

LiveArea



P F S

PFS and LiveArea Research Report

Selling Sustainability

Adapting to the New Conscious Consumer

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Introduction

2020 has been a year of great change for consumers and retailers alike. Buying habits have been hugely affected, with the closure of physical stores pushing more people online and putting great strain on online retailers and brands to keep up with demand and retain loyal customers during a period of great adjustment.

As well as the logistics of purchasing food, clothes and other items, consumer attention has turned to the sustainability of the buying cycle and the environmental impact associated with their (changing) shopping habits. With the process of shopping for and returning essential goods and other items more restricted – and not as straightforward as it once was – consumers are now in a position to more carefully consider what, where and how they buy items.

The culture of convenience is evolving into one with a conscience, with consumers looking to strike a balance. To understand just how far this shift in attitudes has gone, and the impact of the 'conscious consumer' on the future of retail, PFS and LiveArea asked consumers in the UK, Republic of Ireland and France for their expectations and hopes from online retailers and brands now and in the years ahead.

For many consumers, the temporary closure of physical shops has unknowingly provided the opportunity to reassess and re-evaluate their shopping habits, with over a third (**37%**) of people admitting that they are more conscious now of how their online shopping habits impact the environment than before the COVID-19 pandemic.

Methodology

PFS and LiveArea commissioned research agency, Arlington Research, to survey 2,500 consumers about their current shopping habits, environmental and ethical expectations from online retailers and brands, and how their buying behaviour has changed during the Coronavirus pandemic.

Nationally representative interviews were carried out with adults aged 18 and over, with quotas set on gender, age and region at a country-wide level. Respondents came from the UK (1,500 respondents), Republic of Ireland (500 respondents) and France (500 respondents). Fieldwork took place between 28th May and 4th June, 2020.

Age groups referred to throughout the report are broken down as follows:



Generation Z

Respondents born between 1994 – 2001



Millennials

Respondents born between 1980 – 1993



Generation X

Respondents born between 1965 – 1979



Baby Boomers

Respondents born between 1946 – 1964



Silent Generation

Respondents born before 1946

Key Research Findings

- Nearly three-quarters of consumers expect online retailers and brands to use recyclable packaging (**73%**) or minimise their use of packaging (**74%**)
- Country of origin is important in the purchase process, with over half (**56%**) of respondents preferring to buy products that can be delivered from within their own country
- For **43%**, in-store purchase and buy online, pickup in store (BOPIS) is their preferred shopping method, due to the lower environmental impact when compared to ordering online for delivery
- When making a purchase, over a third (**35%**) of consumers said the product had to be naturally sourced, locally sourced or sustainable
- Satisfaction with communication from online retailers or brands about the environmental impact of items bought is only **37%**
- Many Millennials still over-purchase and return items (**30% compared to 16% of respondents overall**)
- This attitude has, however, changed in light of the COVID-19 pandemic with over a third (**37%**) of shoppers having stopped over-purchasing items as a result
- Due to the pandemic, one in three (**30%**) shoppers are returning less items than they used to over environmental concerns
- Only **26%** of consumers are aware of what happens to products they return to online retailers and brands
- **42%** of consumers believe that the products they return are reused or recycled, with only one in five (**22%**) aware that goods are often thrown away or destroyed
- One quarter (**25%**) of consumers would consider shopping with an alternative, more sustainable online retailer or brand
- Almost three-quarters (**72%**) of consumers plan to continue with their changed shopping habits following the pandemic
- **40%** of consumers feel that online retailers and brands should continue with reduced carbon footprint initiatives which include changes to product delivery and sourcing



1

Supporting Sustainability

Supporting Sustainability

While the world has been locked down, we have seen many consumers paying more attention to the sustainability of the products they purchase, along with the process retailers go through behind the scenes.

This could be for a variety of reasons – from having more time to consider the impact of their actions on the environment, through to needing to shop more locally for produce, or having to explore different ways to buy items during changing times.

As a result, expectations upon online retailers and brands to tackle the issues associated with waste are high, with around three-quarters **(73%)** of consumers expecting the brands they shop with online to use recyclable packaging. The same number expect packaging to be minimised **(74%)**.

