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Sustainability Statistics Compendium 2020

The Sustainability Statistics Compendium is designed to be the largest collection of sustainability facts and figures available.

We have collected and curated hundreds of publicly-available information which you can use in presentations and documents. Whenever you need a data point to support your sustainability business case, you'll find it here.

The compendium is regularly updated by the Circklo Team so you can be sure you always have access to the latest information.

The Circklo Sustainability Statistics Compendium

The Compendium is divided into five industry-specific sections so you can quickly discover the most relevant information:

- **FASHION** - From cultivation to design, manufacturing to recycling and resale. Understand the numbers that are changing the modern fashion industry.
- **FMCG/CPG** - Numbers and insight to help you move from Fast-Moving Consumer Goods, to Fast-Moving Sustainable Goods.
- **RETAIL** - Statistics that show consumer demand for a new retail responsibility.
- **PHARMACEUTICAL** - The world of public and private healthcare and research.
- **TECHNOLOGY** - Understand and share the growth and impact of blockchain, AI, VR and other disruptive technology in consumer markets.



Retail

Circklo Sustainability Statistics Compendium 2020



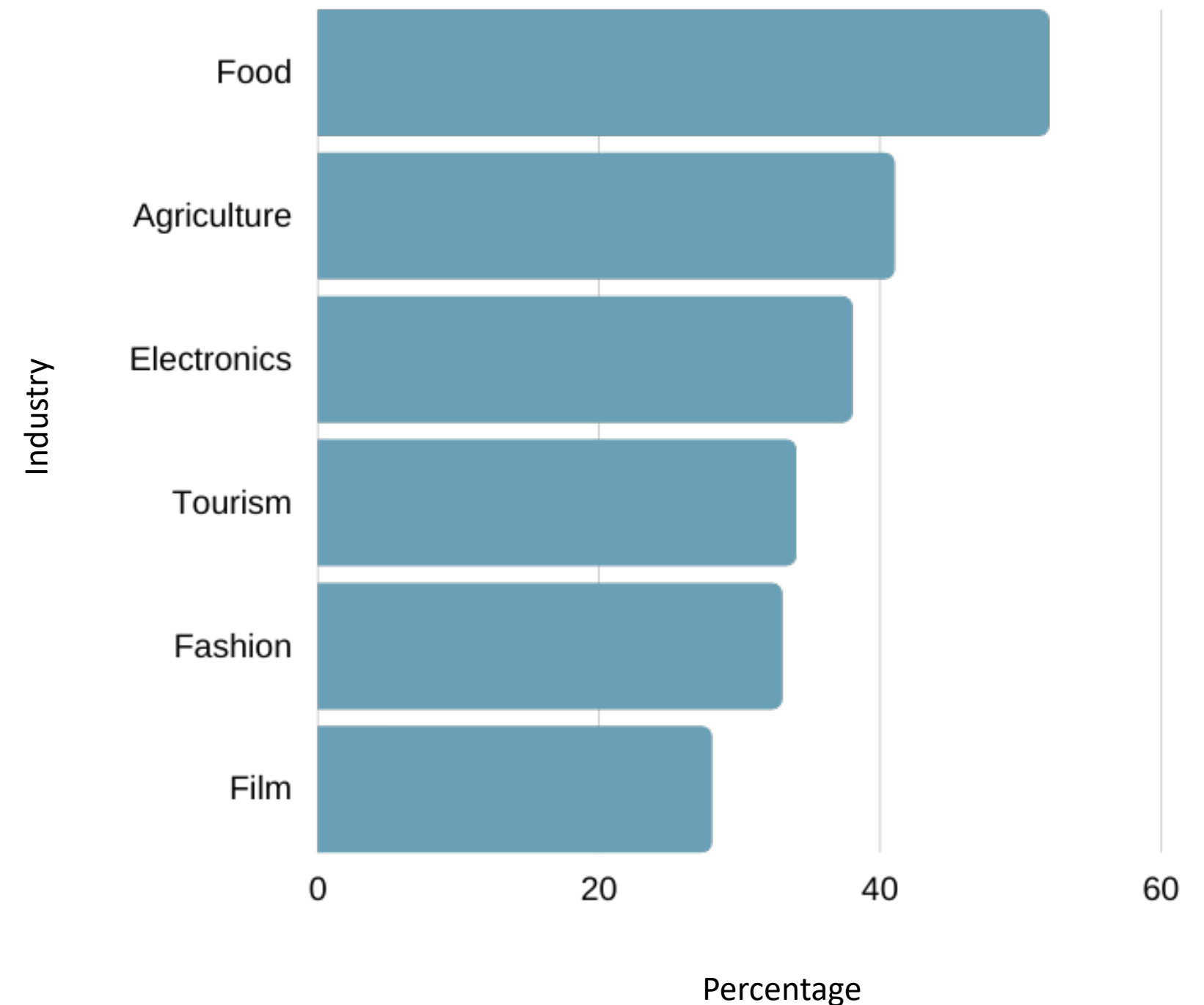
**10,000-20,000
litres of water**

**is used to produce every kilo of
cotton. That's enough cotton for
one shirt and one pair of jeans.**

**Cotton represents up to 7% of all
jobs in some low-income countries.**



Over half of UK and US internet users believe the food industry should hold themselves accountable to having a better corporate social responsibility policy.



