Six Smart Takeaways

**Eco-Friendly is Friendly to the Ear**
Eco-Friendly—most preferred/recognized description when it comes to shoe sustainability marketing.

- 46% Eco-friendly
- 37% Sustain-able
- 27% Responsibly Sourced
- 21% Environmentally preferred
- 20% Eco-conscious
- 19% None of these

**Durability in a Landslide**
Durability is ranked as the most important term by nearly all shoe shoppers when they hear “sustainability.” 65% say shoes should last more than a year to be considered “durable.”

- 32% At least 6 months
- 33% 1–2 years
- 22% 7–11 months
- 14% No, I understand what they’re describing

**Add a Little Something Extra For $ustainability**
64% of consumers say they would pay more for sustainable shoes if marketed correctly.

For most surveyed, that is a modest increase, with 35% stating they would pay just $1–$5 more for sustainable shoes.

- 13% I would pay $10 or more for sustainable shoes
- 16% I would pay $6–10 more for sustainable shoes
- 36% I wouldn’t pay any additional amount for sustainable shoes
- 35% I would pay $1–5 more for sustainable shoes

**Recycled Content is King**
Consumers view the term “recycled” as the most sustainable material that brands should highlight and market.

1. Recycled
2. Biodegradable
3. Natural
4. Bio-based

**Vegan Alone is Vague**
The majority of consumers (72%) want to know what “vegan” means. Retailers and brands need to be more specific and clearly communicate definitions around materials (plastics or plant-based) to explain what makes it vegan.

- 28% Yes, they should clearly communicate what sort of materials make it vegan
- 72% No, I understand what they’re describing

**Give “Sustainable Shipping” a Shot**
Shoe shoppers are willing to wait 3+ days for more eco-conscious shipping to reduce their carbon footprint, if you give them a future coupon or incentive.

**Overall Results**

<table>
<thead>
<tr>
<th>Description</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>Yes, a coupon for 10% off my next purchase</td>
<td>41%</td>
</tr>
<tr>
<td>Yes, $1 off my total current purchase</td>
<td>19%</td>
</tr>
<tr>
<td>Yes, bonus points towards a reward/loyalty program</td>
<td>20%</td>
</tr>
<tr>
<td>No, this is not something that interests me</td>
<td>20%</td>
</tr>
</tbody>
</table>

Survey of 1,000 shoe shoppers nationwide conducted May 2021