Surprisingly, expectations between the generations highlight very different attitudes, with the silent generation having the highest hopes for the recyclability **(88%)** and minimal packaging **(85%)** the items they buy. In contrast only **63%** of those in Generation Z expect recyclable packaging, with **60%** expecting packaging to be minimised.

These figures highlight the pressure on brands to make their packaging eco-friendly. What's more, for those online retailers who have already gone down this route, findings suggest that they need to do more to communicate to their customers about these positive changes.

73%

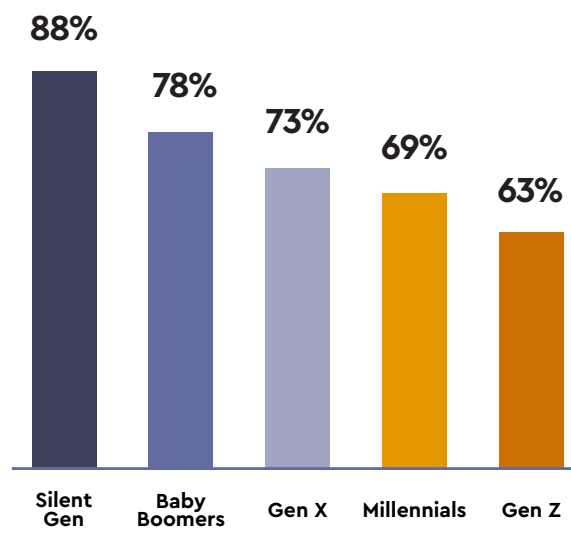
of consumers expect online retailers and brands to use recyclable packaging or minimise their use of packaging (74%)

Satisfaction with communication from online retailers or brands about the environmental impact of items bought is less than **40%**. The highest satisfaction rating is with grocery and household goods retailers, with **37%** of people satisfied. For shoppers of luxury goods, this falls to just one in five (**22%**) who are satisfied. Interestingly, Generation Z and Millennials were the most satisfied across all the age groups.

It is clear that putting initiatives in place is just the first step – following through and taking consumers on the journey with you is the next vital part. Brands like IKEA have done this very successfully, living and breathing sustainability and even creating a philosophy and community - 'Live Lagom' – to show consumers what it is doing and how to follow its lead. In the beauty sector, brands including Beauty Kitchen are built on the promise of delivering sustainable products and packaging to the eco-aware consumer, with more established brands such as Lush making great strides to put 'reduce, reuse and recycle' policies into action.

49%

of consumers prefer to buy from brands with a lower carbon footprint



Consumers expect online retailers and brands to use recyclable packaging

Notably, the appetite among consumers to support brands on this journey is there – with around two-fifths (**39%**) willing to pay a little extra to support online retailers' and brands' corporate social responsibility (CSR) initiatives. This is good news for online retailers and brands where the cost of recycled or recyclable packaging can often outweigh the benefit and affect their bottom line. With almost half (**49%**) of consumers preferring to buy from brands with lower carbon footprints, there is more that retailers can do to support this desire.

Key initial steps start with clearer labelling or ratings on packaging, so consumers are more aware of whether it is made from recycled material or is recyclable. In addition to labelling, there are many different options available to help minimise the use of packaging. This includes refillables, reusable containers or the opportunity for consumers to leave boxes for collection or re-use – as per the successful strategy taken by organic grocery brand Abel & Cole.

Not only can this initiative help online retailers and brands offset packaging costs, but it can also provide consumers with a sense of pride that they are contributing towards environmental sustainability. Instead of shipping products from the same order in separate deliveries, deploying a 'delay and deliver' approach – with all orders in one box – will also contribute to lower carbon emissions. The use of 'right-size' packaging, made from recycled materials or that is recyclable, will also not only help to eliminate excessive waste but ensure that more orders can be loaded into a lorry and help reduce a brand's overall carbon footprint.

