

# SUS TAIN ABLE

CONSUMER CHOICE ✓  
SURVEY 2024

## THE REPORT

Knowledge &  
Research Partner:



Survey Organiser:

echo)))asia



**“Sustainability is not a trend, It’s about choices.”**

**「可持續發展並不是只是一個潮流, 而是長遠的選擇。」**

samson tong - founder of echo asia

# Table of Content

03-04

## 引言及研究方法

INTRODUCTION & METHODOLOGY

05-06

## 可持續消費意識

CONSUMER SUSTAINABILITY CONSCIOUSNESS

07-08

## 可持續消費習慣

SUSTAINABLE CONSUMPTION HABITS

09-10

## 消費能力

CONSUMERS' PURCHASING POWER

11-12

## 購買可持續產品和服務的考慮因素

CONSIDERATION OF SUSTAINABLE CONSUMPTION

13-14

## 阻礙可持續消費的外在因素

EXTERNAL FACTORS HINDERING SUSTAINABLE CONSUMPTION

13-14

## 消費者購買決策因素

FACTORS HINDERING CONSUMER DECISION

15-16

## 總結及鳴謝

SUMMARY & ACKNOWLEDGEMENT



# 引言

## Foreword

最新調查報告《香港可持續消費調查2024》指出，香港本地市場依賴進口貨物，大部分市民日用商品的生產對環境的影響無處追溯，間接指出，社會各界對可持續消費概念的了解及意識並不足。過往，香港對可持續消費的統計及調查寥寥可數，業界無法得知香港市民對可持續消費的趨勢，從而作出調整以增加可持續商品在市場的競爭力。有見及此，本研究希望填補香港市場在可持續消費趨勢的知識空缺，讓業界掌握香港消費者的可持續消費行為習慣與期望，從而令企業可透過可持續產品及服務提升競爭力和拓展市場。

Hong Kong market relies on imported goods, with most citizens being unaware of the environmental impacts of the production of daily consumer goods, indirectly indicating a lack of awareness of sustainable consumption in the society. Few quantitative data and investigative studies regarding sustainable consumption trends in Hong Kong have been conducted in the past, limiting the industry's access to Hong Kong citizens' sustainable consumption trends, and thereby hindering the increase in marketability of sustainable products. Therefore, this study aims to investigate the opinions of Hong Kong citizens on sustainable consumption, providing information for the industry to expand the market for sustainable products in Hong Kong.

# 研究方法

## Methodology

本研究通過調查香港消費者在可持續消費方面的傾向及行為，洞察香港的可持續消費趨勢及其原因，並加以闡釋香港消費者選購可持續品牌之意欲。此外，本研究也從「衣、食、住、行」四方面，對可持續品牌受歡迎程度進行調查，其中包括服裝及美容、餐飲及款待、家庭及個人用品、以及交通及旅遊。

研究使用文獻參考、網上問卷調查、焦點小組討論蒐集資料。網上問卷調查於2024年5月6日至6月30日期間進行，成功訪問1,199名香港市民，逾八成受訪者介乎18-49歲，主要涵蓋Z世代（Gen Z）及千禧世代（Millennials）消費者。另外，研究邀請了9名認同環保和可持續理念人士，以及5名一般市民，分別進行焦點小組討論，以深入了解日常消費行為的原因及意慾，探討香港可持續消費的障礙、挑戰及機會。

This study aims to investigate the preferences and behaviors of Hong Kong consumers towards sustainable consumption, gain insights into the trends and reasons behind local sustainable consumption, and explain the intentions of Hong Kong consumers in choosing sustainable brands. Additionally, the study investigates the popularity of sustainable brands in four aspects, including clothing & beauty, catering & hospitality, household & personal products, and transportation & travel.

