

momentum

#TUESDAYTALK

Let's talk insights

How consumers are embracing sustainability





01

59% of Gen Z and 57% of Millennials are actively purchasing upcycled goods.

(Source: First Insight)



02

54% of Gen Z and 46% of Millennials believe brands should be making their products reusable.

(Source: Glossy)



03

This will be the US Open's 14th year of their Green Initiatives program, their commitment to lessening its environmental impact.

(Source: US Open)



04

71% of adults worldwide believe that in the long term, climate change is as serious a crisis as COVID-19.

(Source: Ipsos)



05

The global production of plastic increased to over 450 million metric tons in 2018 and is projected to more than triple by 2050.

(Source: Plastic Pollution Treaty)

For more information, contact: info@momentumww.com
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