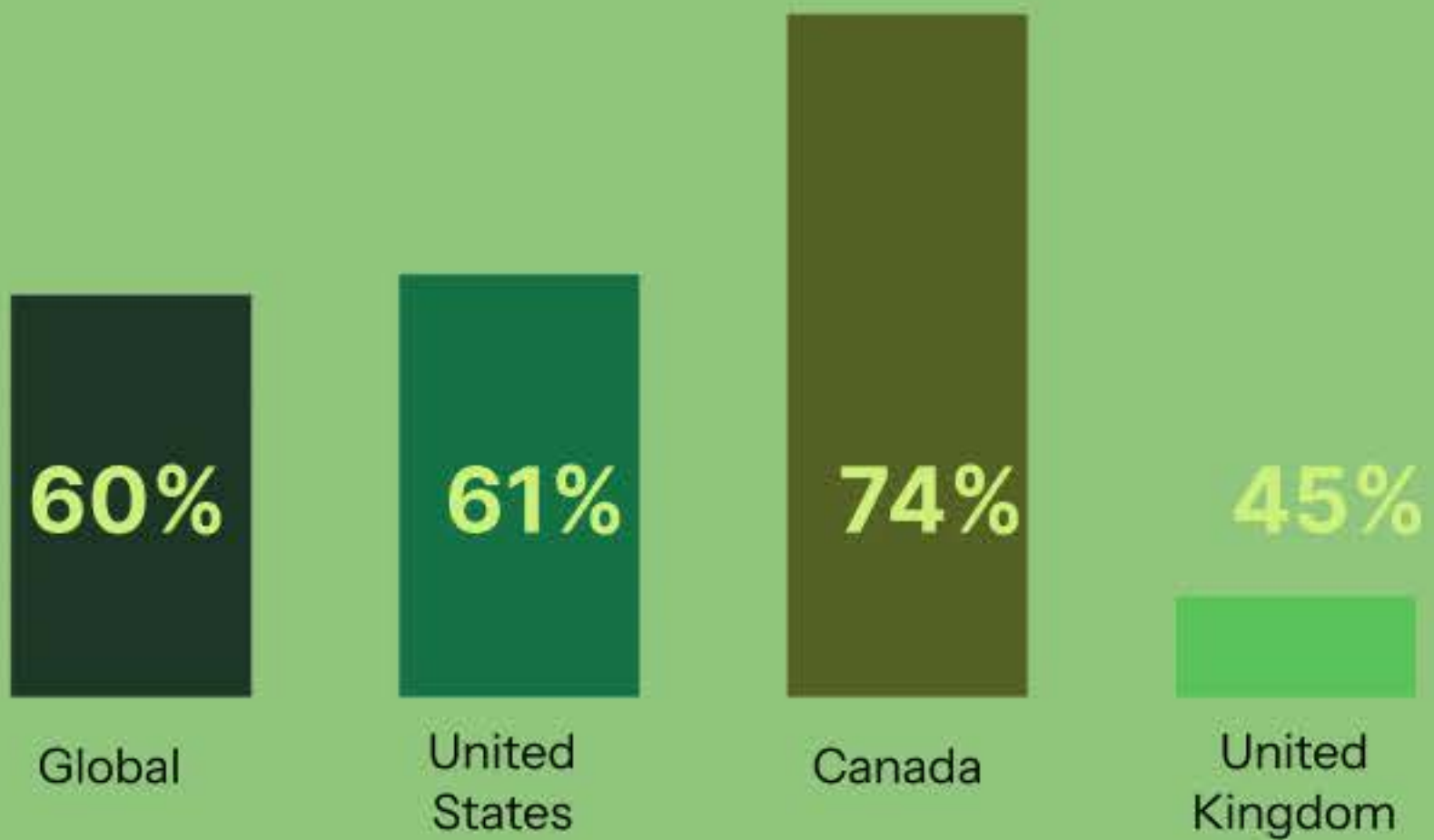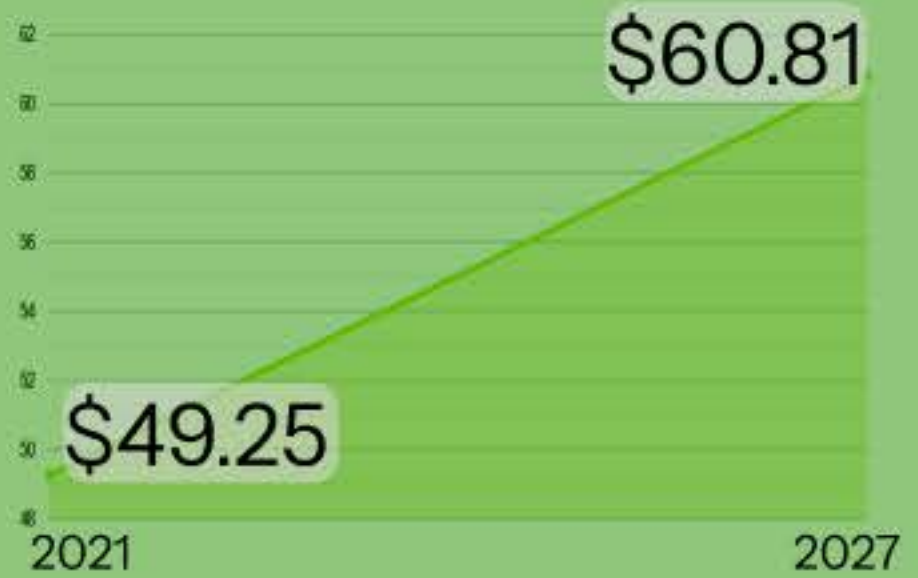# Green Design for the Modern Consumer
Integrating Sustainability into Branding Design

Consumer Sustainability Trends

Consumers trust brands that are environmentally or socially responsible.

60% Global
61% United States
74% Canada
45% United Kingdom

92%

Consumers wanted to find eco-friendly or environmentally responsible brands.

$60.81

$49.25

2021   2027

The global green marketing market is expected to increase from around $49.25 billion in 2021 to around $60.81 billion by 2027.

Customer loyalty rate

34% **27%**

Companies with sustainability-focused branding

Company with less sustainable brands

Source:
120 design statistics: design principles, technological trends, and sustainability
38 Eco-Friendly Consumers Statistics & Trends: A Must Know in 2024
29+ Business Sustainability Statistics Must Know in 2024