

SUSTAINABILITY

HOW SHOPPERS' CLAIMS CLASH WITH THEIR CHOICES

VS. REALITY:



TEMU

43%

of those who claim sustainability is very or somewhat important when shopping for apparel, shop at Temu.

20%

of those who claim sustainability is very or somewhat important when shopping for apparel, shop at Shein.

SHEIN



36%

of those who claim sustainability is very or somewhat important when shopping for apparel, shop at Walmart.



Walmart

26%

of those who claim sustainability is very or somewhat important when shopping for apparel, shop at Target.



TARGET



It's been increasingly evident that in recent years, people have been expressing strong support for sustainable brands and claim to make eco-conscious choices in their shopping habits, yet they often find themselves drawn to notoriously less sustainable apparel companies. We surveyed our panelists to learn where these eco-conscious shoppers shop for apparel.

NEED RESEARCH?

Contact us now: solutions@mfour.com or call 714-754-1234.
Data witnessed August 2023.

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