**54% of Millennials and
52% of Gen X say that
they respond better if
there is an incentive to
act sustainably**

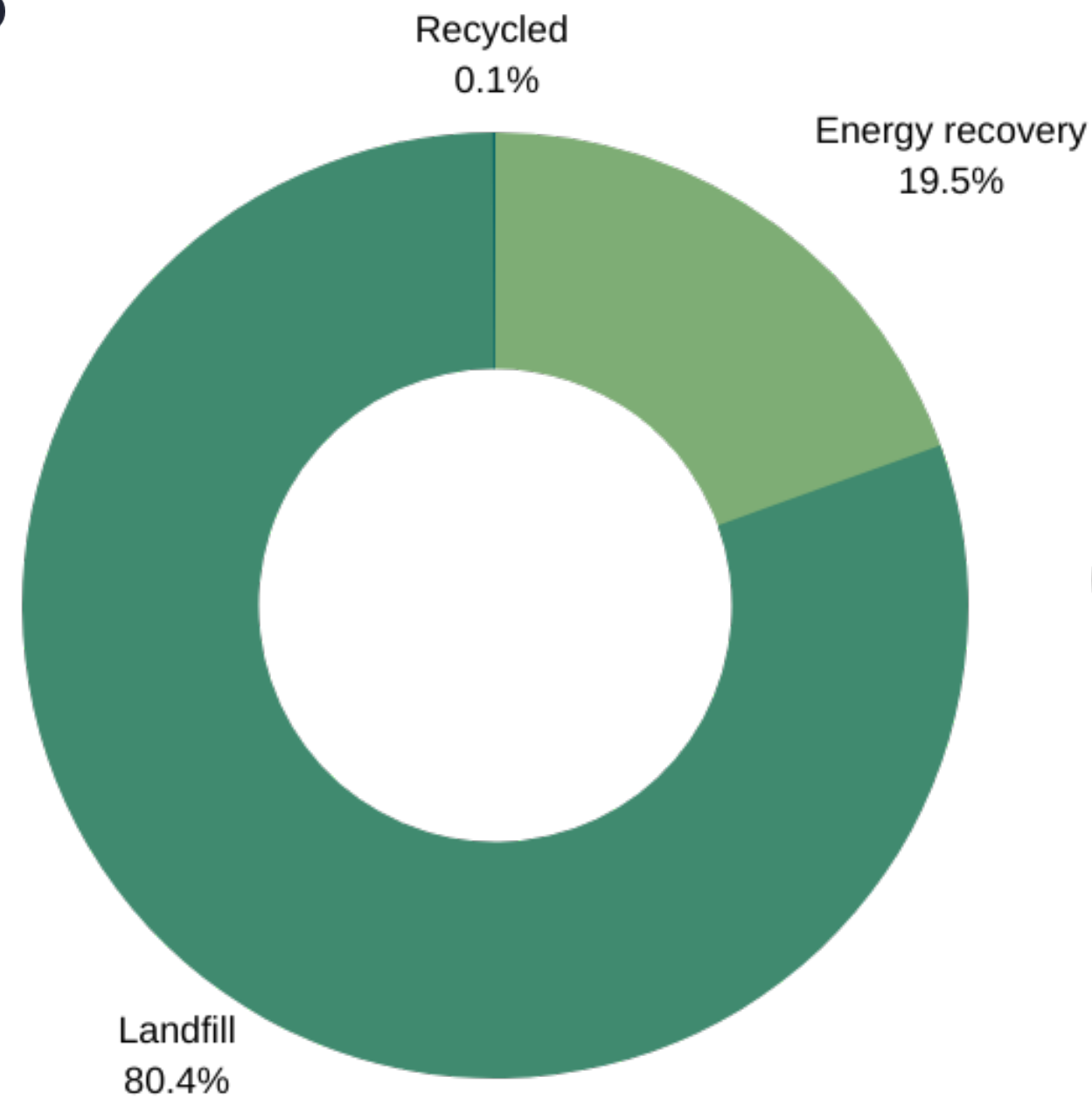


**£730 of food is
thrown away per
household per
year in the UK**



45% of consumers say it is difficult to know which fashion companies are truly committed to sustainability.



