



Sustainability Claims & Real-Life Purchase Decisions



Find out what consumers really choose vs. what they say about sustainability, in a can't-miss proprietary study:

The Role of Sustainability in Consumer Purchase Decision Making



What consumers say vs. what they choose

The study used **choice analysis**, putting respondents in front of a virtual shelf to observe their actual behavior vs. asking how they would behave.

How do consumers' declarations about sustainability claims stand up? The results show that certain environmental sustainability claims drive consumer purchase decisions.



Sustainability claims have a strong impact on actual consumer purchase decisions vs. their stated importance.¹



Not all claims are created equal

Sustainability claims drive differentiation.

What can sustainability do for your brand?

- ▶ Sustainability claims impact actual purchase decisions
- ▶ Sourcing claims are the most impactful

Contact ADM for more details on sustainable sourcing claims that can differentiate your brand.



The research shows:¹

On-pack sourcing claims make products stand out & impact purchase decisions



Sourcing claims related to sustainability perform best



Pairing a strong sustainability claim & a benefit-driven claim broadens consumer appeal



Responsibly sourced and uniquely positioned

You can rely on our sustainability expertise and insights to help you deliver effective consumer-facing messaging and product claims.

ADM is uniquely positioned to help reduce your brand's environmental footprint with a comprehensive approach to sustainable sourcing programs across every step of the flour value chain:



Achieve Your Goals and Enhance Your Brand

Reach your responsible sourcing and environmental impact goals when you partner with ADM programs that support regenerative agriculture.

Bring differentiated products to market with insights and on-pack sustainable sourcing claims that align your brand with premium quality and better-for-you perceptions.

Contact Us Today
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Connect with our team to learn more.

Unlocking Nature. Enriching Life.

SOURCE:

¹ ADM Outside VoiceSM Study, The Role of Sustainability in Consumer Purchase Decision Making, April 2023