Data were collected through literature research, online surveys, and focus group discussions. The online survey was conducted from May 6 to June 30, 2024, collecting responses from 1,199 Hong Kong citizens. Over 80% of the respondents were aged 18 to 49, primarily representing Gen Z and Millennials. Additionally, nine individuals who agree with environmental and sustainable concepts and five members of the general public were invited for focus group discussions. This helps consolidate an in-depth understanding of the reasons and intentions behind daily consumption behaviors and to explore the barriers, challenges, and opportunities for sustainable consumption in Hong Kong.

)))

# 可持續消費意識

## Consumers' Sustainability Consciousness



### 多於五成受訪者缺乏可持續消費意識

Over 50% of respondents lack awareness of sustainable consumption

# 41%

調查顯示，只有41%的受訪者選擇產品時會留意可持續發展元素、至少每月一次使用可持續品牌的習慣或服務，以及願意為更可持續的產品或服務而付出更多費用。

The survey indicates that only 41% of respondents pay attention to elements of sustainable development when selecting products, use sustainable brands or services at least once per month, and are willing to pay more for products or services that are more sustainable. The 18-49 age group exhibits the highest fulfillment of these criteria, comprising 83% of all respondents.

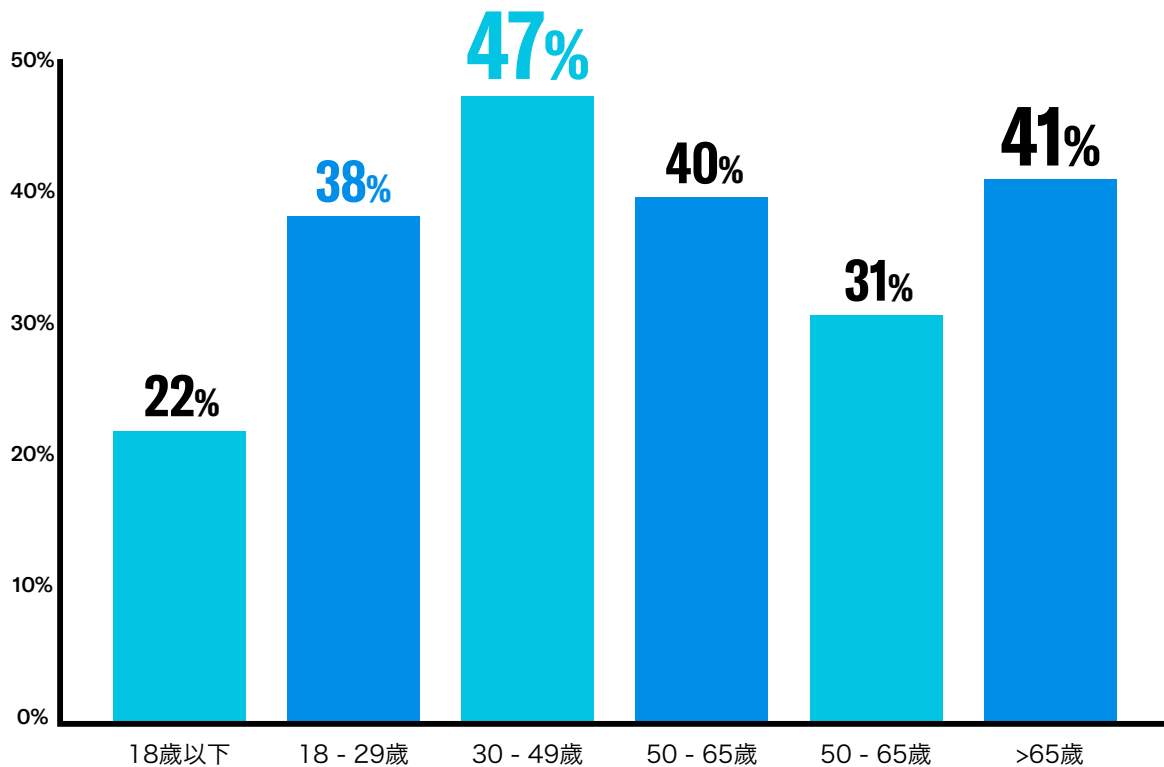
# >30%

此外，幾乎所有年齡層均有超過三成具有較強的可持續消費意識。近半數30-49歲受訪者符合以上三項原則，為全部年齡層中最多，反映此年齡層有較強的可持續消費意識，在選擇產品時會考慮其可持續元素並且更有意願為此支付額外費用。