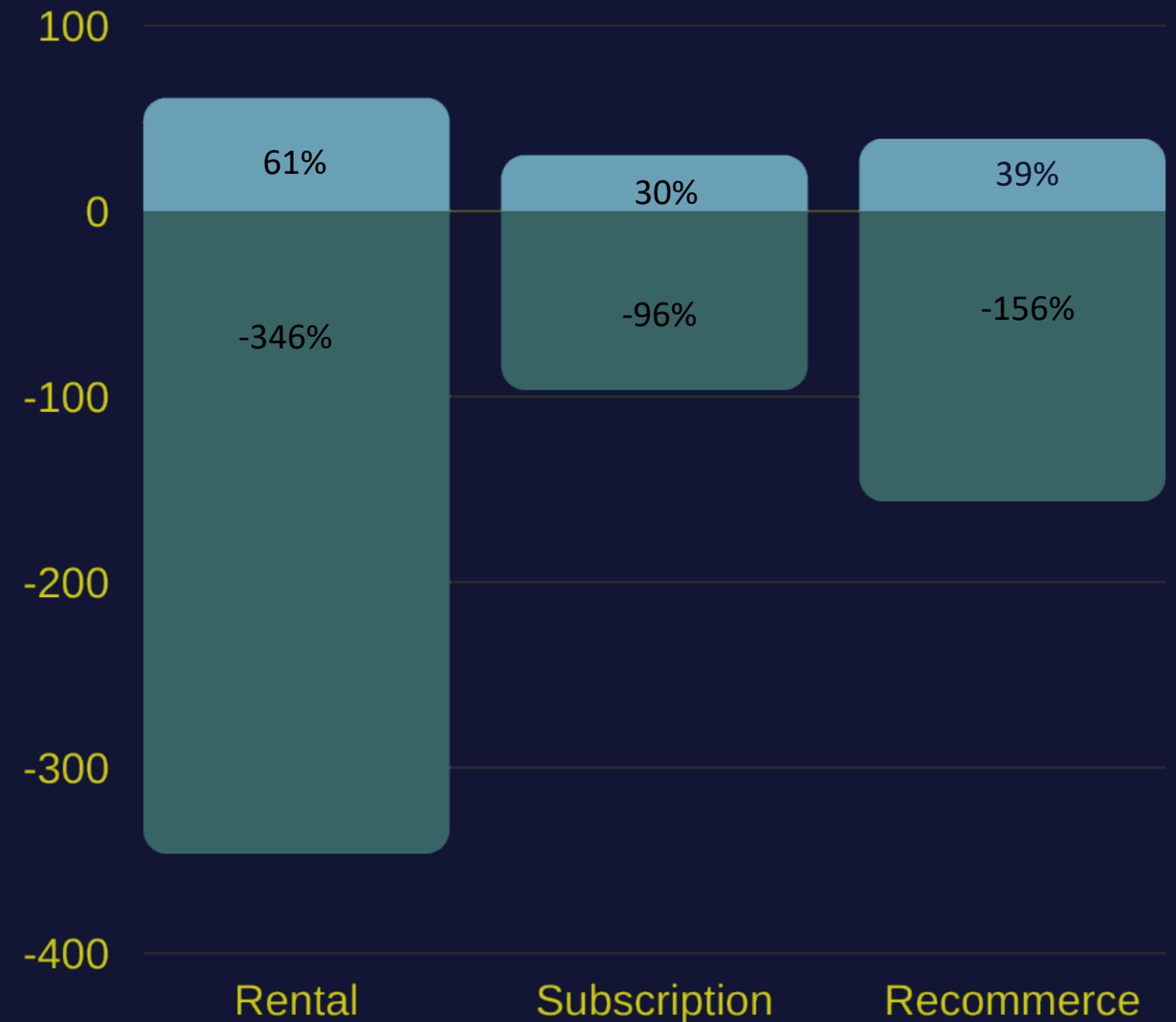


0.1% The proportion of furniture waste that is recycled. 20% is combusted with energy recovery and 80% goes to landfill.

Unilever estimates that **almost 70%** of its greenhouse gas footprint depends on which products customers choose and whether they use and dispose of them in a sustainable manner—for example, by conserving water and energy while doing the laundry or recycling containers properly after use.



Circular business models such as rental, subscription and recommerce generate substantial margins in the luxury vs. value sector.



**250 million gallons of oil,
10 million trees, and 1 billion
gallons of water** are used to
create receipts just in the
U.S. each year.