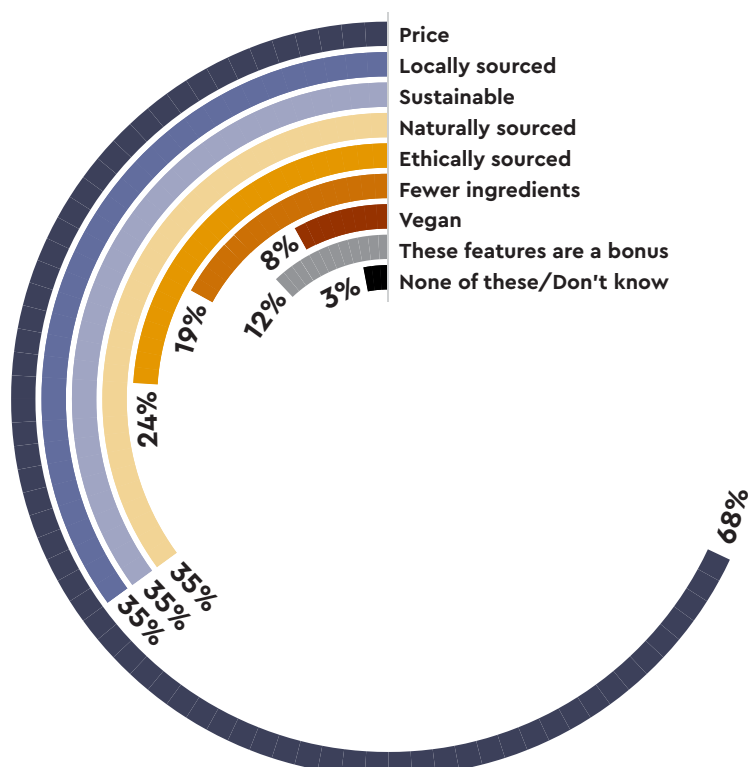
Alongside these initiatives, it's crucial for online brands and retailers to clearly communicate and engage with customers on the sustainable steps they've taken and the reasons why. Coupled with a loyalty or tiered points program for 'responsible' shoppers, these initiatives could not only help brands meet their sustainability objectives but create a loyal customer base.

Country of origin is also important in the purchase process, with over half (**56%**) of respondents preferring to buy products that can be delivered from within their own country, to reduce the environmental impact. For **35%** of consumers, when making a purchase the product must be naturally sourced, locally sourced or sustainable.

When it comes to checking the sustainability of products, half of consumers in France always check an item's credentials, compared to only just over a third (**38%**) of those in the UK and Republic of Ireland.

However, cost is still a key factor in the decision-making process, with price trumping ethical factors for **42%** of shoppers. This figure is lower in France, with under a third (**32%**) preferring to buy products that cost less rather than being ethically or sustainably sourced. It is clear that sustainability of products is joining cost and delivery as a key online buying consideration.

Features consumers sought when buying new products



31%

Balancing Costs

One in three consumers still prioritise price as the key decision driver. Sure, highlighting products that are recyclable and communicating a brand's sustainability initiatives through product pages is important to inform the consumer, potentially influencing their buying decision. However, while some consumers may be willing to pay more for something that is environmentally friendly, the goal for brands should be for sustainability to be price-friendly and accessible to their consumers.

Benoit Soucaret

Creative Director at LiveArea

43%

Succeed with Omnichannel

43% of consumers prefer to purchase in store or buy online, pickup in store (BOPIS), due to the lower environmental impact. This indicates that, while we continue to see an increasing shift to online shopping, consumers still see value in the in-person shopping experience. Retailers with an effective omnichannel strategy in place that is also built for growth will be best equipped to meet consumer expectations and minimise environmental impact. However, the shift to online shopping has been advanced more rapidly by the COVID-19 pandemic. Having the appropriate integrations set up for omnichannel commerce means retailers can utilise store inventory for more than incoming foot traffic. [Dark stores and hybrid store](#) models have the power to breathe fresh life back into brick-and-mortar stores while reducing carbon emissions by getting product closer to consumers.

Christophe Pecoraro

Managing Director at PFS Europe



2

Tackling the Issue of Over-Purchasing

Tackling the Issue of Over-Purchasing

Consumers are becoming more aware of the impact of packaging and delivery on the environment but, despite expectations levied at retailers, many consumers are still over-purchasing goods, which is at odds with their sustainable outlook.

There could be many reasons for this, including consumers being unsure of sizing from a particular retailer, the inability to match skin tone with clothing or cosmetics, or free delivery and returns making it simply too easy to order more than is necessary. Fast fashion can also have a part to play in consumers taking this approach to shopping, with trends moving quickly and prices kept low.

Millennials are the worst culprits, with **30%** over-purchasing and returning items compared to **16%** of respondents overall, or ordering multiple versions of the same item before making up their mind (**33%** compared to **19%** overall).

