

Consumer purchasing grows greener



The importance of being **eco-friendly** has grown astronomically over the years. Ecommerce brands are taking huge steps to lower their **environmental impact** and create a competitive advantage through **sustainability**. If businesses aren't already, they need to start thinking and acting green to keep up with the expectations of consumers.

Eco-purchasing is a growing trend affecting decisions made by consumers. More than half of online shoppers say they are concerned the rise of e-commerce is a problem for the environment and 52% claim to choose to purchase from one online store over another if the environmental impact of the delivery is lower ¹.

60%

of online shoppers say they are concerned the rise of e-commerce is a problem for the environment

52%

claim to choose to purchase from one online store over another if its environmental impact of the delivery is lower



Eco Purchasing

Whilst attitudes vary across generations, countries and industries, **85% of consumers have become 'greener'** in their purchasing in recent years ².

Regarding **the importance of purchasing eco-friendly products**, 41% said it was very important, with only 6% stating it was not important to them ³.

96% of UK consumers said they **had purchased eco-friendly and sustainable products** (34% regularly and 62% occasionally), only 4% said never ³.



Made an eco purchase

34%
regularly

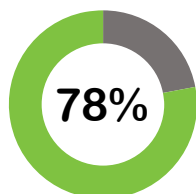
62%
occasionally

4%
never

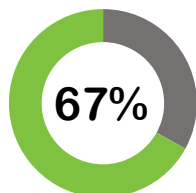
Eco Packaging

Eco packaging is a serious consideration for consumers when purchasing products online, with packaging being the biggest environmental concern amongst European online shoppers ⁴.

European consumers are mainly concerned about packaging ¹:



think packaging materials of products ordered online **should be fully recyclable**



of European consumers find that often **too much packaging materials** are being used to ship their orders



What a waste



Paper &
Cardboard =

17%

of global waste

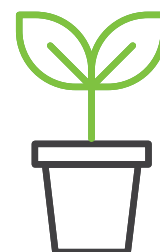
Paper and cardboard make up 17% of the global waste generated – the second-highest amount after food and green waste ⁵

In the US alone, the total amount of cardboard used for packaging every year equates to 1 billion trees ⁶

Total cardboard
used for packaging
in USA =

1 bn

trees a year



The environmental impact of e-commerce is viewed as a big problem by consumers. Keeping up with consumer's rising eco-friendly expectations should be a major focus for e-commerce businesses.

Packaging Trends

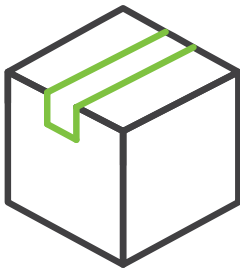


Recycled packaging

- Businesses who promote reusable packaging are strengthening and helping their brand to stand out.
- In order for packaging to be recyclable, it needs to satisfy three simple criteria: be separable, labelled correctly and clean.

Less is more

- A more minimalist approach to packaging is a fantastic way to reduce your environmental impact.
- In fact, 75% of UK consumers agree online stores often use too much packaging to ship their orders ¹.

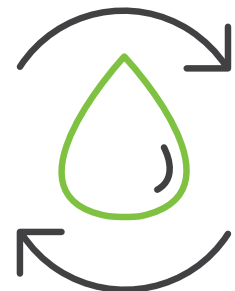


Biodegradable packaging

- Biodegradable or compostable packaging is growing in popularity.
- Common examples of biodegradable or compostable packaging are plant-able seed paper boxes, glass containers, bamboo and rice husk.

Use of Eco-Friendly Inks

- Companies are refraining from using petroleum-based inks in their packaging and are instead looking for greener alternatives.
- Many companies are opting for soy-based or vegetable inks as these are biodegradable and less likely to release any toxic chemicals when manufactured or disposed of.



QR codes

- Whilst QR codes are not new, more and more online retailers are using QR codes on packaging to increase sustainability.
- Using a QR code is an inventive way to provide additional information about your product and business to customers.

Brands must deliver sustainably

As consumers embrace a more sustainable lifestyle, they are expecting businesses to help them achieve this and according to a survey conducted by Deloitte ⁷:

“consumers want businesses to help them adopt a more sustainable lifestyle”

The research found that ‘Better schemes to remove plastics and packaging’ features top of the eco wish list with 64% of consumers believing that this would help with adopt a more sustainable life style.

Consumers are actively seeking brands that offer sustainable choices and over a third are willing to pay more if brands are committed to environmental practices.

	Valued by consumers	Consumers willing to pay more for
Waste reduction	44%	35%
Sustainable packaging	43%	34%

Businesses who do not support sustainable lifestyle choices risk losing customers to rivals who are deemed to be greener.

With specialised warehouse facilities Whistl can offer you a **bespoke pick and pack service**. You can be sure that your product reaches your customer safely, using only the packaging that is needed for each order to reduce wastage.

Contact us

Whistl is the UK's leading logistics company, uniquely placed to help businesses effectively manage their e-commerce supply chain.

Find out how we can help

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Sources

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