42% of the top 50 global grocery retailers have established a sustainability function, and 14% now have a “Chief Sustainability Officer.”

But only 10% of these grocery retailers actually measure and incentivize personal performance against key performance indicators of sustainability, and only eight of the top 50 grocers evaluate how sustainability efforts translate into financial outcomes.



9 in 10 retailers are setting aside resources to make deliveries more sustainable, with **48%** planning to invest significantly over the next five years as this is seen as a major driver of growth.



9% of UK consumers
would be willing to rent
furniture, compared to
11% of US consumers.





88% of
consumers want
brands to help
them live more
sustainable lives.



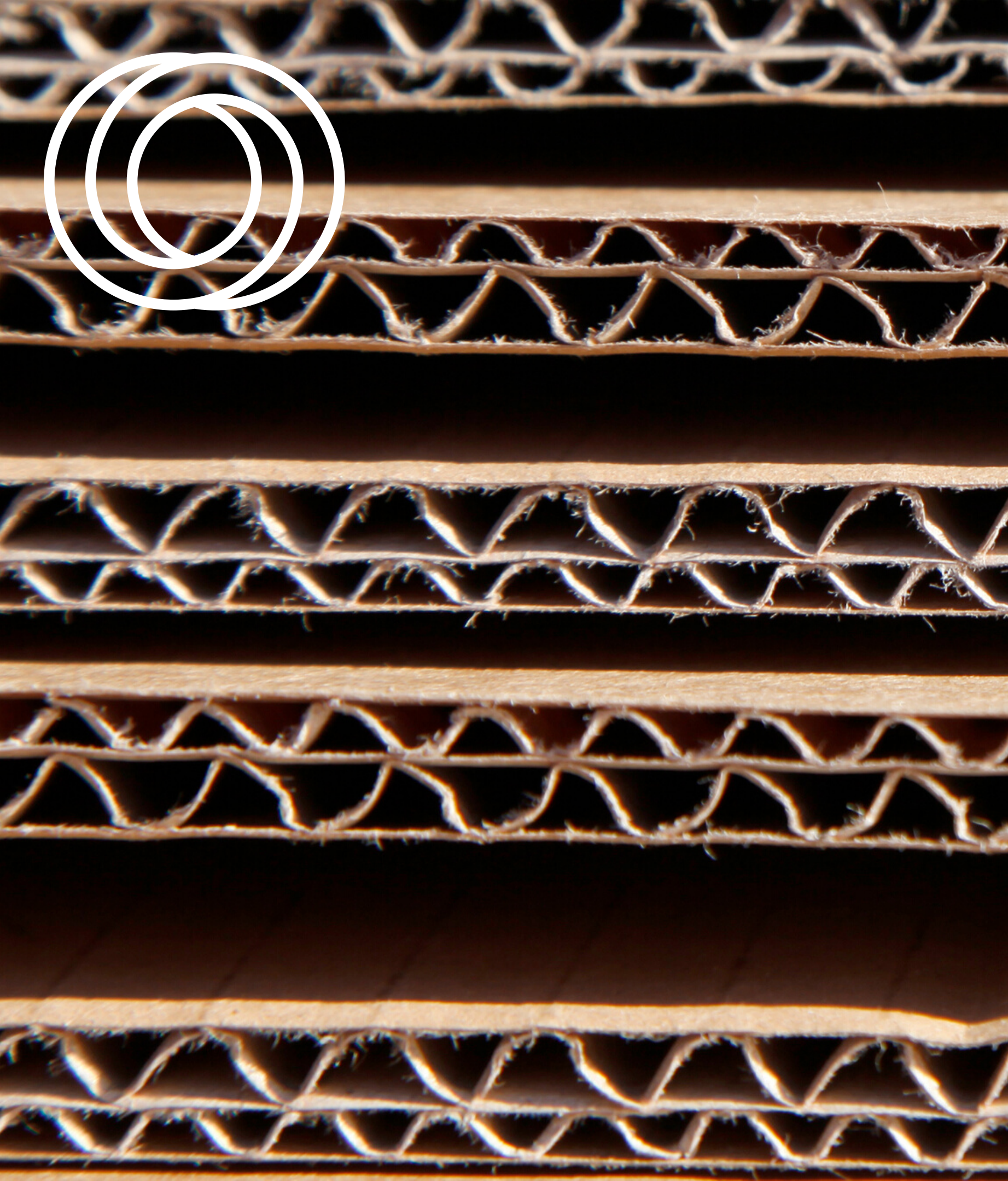
In the UK, **£140m**
of used but still
wearable clothing
goes to landfill
every year



Retail overstocks
contributed **\$471.9 billion**
in lost revenues globally
last year, up 30% from
three years prior.