With **60%** of people preferring to shop in store to find the correct product, providing tangible experiences online are vital, particularly when consumers are unable to try on clothes or test a beauty or skincare product in person. Being unable to shop as they would normally has made consumers reassess their online shopping habits, leading many to either seek comfort in over-purchasing – in the knowledge they can return an item if they need to – or being more selective about their purchases due to difficulties in returning them.

Free delivery and a renewed reliance on needing goods to be sent straight to our doorsteps has made the environmental impact of multiple and potentially unnecessary deliveries come to the fore. Free returns are very much the norm for online fashion brands for instance, but this can have huge implications in terms of reverse logistics and stock wastage. In the current climate, many consumers consider a trip to the post office or local drop-off point to mail a return to be an unnecessary outing.



30%

**of millennials
over-purchase and
return items
compared to 16% of
respondents overall**

The fashion sector is also a prime example of one that is investing in ways to bring offline experiences to online shopping, to help buyers make the right choices the first time and also meet their sustainability goals. To bring products closer to the consumer, companies including Zara and H&M are using software that suggests sizes for those who order online. Data from online sizing tools combined with historic customer data on purchases and returns is used to generate a sizing match. Over time, this type of software will become more accurate and mainstream.

More recent initiatives launched by the likes of ASOS, which use augmented reality to allow customers to see what clothes might look like on their body type, are paving the way for a much more interactive and accurate shopping experience online, without even needing to leave home.

It's not just fashion brands that are able to use technology to reduce waste and meet sustainable objectives, by giving consumers an enhanced and effective online shopping experience. Beauty brands including L'Oréal allow you to try-on before you buy' with virtual try on applications enabling consumers to choose the shades and colours of cosmetics that suit them before purchasing, without having to visit a physical store. Technologies such as augmented and virtual reality – particularly in the beauty and cosmetics industry – can help guide shoppers through the buying journey to ensure they select the right product, mitigating the need to return. It also inspires brand loyalty by adding value to the overall customer experience.



As well as the impact of COVID-19 on current purchasing and returns processes, there are other factors at play which continue to impact sustainability. Peak shopping times and promotional periods play a huge part in the likely lifecycle of a product. Generation Z (**35%**) and Millennials (**33%**) are more likely to purchase and return more goods between Black Friday and Christmas, compared to just **19%** overall. Around a quarter (**23%**) say they are more likely to return items purchased online as a result of a promotion or sale (**37%** of Millennials and **30%** of Generation Z).

Despite initial media headlines of panic-buying of food and essentials, our research suggests that the COVID-19 pandemic has actually made people think twice before making a purchase for a number of reasons, including the environmental impact of sourcing goods and delivering them. **43%** of consumers prefer to purchase in store or buy online, pickup in store (BOPIS), due to the lower environmental impact. Over a third (**37%**) of shoppers have stopped over-purchasing items – rising to **41%** in France. The highest agreement is among Millennials at **46%**.

Following the pandemic, the trend is set to continue. **49%** of consumers in the UK and Republic of Ireland state that they will not over-purchase and return unwanted items, compared to only **39%** of those in France.

This change in habits could have a big impact on how online retailers and brands approach promotions in the future. Consumers could be less likely to have a spending splurge or react in the same way to marketing emails and targeted offers, post-pandemic, and instead be more realistic about what they need to buy. The impetus now is for retailers across all sectors to reconsider how they operate to reduce waste and minimise dormant stock and unnecessary churn.



88%

Recyclable Packaging

It was surprising to find that the older generation had higher hopes for efficient packaging, with 88% of the silent generation expecting recyclable packaging to be used for their orders. One thing retailers should take away from this is that consumers see this as a simple task that should be easy for retailers to accomplish. Investing in 100% recyclable packaging is a great place for any brand to start implementing a more efficient operation and our research indicates customers are more open to supporting this with their wallet. Be transparent with your customers label recyclable packaging as such so there is no question around how to properly dispose of the materials.

Christophe Pecoraro

Managing Director at PFS Europe

60%

Shop In Store

60% of people prefer to shop in store to find the right product, but with consumers forced to shop online the rise in over-purchasing and returns is an inevitable part of the eCommerce boom.

The challenges of recent times must create an impetus to rethink the way manufacturers and retailers operate. Brands must do more to deliver accurate sizing – increasing consumer confidence when buying online and ultimately reducing waste and churn.

