



Solving the Green Consumer Puzzle

To BCG's network around the world,

As governments, NGOs, and businesses from around the globe gather for Climate Week in New York, it's exciting to feel the increased momentum to reach bold climate and sustainability ambitions. And it's no secret that consumer products—and choices—play a big role in getting us there.

On the demand side, consumers increasingly want to make a difference, but their actions don't always match this aspiration. A new BCG report, [Consumers Are the Key to Taking Green Mainstream](#), includes the results of a survey of 19,000 consumers across Japan, Germany, France, Italy, China, India, Brazil, and the US. While 80% of respondents say they are concerned about sustainability, only 20% feel that they themselves can have an impact, and at most 7% report paying a premium for sustainable products and services.

As the report explains, there are large segments of consumers who are “fence sitters”—not yet purchasing sustainable products but increasingly adopting sustainable behaviors, such as using reusable cloths for cleaning, recycling packaging, and driving their cars only when necessary.

So why aren't consumers making more purchases that align with their beliefs? For some, naturally, it boils down to cost. For others, it is more nuanced; they may not believe that their actions make a difference, or they may be apprehensive about changing from a favorite brand. Companies can help bridge that gap and influence consumer behavior:

- **They can make claims locally relevant**, being sure to speak the language of consumers and not that of internal business teams, regulators, or investors.
- **They can broaden the dialogue with consumers**, leading them to choose sustainable products and services that have additional attributes that are important to them, such as providing health benefits.
- **They can respond to consumers' hesitation** to make sustainable choices by removing real or perceived barriers through innovation and communication.

On the supply side, companies need to create truly sustainable consumer products—products that are not just net zero in carbon use but also promote biodiversity and reduce reliance on water and land. One company leading the way in this work is Quantis. I'm thrilled to share that [BCG recently announced a deal to acquire Quantis](#).

Quantis is an environmental sustainability consultancy that guides organizations to align their sustainability strategies with “planetary boundaries”—the environmental limits within which humanity can safely operate. This includes supporting companies with ecodesign, a process that integrates environmental impact criteria into the development of products and services while ensuring offerings are appealing to customers and profitable for organizations.

In its work with [L'Oréal](#), for example, Quantis developed a tool that analyzes the impact of the full life cycle of products—from raw material extraction to packaging to disposal—to ensure that all new products are more sustainable than what's on the market.

The next step in ecodesign is the development of frameworks and tools, such as [packaging-assessment software](#) that combines sustainability science and product design KPIs so that companies can reduce the environmental footprint of their entire product portfolio.

Whether it's bringing consumers on board to embrace the sustainable products and services that organizations must increasingly offer, or helping companies make their offerings more sustainable, we need to keep up the work of building a true planetary economy.

Please see more about BCG's acquisition of Quantis in the press release below.

Until next week,



Christoph Schweizer
Chief Executive Officer

Further Reading



Quantis to Join BCG to Accelerate Sustainable Transformation

Together, BCG and Quantis will help lead the global transformation toward a new planetary economy.

[READ MORE →](#)



Consumers Are the Key to Taking Green Mainstream

A BCG survey confirms that most consumers are ready to embrace sustainable products. Here are three ways to help make that happen.

[READ MORE →](#)



Are You Ready for Green Growth?

Companies have plenty of “will” but much less “way” when it comes to climate and sustainability innovation readiness.

[READ MORE →](#)

