

August 18, 2025

“Sustainability matters to shoppers—but rising prices are reshaping how they prioritize. It’s not that they’ve stopped caring; it’s that affordability sometimes takes the lead out of necessity. With mobile scanning apps making it easier to verify claims on the spot, brands must be crystal clear, credible, and accessible. And retailers need to carry the right assortment so sustainability-minded shoppers can find options across the store without having to compromise.”



Chris Costagli
Vice President,
Thought Leadership,
F&B Insights Lead,
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“Conscious buying is evolving—more consumers than ever see green behavior as a badge of honor. With growing concern over how climate and pollution impact personal health, shoppers are actively seeking products that reflect their values, from cruelty-free to regenerative agriculture. Sustainability isn’t niche—it’s personal. But even with strong pro-environmental attitudes, some shoppers still lack the tools to turn intent into action—making it critical for brands and retailers to bridge that gap with clarity, access, and support.”



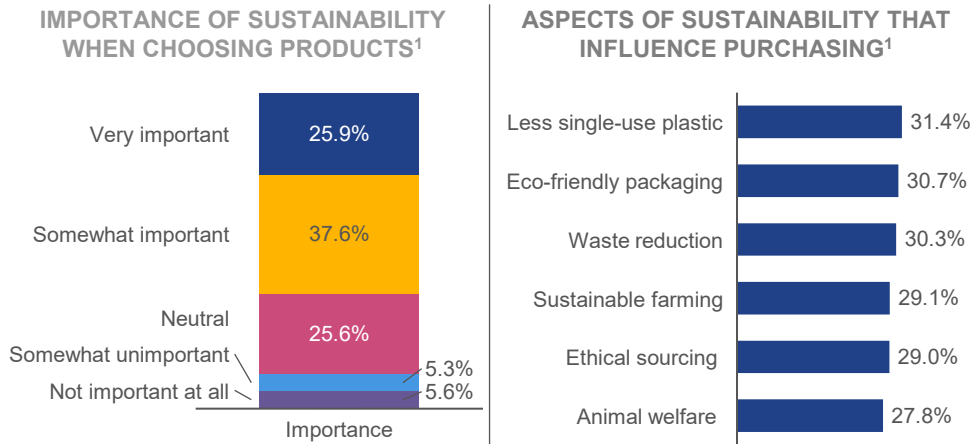
Sherry Frey
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Remove friction, deliver proof, drive sales

Implications for the FMCG Industry

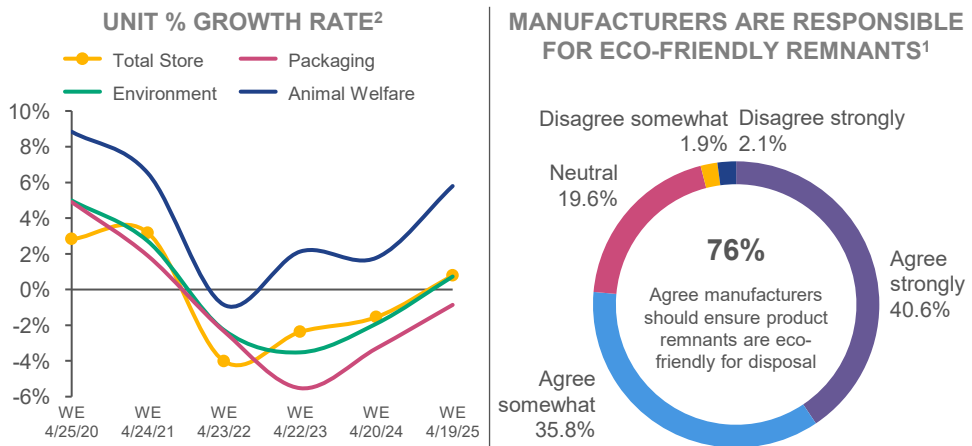
Sustainability sells, but shoppers want proof

More than half of consumers say sustainability matters when choosing food—but what that means varies widely, from packaging and waste to animal welfare. Nearly half are willing to pay more for sustainably produced products, but they’re not taking brands at their word—they want proof. Transparency around sustainability is not optional.



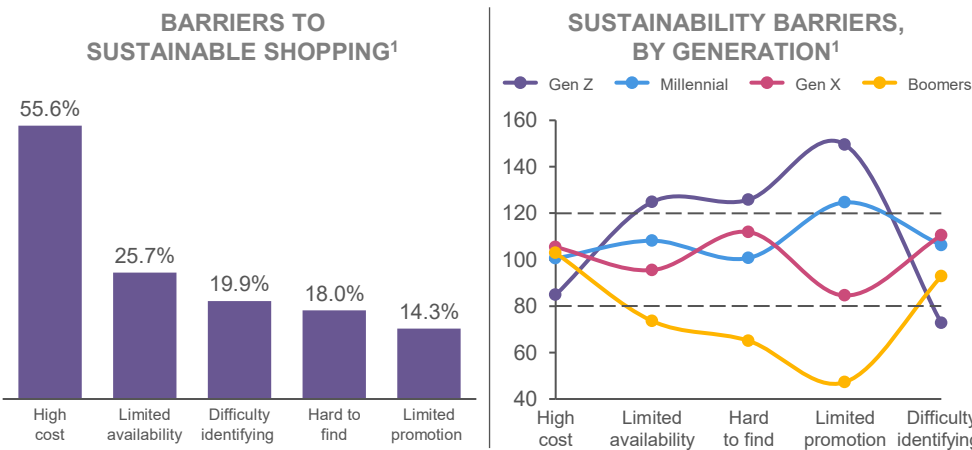
Inflation pressures may sideline sustainability

While conscious buying continues to grow, inflation is testing its limits. With CPG unit price inflation at 2.4% and US CPI at 2.7% through July, rising costs—especially from new tariffs—could cause shoppers to deprioritize sustainability. Still, consumers expect manufacturers to produce responsibly, including what’s left behind after the product is used.



Remove friction to unlock sustainable shopping

Price is the biggest barrier to sustainable shopping—but it’s not the only one. Retailers and manufacturers can close gaps around limited availability with smarter assortment strategies and improve product visibility through clearer packaging claims and marketing that remove friction so sustainability-minded shoppers can follow through with confidence.



Industry Analysts Source: ¹NIQ, BASES Quick Question, Sustainability Survey, May 2025, n=1,000; ²NIQ, Retail Measurement Services, Powered By Product Insights, Total US xAOC
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