Benoit Soucayet

Creative Director at LiveArea

A close-up photograph showing a person's hands holding a shipping label and a return form. The hands are positioned over a grey, textured sweater. In the background, a blue-handled stapler is visible on a white surface. A large white circle with the number '3' is overlaid on the center of the image.

3

Return to Sender?

Return to Sender?

Despite buying habits changing and online retailers and brands deploying innovative ways of using technology to replicate in-store shopping experiences, there is still a lack of awareness among consumers about what happens to items they return.

The good news is that due to the pandemic, one in three **(30%)** shoppers are returning less than they used to, over environmental concerns. However, only a quarter **(26%)** of consumers are aware of what happens to products they return. When broken down by generation, **45%** of baby boomers and **43%** of the silent generation are unaware of what happens after they return to sender. **42%** of consumers believe that the products they return are reused or recycled, with only one in five **(22%)** aware that goods are discarded or destroyed.

Consumers in France are more aware, with over a quarter **(27%)** admitting that they know this happens. This might be down to new legislation approved in September 2019, banning the destruction of unsold non-food items, including cosmetics and luxury items, which highlighted the extent of the issue. According to France's ecological transition minister Brune Poirson, clothes and shoes alone, weighing as much as two Eiffel Towers, were being binned every year.

This varying level of knowledge highlights the need for brands to better communicate what happens to the returns made by customers. Only by enlightening consumers can retailers help to stop the cycle of unnecessary deliveries and returns. Online retailers and brands need to act now to put in place more sustainable returns initiatives. In not doing this, brands are in fact selling consumers short by promoting sustainability and environmental footprint credentials, but failing to explicitly advise shoppers of just where the trainers and tops they return might end up.

42%

**of consumers believe
that the products
they return are
reused or recycled**

Brands including Patagonia and L'Occitane are shining lights in carrying out and promoting their sustainable initiatives – from their approach to reducing pollution and waste through to ethical sourcing, green deliveries and fair pay. The sustainability sections of their websites are deliberately as prominent as their products and sale tabs. But what happens to goods that are returned is less clear.

In contrast to what consumers might think is happening to the packages they return to retailers, many of the goods often end up in landfill without ever being resold or used by another customer. Shocking figures from Optoro estimate that 5 billion pounds of waste is generated through returns each year, whilst contributing 15 million metric tons of carbon dioxide to the atmosphere. Free online returns might be great for consumers, but they are actually fuelling greenhouse gas emissions and contributing to a significant amount of landfill around the world.

Often under fire, the beauty and cosmetics industry is undoubtedly one of the most challenging sectors in which to address the issue of sustainability. Not a single brand has committed to going plastic-free, and with the necessity of make-up destruction due to the possibility of contamination, beauty and cosmetics brands in particular will struggle to keep up.

Earlier this year, awareness of the issue was heightened when a Tik Tok video showing destruction of returned goods went viral. However, by making impactful changes in other areas and communicating those changes to customers, beauty and cosmetics brands can take further steps toward sustainability.

Another industry often under fire is fashion, in particular the impact of fast fashion on the environment. As online retailers and brands keep pace, sustainability and ethical efforts become less of a priority. Luxury brands on the other hand have an altogether unique situation, with the likes of Burberry receiving criticism in 2018 on the destruction of its goods over concerns of product devaluation. Brands need to consider all initiatives available to their industry and assess the potential impact and relevance, to not only appease the more conscious consumer but help conserve the environment and its people, whilst protecting the bottom line.

The issue for brands when it comes to being transparent is often tied up with profitability. Our research suggests that **71%** of consumers would change their online shopping habits if they knew that returned items would go to landfill or be destroyed. A quarter (**25%**) would consider shopping with an alternative, more sustainable online retailer or brand, and one in five (**20%**) would stop shopping with that retailer straight away. However, transparency is key across the entire customer journey – from purchase through to returns and beyond – as the new conscious consumer navigates the shopping experience and shapes their own values in relation to sustainability and eCommerce.

While some brands specifically commit to reducing or eliminating waste sent to landfill – including Neal's Yard Remedies who aimed to send zero non-hazardous waste to landfill from its two key sites by 2020 – is this kind of commitment currently achievable and does it go far enough?





