materials



62%
Recycling service offered by the store where the product was purchased

The balancing act between budget and values

While consumers are likely to prefer shopping with brands whose values align with their own, many are feeling the pressure to balance spending with their household budget.

% who strongly/somewhat agree:



59%

Prefer to shop brands aligned with their values



56%

Believe their spending habits reflect their values



51%

Prefer to shop brands taking a stand on social issues they care about



62% of consumers are driven more by cost than the social and environmental impact of their purchase

% who are driven by cost according to combined annual household gross income:



14%

Less than \$36,399 per year



19%

\$36,400 – \$62,399 per year



26%

\$62,400 – \$103,999 per year



21%

\$104,000 – \$155,999 per year



20%

\$156,000 or more per year

The conscious consumer tomorrow

Conscious consumption is here to stay

Retailers play a central role in creating opportunities for consumers to shop consciously.

In the next 12 months, % of consumers who are likely to:

Recycle single-use products

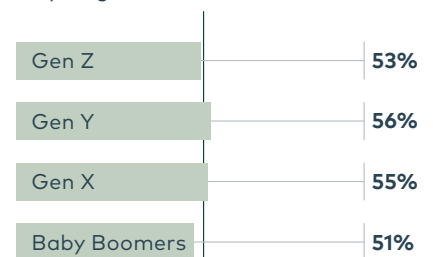
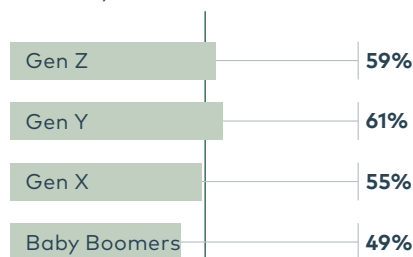
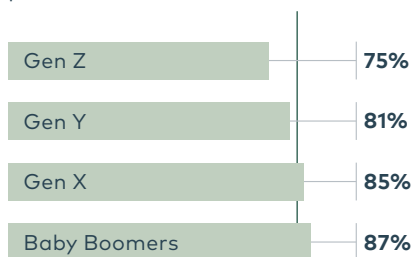
83%

Buy products made from recycled materials

56%

Support stores with recycling initiatives

54%



Methodology

QIC Real Estate Centres: In field: 28th February – 13th March 2023

1,799 completes across 9 QIC centres

* Insights from QIC customers in the Builders generation have been excluded due to small sample size.

Storytelling and design by McCrindle

