

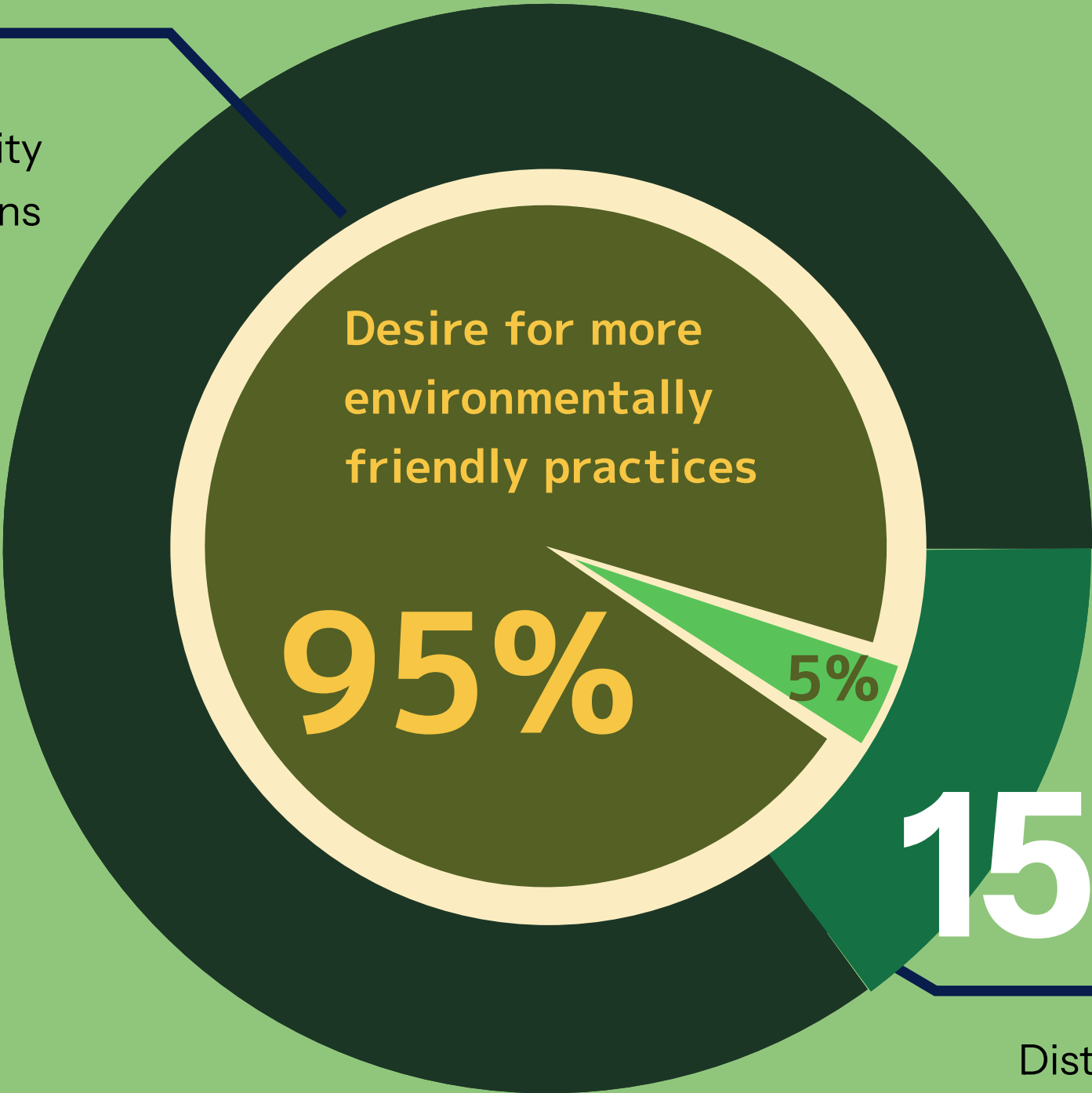
Designing for the Conscious Consumer

Where Sustainability Meets Preference

Consumers' Attitude toward companies

85%

Trust with sustainability certifications



15%

Distrust with sustainability certifications

Attitude toward premiumization and sustainability

Many consumers, espically younger ones, place a premium and sustainability



Source:
<https://www.mckinsey.com/featured-insights/sustainable-inclusive-growth/charts/buying-into-sustainability>
<https://www.linearity.io/blog/design-statistics/#sustainability-in-design-statistics>
<https://www.bain.com/insights/what-do-consumers-really-want-ceo-sustainability-guide-2024/>