



Sustainable Shoppers

Sustainable apparel shoppers account for about 1 in 10 global consumers, but their spending power, shopping frequency, and fashion prowess make them a powerful voice in shaping apparel brands' growth strategies and sustainable portfolios. Opportunities exist for brands to build a lasting relationship with these consumers by improving sustainable apparel satisfaction with novel fibers, investing in 360 degree product education marketing strategies, and helping sustainably-minded consumers align their fashionista and eco-conscious lifestyles.



Green Gap

Offering new, sustainable fibers such as Naia™ can help brands close the sustainability satisfaction gap and potentially achieve higher margins.



Education Essentials

A 360 degree educational marketing strategy centered on product education will help attract and retain the most sustainably-minded consumers.

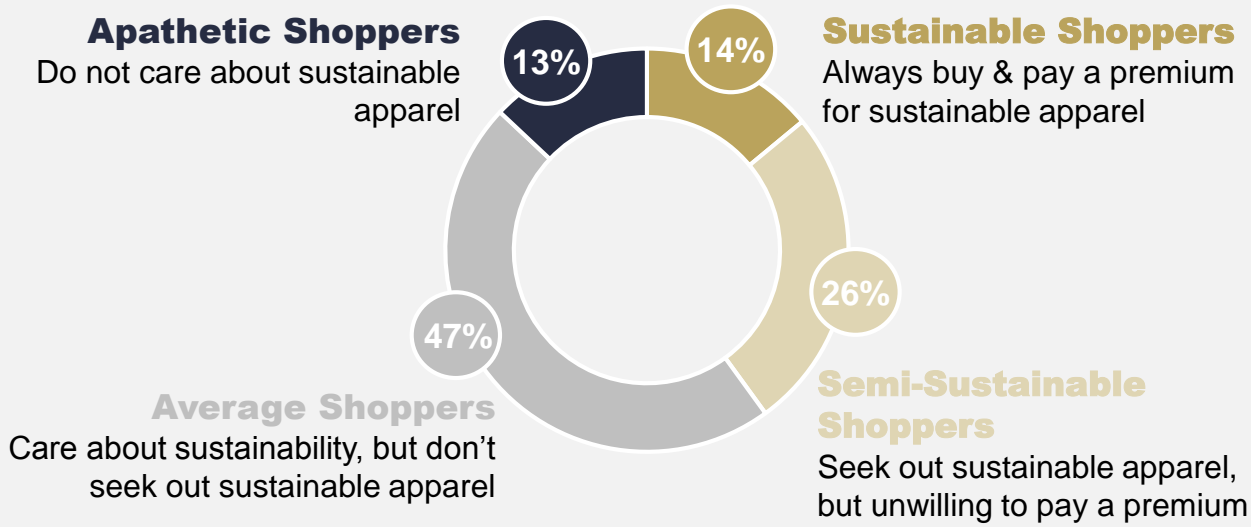


Fashion Finale

Repair services, more durable products, and garment care education can help balance sustainable shoppers' activism with their fashionista tendencies.

Sustainable Shoppers

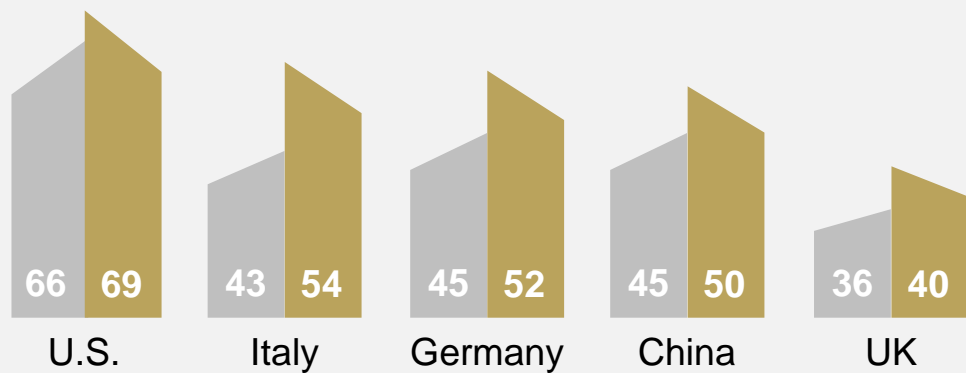
Global Attitudes Towards Sustainable Apparel



Compared to Other Global Consumers, Sustainable Shoppers...



Green Gap



● Percentage of sustainable shoppers saying they are very satisfied with how sustainable their apparel is

● Percentage of sustainable shoppers saying sustainability is very important to their apparel purchases

There is a five percentage point gap between the importance of and satisfaction with sustainability in apparel among sustainable shoppers globally. This gap does not exist among any other consumer cohort and represents an opportunity for brands to fill this gap with novel fibers that better align with these consumers' sustainable ideals. In fact, almost 4 in 5 sustainable shoppers say they are willing to try new and different fibers in their apparel and are three times as likely to pay a premium for apparel made from sustainable ingredients. Learn more about how Eastman [Naia™](#) can offer your company the next generation of sustainable fiber solutions to help you fill the consumer sustainability gap and potentially earn your brand higher margins in the process.