In addition, more than 30% of respondents across most age groups have a relatively strong awareness of sustainable consumption. Nearly half of the respondents aged 30-49 meet the above three criteria, accounting for the largest proportion among all age groups, reflecting that this age group has a strong awareness of sustainable consumption and is more willing to pay extra for sustainable elements in products.

)))

## 01



受訪者對留意產品可持續發展元素、至少每月一次有習慣使用可持續品牌產品或服務及有意支付額外費用的人數及年齡分佈之佔比(%)

不足三成的年齡層為18歲以下的消費者，其消費能力或成為阻礙他們支持可持續消費的重大因素。

Additionally, less than 30% are comprised of consumers under the age of 18. Their lower purchasing power might be a significant factor hindering their support for sustainable consumption.



)))

# 可持續消費的習慣

## Sustainable Consumption Habits

# 77%

### 近八成受訪者同意

77% of respondents agree



近八成受訪者（77%）認同，作為消費者能通過選購可持續產品及服務，貢獻環境及社會發展。然而，只有近四成支持者有一年或以上使用可持續品牌的產品或服務的經驗，及過往3個月至少每月一次使用可持續品牌的產品或服務。

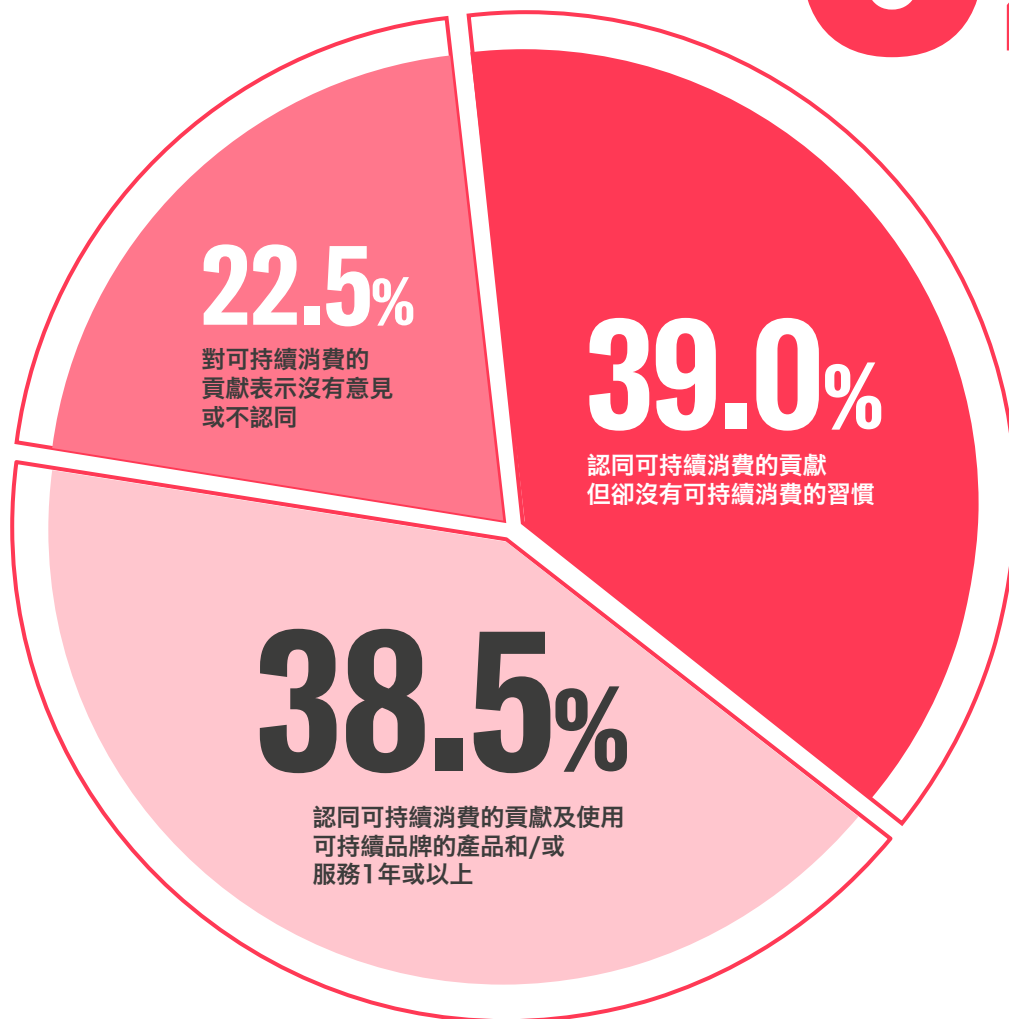
數據亦顯示，只有41%的受訪者選擇產品時會留意可持續發展元素、至少每月一次使用可持續品牌的產品或服務，以及願意為更可持續的產品或服務而付出更多費用。阻礙培養可持續消費習慣的主因，是缺乏價格適宜的產品選擇（69%）；另外亦有四成受訪者反映產品款式選擇有限，及缺乏認識可持續品牌的渠道。