78%

Discarded or Destroyed

Our research shows 78% of consumers are unaware of products going to landfill. This is surprising and concerning. Most consumers use brands as a substitute for the attributes they seek. But, regardless of how much consumers trust a brand, they will still do extensive research before purchasing. Therefore, trust and credibility must be constantly reinforced. It's not just about the traceability of ingredients or low-carbon delivery – transparency regarding returned items has to be included as part of a brand's sustainability plan.

Benoit Soucaret

Creative Director at LiveArea

5 BILLION

Educate the Consumer

It's estimated that each year, 5 billion pounds of waste is generated through returns. Provide a sense of openness and make it easy for customers to trust your brand by openly communicating to them how their returns are handled and how waste can be minimised. Consumers who are seeking to do their part will be encouraged to be more thoughtful when purchasing products such as cosmetics which cannot be resold upon return. Brands can also help keep cash flow strong while reducing waste by implementing repair or refurbishment programs for returns instead of sending them straight to landfill.

Christophe Pecoraro

Managing Director at PFS Europe



4

Maintaining Positive Changes

Maintaining Positive Changes

Consumers prefer to purchase from online retailers and brands who can stand by their sustainable credentials. Changes in shopping habits, which might have been forced upon them due to circumstances beyond their control, has been a wake-up call for individuals and brands alike.

Almost three-quarters (**72%**) of consumers plan to continue with the changes they have made to their shopping habits during the pandemic – rising to three-quarters (**76%**) of shoppers in France. For **27%** this means not over-purchasing items (**30%** for French consumers); **23%** will continue to buy locally sourced or manufactured products. Support for smaller businesses is also high among all territories, with over a third (**37%**) of consumers in the Republic of Ireland stating they plan to continue supporting small businesses, compared to just **22%** in France and **27%** in the UK.

In addition to their own behaviour, over three-quarters of consumers expect brands to continue with changes made as a result of COVID-19. **63%** believe any delivery changes should continue (including free shipping, and click and collect options), and **40%** of consumers feel that online retailers and brands should continue with reduced carbon footprint initiatives, which include changes to product delivery and sourcing.

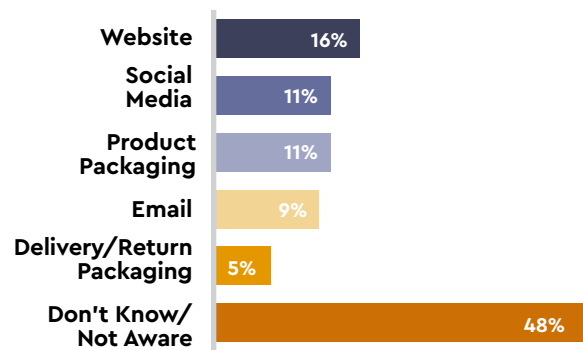
The key to making sure good habits stay with us, long after the pandemic has gone, is for online retailers and brands to invest in clear and transparent communication with consumers. Changes put in place out of necessity are what shoppers say they want for the long-term. Those online retailers and brands who can capitalise on this and make the right noise, through the right channels to the right people will be the ones that can build a loyal following and effect real sustainable change within the retail industry. Unilever is a great example of a brand that has taken decisive action on sustainability and put it front and centre on its website and across all communications strategies, becoming synonymous with setting ambitious targets and making a real difference in the industry.

72%

of consumers plan to continue with the changes they have made to their shopping habits during COVID-19

In addition to communicating changes, strides made by many brands over the past few months to support sustainable initiatives and meet changing needs have to be backed up by effective technologies and processes, in order to support the customer journey moving forward. At the customer service level, this means ensuring contact centre agents are trained in not only the brand ethos and products, but gaps in the customer journey so they can alleviate any pain points along the way.

The area of fulfilment has been equally impacted as a result of over-ordering and issues with supply chains. Pop-up distribution centres or micro-fulfilment centres are not new initiatives within the retail sector, but certainly a strategy that has come into its own as usual logistics processes have been affected during the COVID-19 pandemic. With consumers expressing a desire to continue to shop and support local brands and products moving forward, could we see this initiative become more permanent?



How consumers are made aware of brands' CSR initiatives



The key to making sure good habits stay with us is for online retailers and brands to invest in clear and transparent communication with consumers.

