

Sustainable Retail

The UK Market

AUTUMNFAIR

SPRINGFAIR

pure
LONDON



74%

of retail professionals see the growing sustainability agenda as an opportunity for their businesses.



73%

of retailers have made sustainability changes to their operations.



2021

2/3

of respondents believe it will take their business three years or more to achieve true sustainability.



By the end of

2020

retailers want to increase the percentage of their products that are sustainable on average by

33%



19%

The average increase in retail prices estimated by respondents to make their products sustainable.

9%

The increase respondents feel consumers would be willing to pay for those products.



80%

stated the future of the planet as the most important reason for sustainable behaviour.



20%

feel that suppliers who act sustainably or are transparent about their supply chain are in short supply.

SOURCE:
Spring & Autumn Fair and Pure London value versus values survey.