While nearly four-fifths of respondents (77%) agree that consumers can contribute to environmental and social development through the purchase of sustainable products and services. However, only 40% of respondents have been using products or services from sustainable brands for a year or more, and consumed such products or services at least once a month in the past three months.

The data also reveals that only 41% of respondents pay attention to elements of sustainable development when selecting products, have consumed products or services from sustainable brands at least once a month, and, at the same time, are willing to pay more for sustainable products or services. The major factor hindering sustainable consumption habits is the lack of affordable product options (69%) while 40% of respondents also expressed that product variety is limited, and that they lack the channels to know the sustainable brands.



## 02



### 受訪者對可持續消費貢獻的認同程度及有否使用可持續品牌的產品或服務之佔比(%)

然而，研究結果亦顯示，受訪者則沒有明顯意欲進行可持續消費。由此推測，即使消費者有一定程度的可持續消費意識，可持續商品市場亦未能提供足夠誘因吸引消費者進行可持續消費，其產品或服務的主要賣點與市民的消費概念或首要考慮因素並不一致。

However, the survey also shows that respondents do not have a clear desire to engage in sustainable consumption. It can be inferred that although consumers have a sufficient sense of awareness, the sustainable market does not provide enough incentives to attract consumers to engage in sustainable consumption, and the dominant appeal of such products or services may not align with the primary considerations or consumption concepts of citizens.

)))

# 消費能力

## Consumers' Purchasing Power



額外  
Extra

# 1%-5%

消費者隨年紀增長，有相對較高的消費能力，願意為可持續概念支付更多額外費用。整體而言，所有年齡層多數有意為可持續概念支付額外1%-5%。

With increasing age and higher spending capacity, the willingness to pay more for sustainable concepts increases. Overall, the majority of all age groups are willing to pay an additional 1-5% for sustainable concepts.