88% of consumers
want packaging to
provide more
information about
sustainability.



68% of consumers say the environmental impact of a product's packaging affects their purchasing choice.



92%
of consumers would
prefer paper-based over
plastic-based packaging.

\$1 billion

The expected value of
the global secondhand
fashion market within
the next five years.

Food loss and waste results in \$984bn of economic losses globally per year

79% of retailers say that a lack of provenance negatively impacts sales.

79% of consumers expected the brand to adopt fair and responsible behavior when buying materials, products or services whilst 71% expected it to work at reducing its environmental impact.

By doubling the average number of items purchased per ecommerce transaction and avoiding split shipments, **retailers can reduce average per-item emissions by 30%.**



Walmart says it is on track to reduce its emissions by 1 billion metric tons — the equivalent of 212 million cars' annual emissions — by 2030. The giant also reported recycling 430 million pounds of plastic in 2018.

During Covid-19, Ocado banned sales of bottled water, saving enough space in its vans to deliver to **6k additional homes** per week.



The combined annual emissions of FedEx, UPS and the U.S. Postal Service is roughly equivalent to the annual greenhouse gas emissions of 7 million cars.



62% of consumers expect businesses to absorb the additional costs of investment in sustainable practices.

In 2019, 14.3 percent of western Europeans are considered eco-conscious consumers:

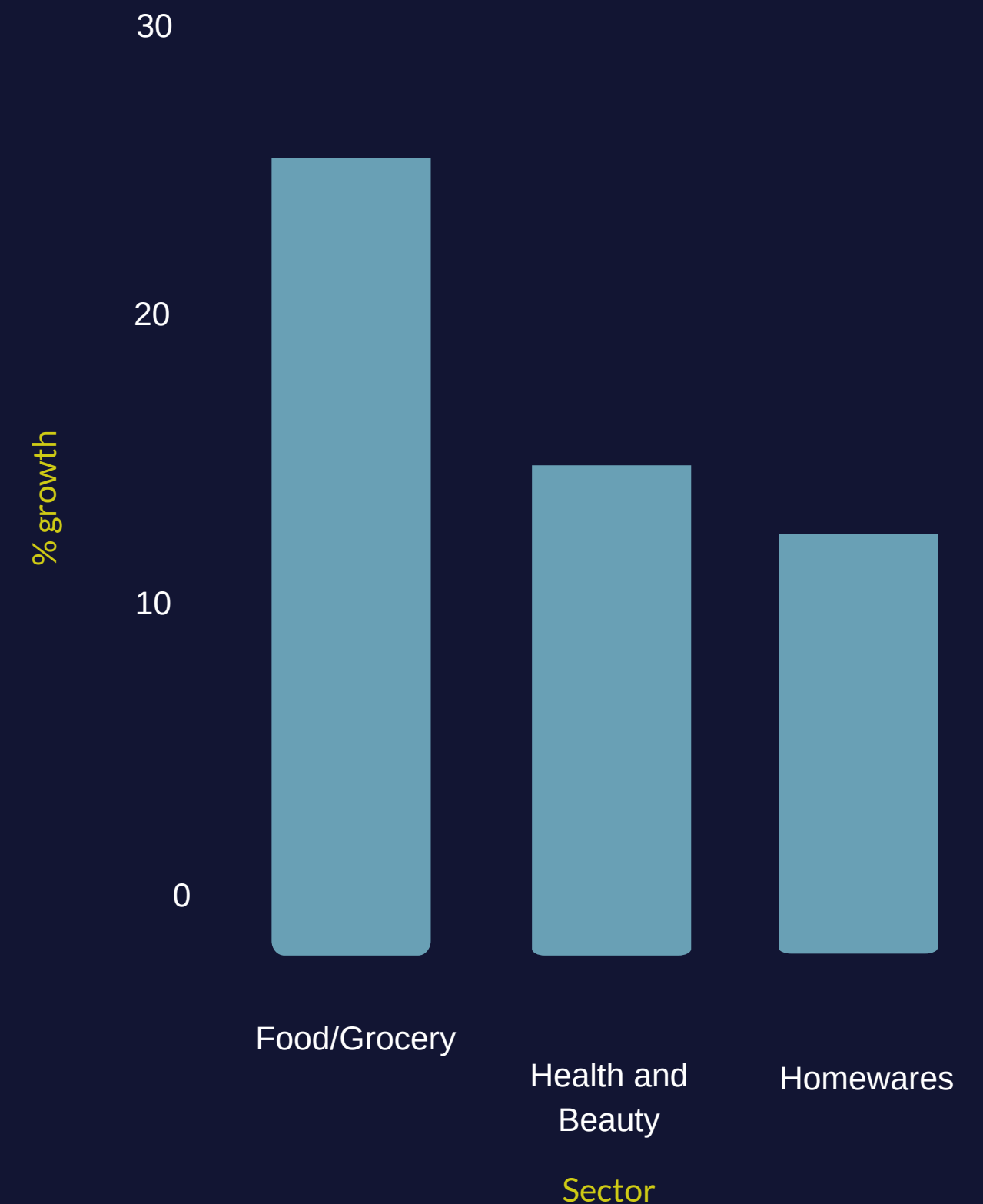
- **44% try to shop locally**
- **56% percent buy fewer, better quality products**
- **57% buy second-hand items at least once a year.**



