

# Sustainable Retail

## The UK Market

AUTUMNFAIR

SPRINGFAIR

pure  
LONDON



# 74%

of retail professionals see the growing sustainability agenda as an opportunity for their businesses.



# 73%

of retailers have made sustainability changes to their operations.



# 2021

2/3

of respondents believe it will take their business three years or more to achieve true sustainability.



By the end of

# 2020

retailers want to increase the percentage of their products that are sustainable on average by

# 33%



# 19%

The average increase in retail prices estimated by respondents to make their products sustainable.

# 9%

The increase respondents feel consumers would be willing to pay for those products.



# 80%

stated the future of the planet as the most important reason for sustainable behaviour.



# 20%

feel that suppliers who act sustainably or are transparent about their supply chain are in short supply.

SOURCE:  
Spring & Autumn Fair and Pure London value versus values survey.