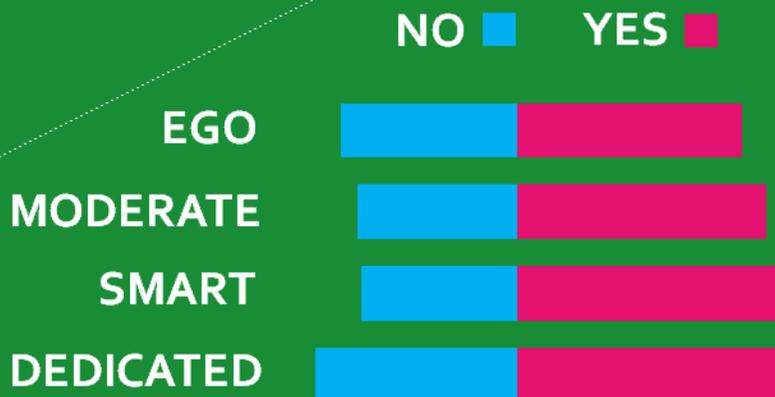


TREND #4

ALL CONSUMER SEGMENTS
ARE INCREASINGLY POSITIVE TOWARDS
SHOPPING ONLINE



Mar 16, 2015 14:00 GMT

One week left until the release of Sustainable Brand Index™ 2015

With one week left until the release of Sustainable Brand Index™ 2015 it is time to share the forth trend. To see the full index and a report that will analyze all of the trends you will have to wait until the 23rd of March, we hope to see you at Nalen for the award ceremony!

Trend #4: All consumer segments are increasingly positive towards shopping online

Sustainable Brand Index™ divides consumers into four different groups

depending on how they act in different situations and underlying structures in their attitudes. The different groups are *Ego*, *Moderate*, *Smart* and *Dedicated*. If you would like to read more about the different groups, check out [Trend #3](#).

When asked questions about whether they like shopping online a majority of consumers in all the four different groups answered yes. The different benefits of shopping online make it appealing to consumers in all different groups despite their different priorities when making purchase decisions.

This development is positive from a sustainability perspective. Online shopping paves the way for more sustainable, informed purchase decisions. This also shows that the different consumer groups are approaching each other, in the modern society the spread of information gets more and more effective, bridging the knowledge gap between the different segments.

Next week we will see whether the ratio between the different consumer groups have changed since last year. Are consumers agreeing on more things than just online shopping?

Stay tuned, Sustainable Brand Index™ 2015 will be released next Monday!

SB Insight is an insight agency on a mission to create sustainable brands. We provide decision-making material on how sustainability affects branding, communication and business development.

We share knowledge through our tailored training solutions, create meetings and contacts between companies who want to become sustainability leaders. We also perform in-depth studies and analysis of relevant topics as requested by our customers. Finally, we are the founder of Sustainable Brand Index, Europe's largest independent brand study on sustainability.

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