

# Sustainability in Fashion

U.S. consumers are becoming increasingly cognizant of the products they use. As fashion brands look to innovate, sustainability is becoming an important initiative in the apparel industry. Manufacturers should take sustainability into consideration so they can capitalize on this trend and get ahead of the competition. Here's a look at our latest insights related to sustainable fashion.

**80%** NEARLY 80% OF ADULTS SAY TYPICALLY **DONATE CLOTHES** THEY NO LONGER WANT.

**1/3** NEARLY A THIRD OF ADULTS ARE UNAWARE IF THEY EVER PURCHASED SUSTAINABLE CLOTHING IN THE PAST, INDICATING A NEED FOR **CLEARER MESSAGING**.

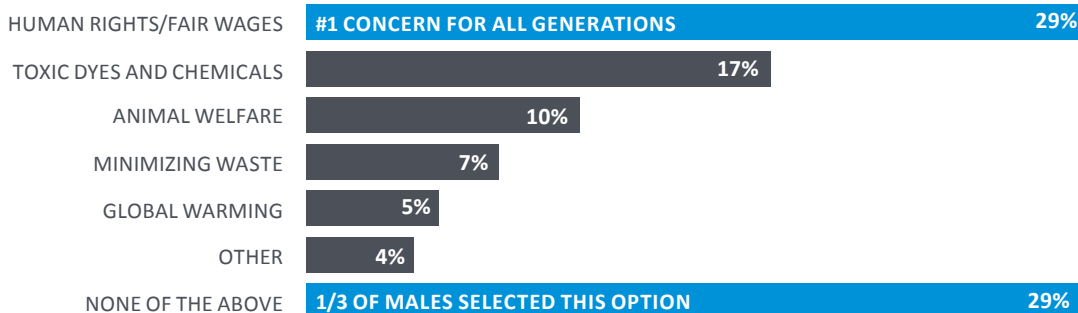
**18-34**

YOUNGER CONSUMERS ARE MOST INCLINED TO **SPEND MORE** ON SUSTAINABLE APPAREL, BUT MORE THAN HALF OF 18- TO 34-YEAR-OLDS DO NOT CHECK CLOTHING LABELS FOR COUNTRY OF ORIGIN.

**1/3** OF CONSUMERS SAY A BRAND'S SOCIAL RESPONSIBILITY AND SOCIAL POSITION ARE EXTREMELY IMPORTANT TO THEIR PURCHASE DECISIONS.

33% OF WOMEN SAY THEY WOULD PAY MORE FOR CLOTHING THAT WAS DESCRIBED AS: **SUSTAINABLE | ECO-FRIENDLY | ORGANIC | ETHICAL** THAN FOR CLOTHING THAT WAS NOT.

## Top social concerns related to clothing production:



Source: The NPD Group/omnibus study, May 2018

## Learn More About Consumer Trends

For more information on the importance of sustainability in fashion, and how you can improve marketing and product development to capitalize on opportunity, Contact Michelle Criss at [michelle.criss@npd.com](mailto:michelle.criss@npd.com).