

Sustainability 2025

Do consumers care?



Consumers continue to care about sustainability, but a combination of factors minimizes its prioritization amidst other considerations—even as its long-term importance remains undeniable

DRIVERS IMPACTING CONSUMER SENTIMENT



Economic Pressures



Prioritization of Immediate Needs



Confusion and Lack of Transparency



Sustainability Fatigue



Performative Claims



Lack of Personal Impact



Learn how to better connect with consumers by focusing on what genuinely matters to people today

A powerful cultural transformation is underway in the U.S. food and beverage industry: a shift from abstract sustainability to the more immediate, human-centered value of care. Today's consumers are not backing away from environmental and social responsibility—they're demanding something deeper and more personal.

At a time when consumer trust is fragile and action feels out of reach for many, brands have a unique opportunity to lead with authenticity—not through lofty promises, but through visible, meaningful practices.

Sustainability 2025: Do consumers care? tracks consumer sentiment related to sustainability and unpacks the nuanced spectrum of care, shaped by personal capacity and societal structures, and shows how companies can align with this evolving cultural norm.

Report published: September 30, 2025

Report length: 81 slides

Format: PowerPoint, PDF and Excel data tables

Sustainability 2025: Do consumers care? syndicated research report explains that proof points connecting to personal benefits create stronger engagement pathways than abstract issues such as climate change or carbon offsets.

The report provides food and beverage brands, retailers, and food service providers with trended data, crucial insights and targeted recommendations to inform your strategy.

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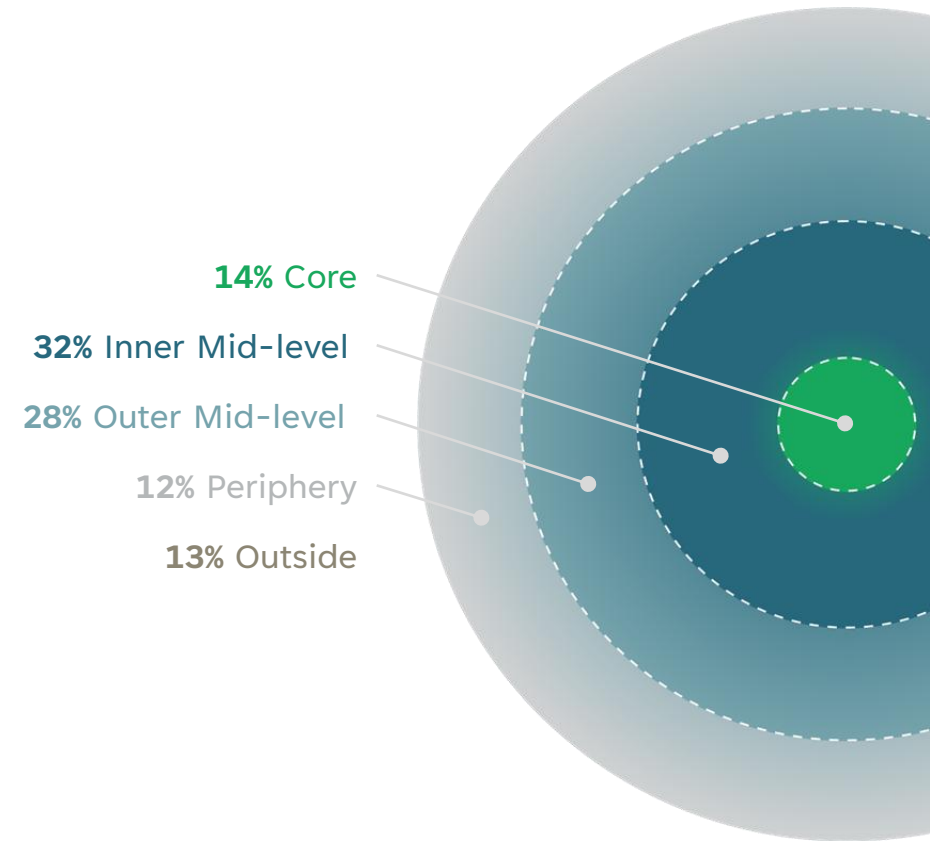
In today's climate of competing priorities, sustainability is no longer a single issue but a spectrum of care, shifting across life stages, budgets and values

Consumers participate in sustainability differently. Understand what your key consumers care about... and how to reach them.

Leverage Hartman Group's World of Sustainability framework for understanding how consumers relate to sustainability. Hartman Group's model considers both aspirations and actions as they relate to sustainability. While many aspirations are shared across the segments, actual behavior tends to vary more significantly.

Enhance your understanding of today's consumer and focus by exploring:

- What are consumers' societal concerns? What are their life priorities? Where do sustainability issues fit?
- Do consumers still care about sustainability? What do they care about and why?
- What attributes compel consumers to buy sustainable products? What is worth paying more for? What gets in the way of more sustainable purchases? How does convenience affect sustainable purchasing? What is the role of packaging?
- What do consumers expect from companies today? What impact do sustainability initiative rollbacks have on purchase intentions? Where do consumers most want companies to have an impact?



**Hartman Group's
World of Sustainability Segmentation**

Gain powerful insights (qualitative and quantitative) with actionable guidance —without the cost or time of custom research

Robust integrated methodology

Quantitative: Online national survey fielded July 31—August 11, 2025, n=2,007 U.S. adult primary shoppers aged 18-79. Margin of Error (MOE) ± 2.2 pts at 95% confidence level.

Qualitative: Digital ethnographies: n=13 participants. Week-long immersive engagement (journaling, prompts, photos and videos) via asynchronous virtual platform. Follow-up in-depth interviews: n=7 selected from digital ethnography participants for 60-minute 1-on-1 interviews.

Turning insights into action: Sustainability Activation Sessions

A customized activation session helps clients take informed next steps based on insights from the *Sustainability 2025* report.

Please contact Melissa Abbott for more details or an example of a session agenda: melissa@hartman-group.com.

Report published September 30, 2025

Report price: \$15,000

The in-depth PowerPoint report includes an executive summary, implications, strategic recommendations, a complete analysis of relevant data supported by robust charts and visuals.

Accompanying the report are detailed Excel data tables, allowing for flexible analysis with key demographic breakdowns.

To obtain your copy today,
contact Melissa Abbott:

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ABOUT HARTMAN GROUP

Our mission is to translate consumer behavior and food culture into strategic growth opportunities for our clients. Since 1989, Hartman Group's anthropologists, social scientists and business analysts have been immersed in the study of American food and beverage culture, using ethnographic observation, quantitative tracking surveys and deeply studying trends. What we have learned and continue to uncover allows us to upend many notions of our traditional American eating and drinking patterns, identifying unique opportunities and winning strategies for our clients.

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