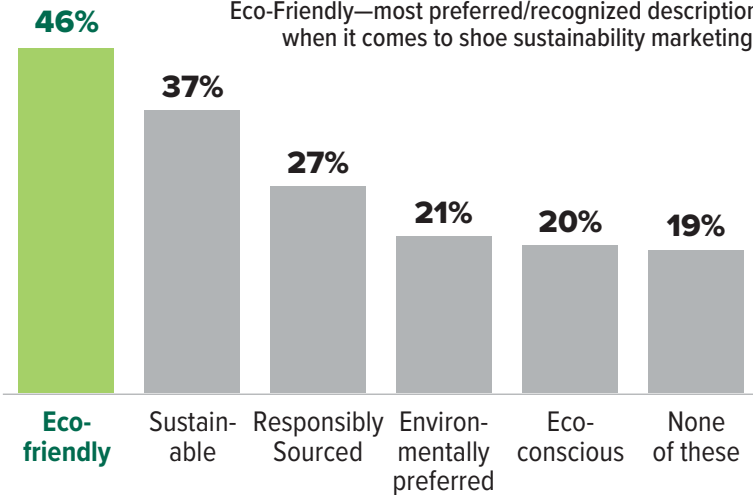


Six Smart Takeaways

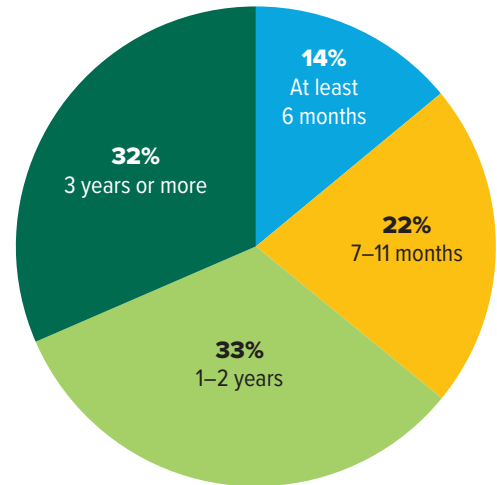
Eco-Friendly is Friendly to the Ear

Eco-Friendly—most preferred/recognized description when it comes to shoe sustainability marketing.



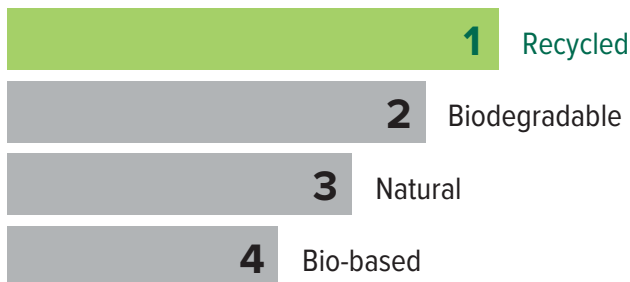
Durability in a Landslide

Durability is ranked as the most important term by nearly all shoe shoppers when they hear “sustainability.” 65% say shoes should last more than a year to be considered “durable.”



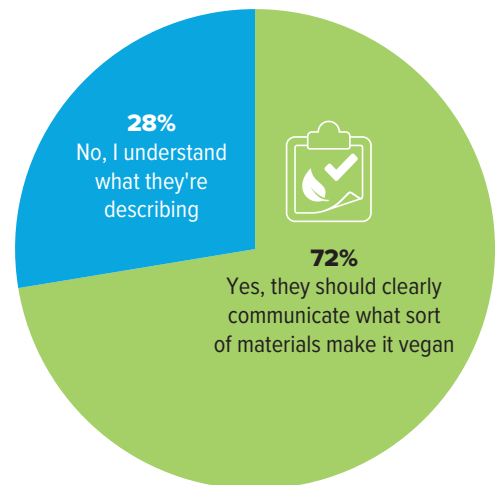
Recycled Content is King

Consumers view the term “recycled” as the most sustainable material that brands should highlight and market.



Vegan Alone is Vague

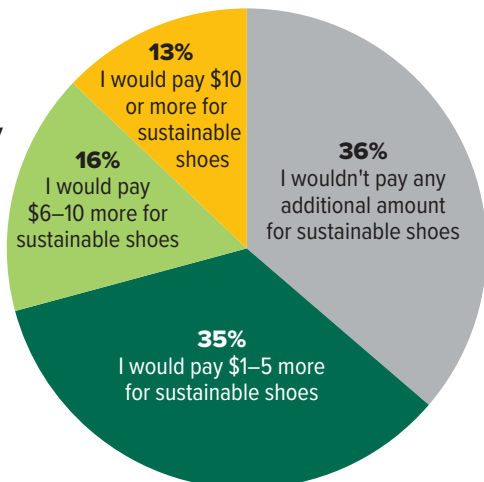
The majority of consumers (72%) want to know what “vegan” means. Retailers and brands need to be more specific and clearly communicate definitions around materials (plastics or plant-based) to explain what makes it vegan.



Add a Little Something Extra For Sustainability

64% of consumers say they would pay more for sustainable shoes if marketed correctly.

For most surveyed, that is a modest increase, with 35% stating they would pay just \$1–\$5 more for sustainable shoes.



Give “Sustainable Shipping” a Shot

Shoe shoppers are willing to wait 3+ days for more eco-conscious shipping to reduce their carbon footprint, if you give them a future coupon or incentive.

	Overall Results
Yes, a coupon for 10% off my next purchase	41%
Yes, \$1 off my total current purchase	19%
Yes, bonus points towards a reward/loyalty program	20%
No, this is not something that interests me	20%