Online retail in 2020

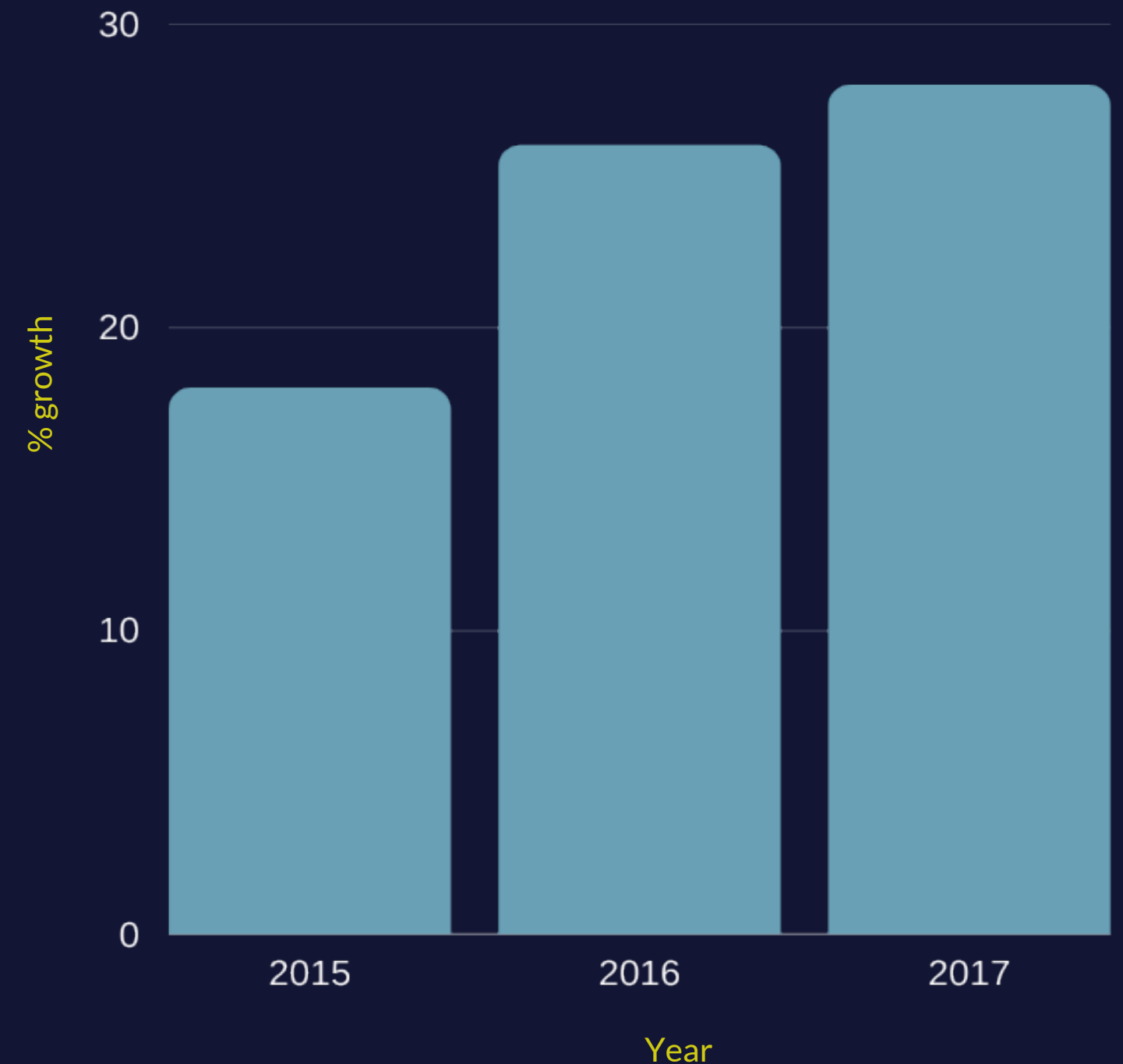
The total online retail market is now forecast to grow 10.2 per cent in 2020 - the highest growth rate since 2014.