About The Research

Eastman 2017 Global Marketing Message Study was conducted among 5,000 men and women ages 13-60 in the U.S., UK, Germany, Italy, and China.

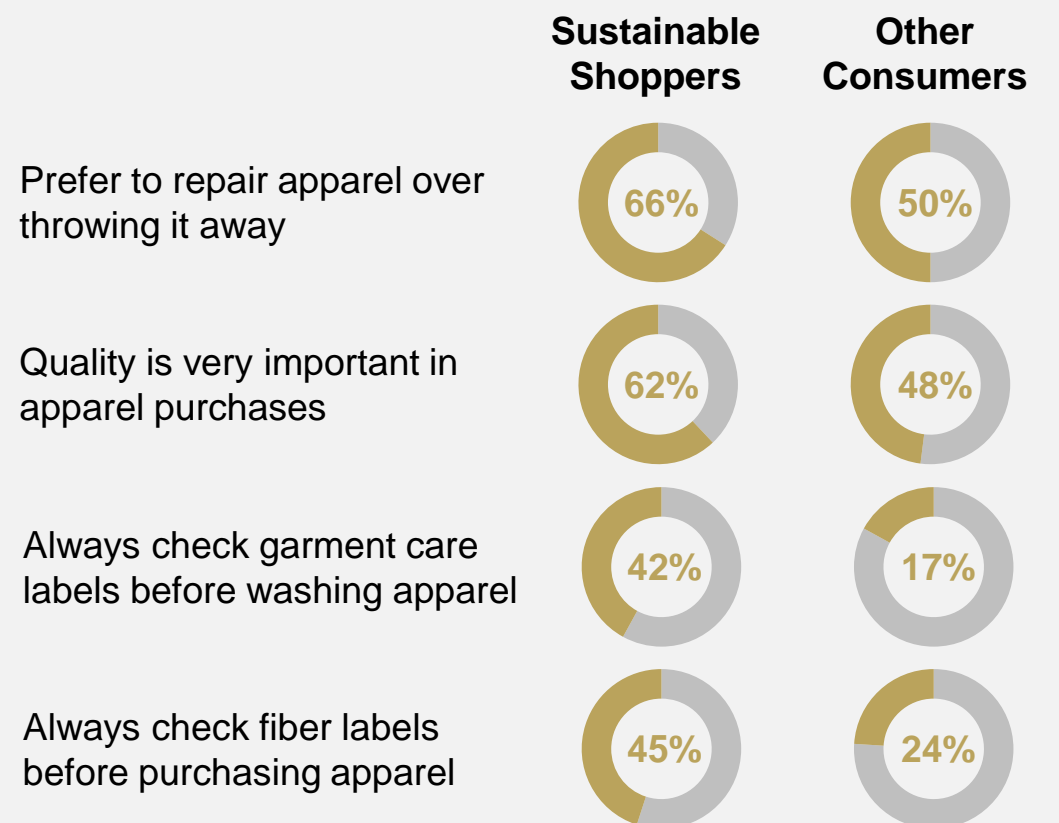
Education Essentials

Global Consumers More Likely to Buy Apparel from a Brand Offering Education on...

	Performance Technologies	Sustainability Initiatives	Fiber Benefits
Sustainable Shoppers	75%	74%	72%
Semi-Sustainable Shoppers	59%	58%	65%
Average Shoppers	48%	35%	44%
Apathetic Shoppers	27%	16%	22%

Product education is key to attracting sustainable shoppers and converting them into loyal customers. About 3 in 4 sustainable shoppers say they would be more likely to buy apparel from a brand offering education on the benefits of their performance technologies and fibers as well as the brand's sustainability initiatives. Beyond point-of-sale product education, leveraging influencers across digital and physical assets is valuable in driving educational messages as sustainable shoppers are twice as likely as other consumers to draw clothing inspiration from social media (43% versus 22%), magazines (38% versus 20%), celebrities (26% versus 12%), and blogs (21% versus 6%).

Fashion Finale



Shopping twice as often for clothing, owning 3-18% more garments, and being twice as likely to shop brands offering new styles every few weeks compared to their counterparts make sustainable shoppers one of the biggest contributors to fashion overconsumption and end-of-life issues – a direct contradiction of their desire for eco-friendly fashion. Opportunities exist to balance these consumers' retail activism with their insatiable demand for new styles by offering higher quality or more durable products that can become wardrobe staples, increasing garment care label checking to ensure apparel is properly laundered, and offering repair services to keep favorite items lasting even longer. These tactics can not only appease the most sustainable shoppers, but also help improve the end-use footprint of average consumers.