63%

Pop-Up Distribution Centres

63% of consumers believe delivery changes implemented in response to COVID-19 should continue post-pandemic. To meet this demand, alternative fulfilment solutions such as **pop-up distribution centres**, micro-fulfilment centres and dark or hybrid stores could become more common as consumers express a desire to shop more locally. These alternative fulfilment methods are not new initiatives within the retail sector, but it is certainly a strategy that has come into its own as usual logistics processes and the already struggling high street have been severely impacted by the pandemic.

Christophe Pecoraro
Managing Director at PFS Europe

37%

Maintaining Positive Changes

37% of consumers are satisfied with the communication around environmental impacts from online retailers and brands. Brands should educate customers on their sustainability initiatives and illustrate the cost savings, placing them at the centre of the sustainability experience, honestly and without exaggeration.

Investing in 100% recyclable packaging renewable energy and partnering with local suppliers is a great place for all brands to start, but be transparent with your customer and avoid 'greenwashing' as shoppers have a right to know how and where their products are being made.

Benoit Soucaret
Creative Director at LiveArea

Conclusion – Achieving and Exceeding Expectations

As retailers begin to fully reopen their doors – both off and online – and more staff return to work in stores and offices, a lot has been learned and there is a great opportunity for brands to lead change.

Retailers should seize the opportunity to be more transparent with consumers about the entire product lifecycle – from sustainable sourcing to delivery. Consumers respect authenticity and brands that can deliver on sustainability now will be those best positioned to thrive in the future.

People are more conscious of where and how the items they purchase reach them, but many are unaware of what happens to those they return. Sustainability must mean just that, and online retailers and brands need to use this time to take the lead from consumers and ensure strategies reflect their hopes and expectations.

For retailers, a change in behaviour and beliefs means they must work even harder to gain and maintain loyalty from consumers by positioning themselves as a brand that understands the needs and desires of its customers throughout the entire buying journey. Getting the balance right is important.

Communication is vital and shouldn't be limited to a hidden page on a website. Make sustainable credentials clear on product pages, in the cart and at checkout, on social media channels, product launches, packaging and advertising campaigns. Take consumers on your sustainability journey by giving them the ability to donate to charity at checkout or to gain rewards from an eco-loyalty programme, for example.

Retailers must position themselves as a brand that understands the needs and desires of its customers throughout the entire buying journey.

In addition to communicating to customers, staff must live and breathe the sustainability message. Customer service representatives must be armed with insight and aware of all initiatives and potential gaps. Any chatbot Q&A capabilities must also have the right response to questions regarding sustainability in order to maintain a positive and consistent customer journey.

By building strong relationships with their customer base, brands can gain insight into consumer expectations and their changing sentiment. Online retailers and brands need to ensure honest, open and consistent communication to drive customer loyalty. Brand authenticity is underrated. From our research there is a clear dichotomy for consumers and brands alike. Consumers are still cost conscious but expect more from online retailers and brands on their sustainability and ethical commerce initiatives. Equally, online retailers and brands need to protect their bottom line, balancing business continuity and growth whilst meeting consumers' expectations. 2020 has been a challenging year to say the least, but with sustainability and ethical commerce taking more of the limelight, a compromise between consumerism and conscious commerce needs to be struck sooner rather than later.

Harnessing omnichannel technologies, such as [RetailConnect](#), will enable efficient BOPIS and delivery from store capabilities, which are vital in ensuring online retailers and brands can meet consumer expectations. Making temporary facilities – such as pop-up distribution centres – a more permanent fixture in a sustainability strategy will also help online retailers and brands manage ever-evolving supply and demand situations – from Christmas and celebrity endorsements, to global crises. These micro-fulfilment locations spread out inventory, helping brands get products closer to their final delivery point, managing excess inventory in multiple locations and enabling fast and more cost-effective delivery regardless of where customers are located.

Online retailers and brands need to make it easy for customers to achieve their sustainability ideals, even if their current actions do not always entirely match their intentions. The will of the consumer is there. Brands should put the right communications and initiatives in place to ensure that their sustainability stance is not just greenwashing, but an integral part of their corporate values.

Harnessing technologies, such as RetailConnect, will enable efficient BOPIS and delivery from store capabilities, which are vital in ensuring online retailers and brands can meet consumer expectations.



RetailConnect

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