Particularly strong online growth is expected across food and grocery (+25.5 per cent), health & beauty (15.6 per cent) and home wares (12.1 per cent).

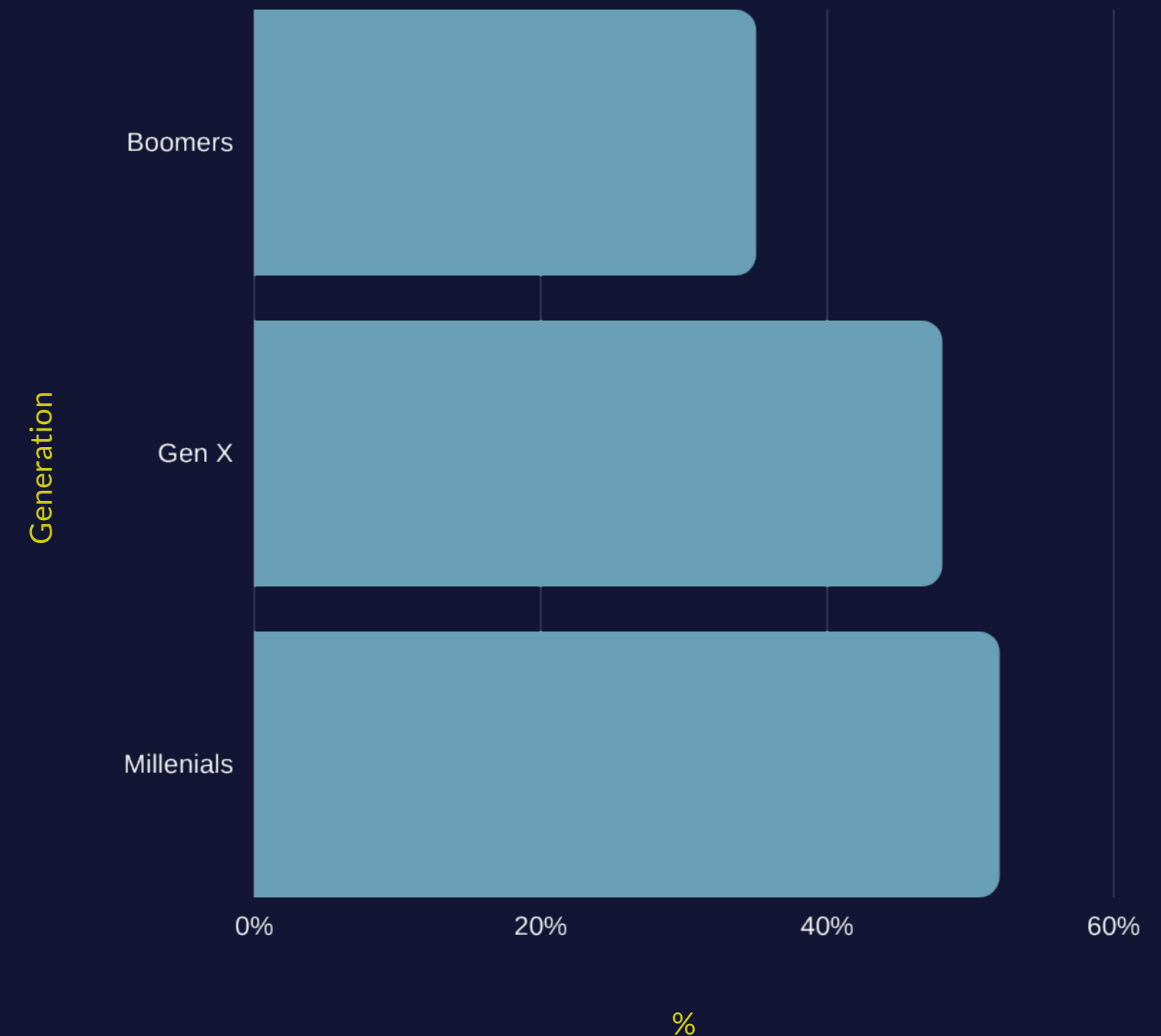


Growth in Circular Economy investment

18% of businesses were investing in the circular economy in 2015, and that number increased to 26% in 2016 and 28% in 2017.



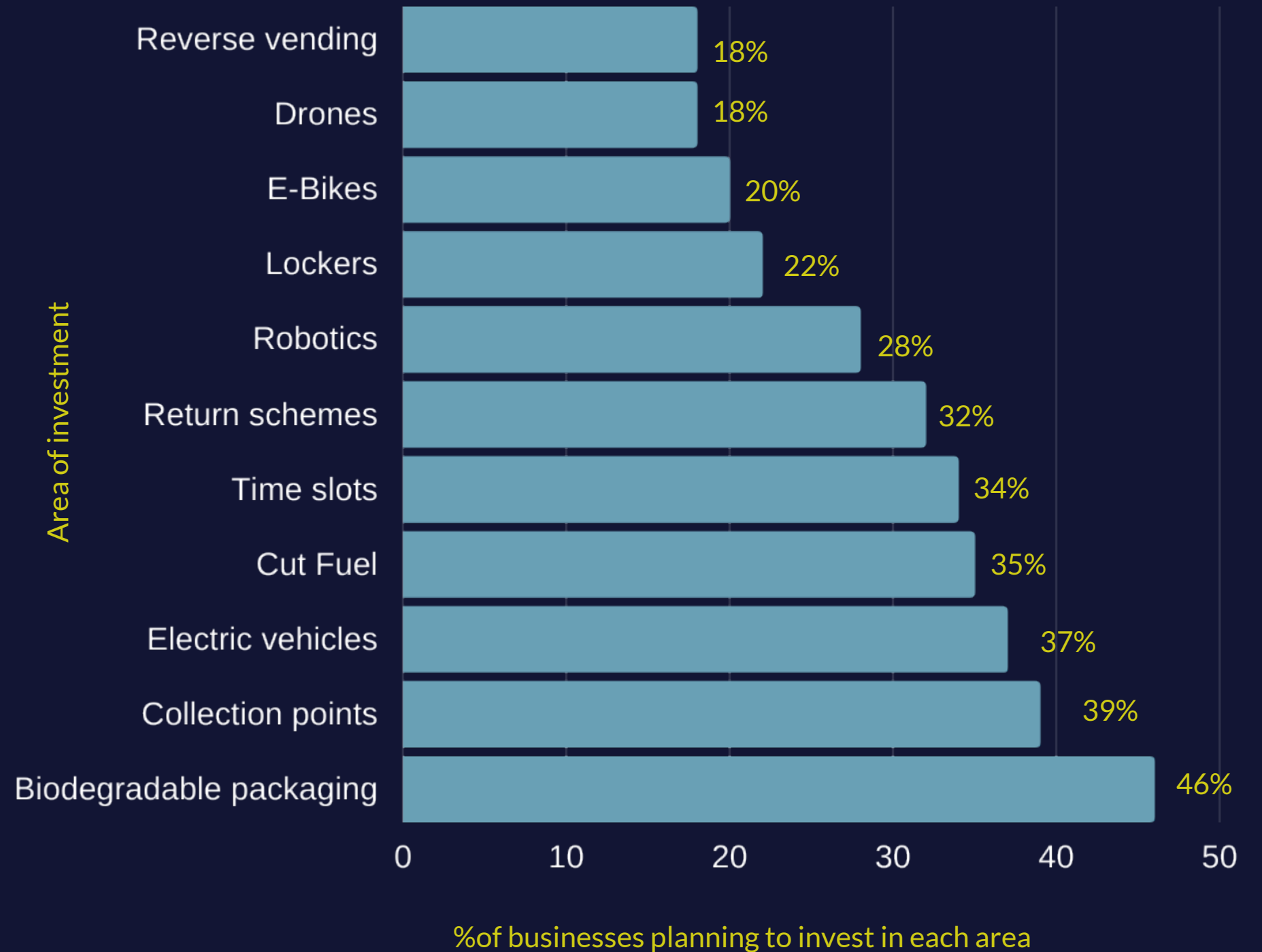
52% of millennials and 48% of Gen Xers feel it's important that their values align with the brands they like, while 35% of baby boomers surveyed felt the same way.



Eco-friendly products account for **only 3%** of the items available online in the US and the UK

Planned investment in sustainable delivery

57% of retailers believe
that they will improve
their brand reputation
by tackling delivery
sustainability.



\$984bn

**Global economic losses caused
by food loss and waste.**

Global demand for agricultural production is expected to **grow by 70% by the year 2050.**

Global food production already utilizes about 50% of the earth's available arable land, and the global agricultural sector consumes about 70% of the freshwater available for human use.

65% of ethically minded consumers
said they want to buy purpose-driven
brands that advocate sustainability.
Only about 26% actually do so.

Only 9% of plastic packaging in the U.S. is recycled, 12% is burned and the rest ends up in a landfill—or even the sea.



53% of consumers who are disappointed by a brand's words or actions on a social issue complain about it.

In the UK 37% walk away from the brand and 25% never go back.