# 78%

**受訪者曾為了選購更可持續的產品或服務, 而付出更多費用。**

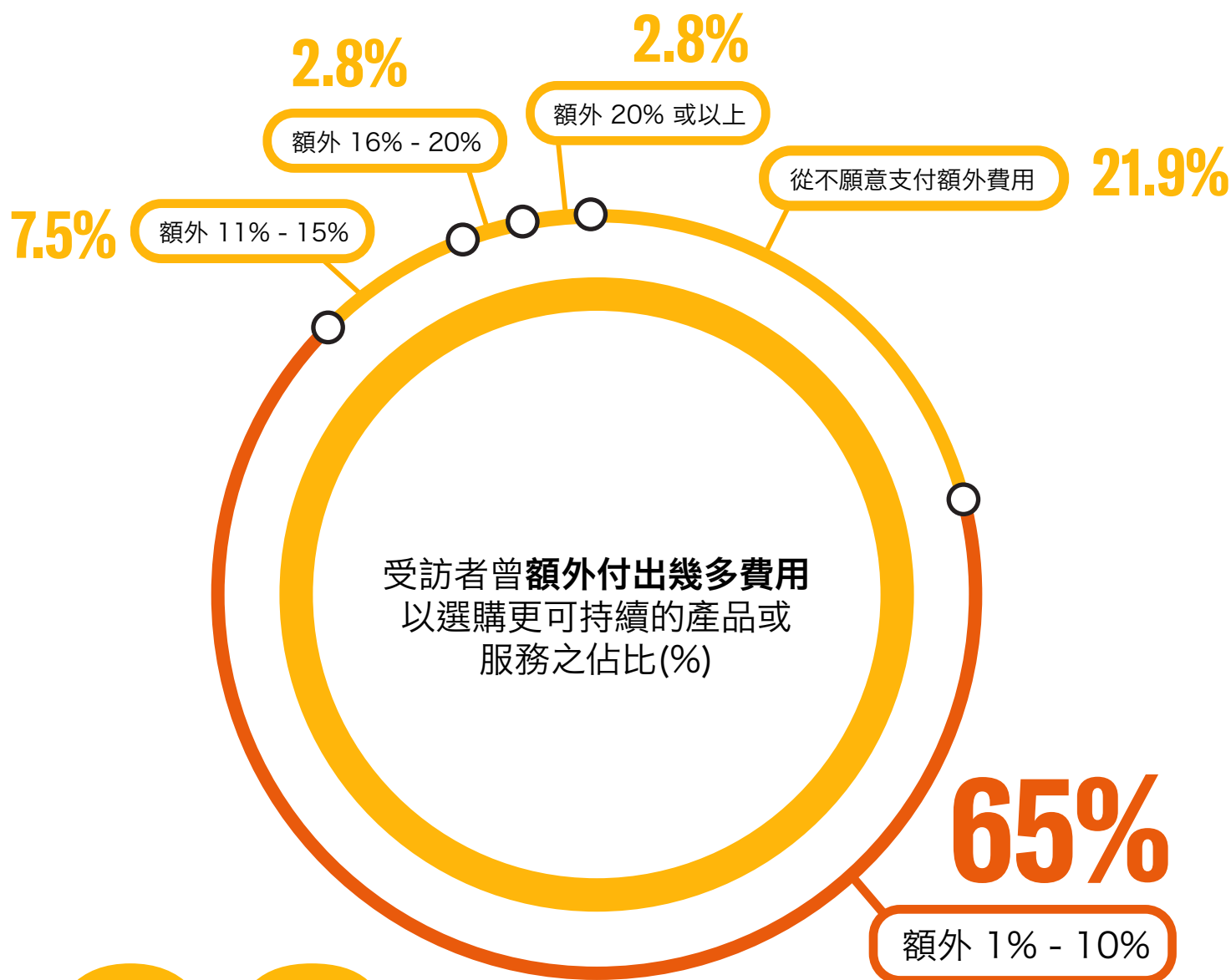
**78% of respondents have paid extra for sustainable products or services.**

大部份受訪者(65%)曾支付少於額外10%的費用，只有13%受訪者表示平均而言會支付10%以上。數據亦反映，70%消費者認為可持續產品給予消費者較昂貴的印象，是減低消費意慾的主因，其次的印象是可持續產品選擇較少，以及會誇大或失實宣傳其可持續發展表現。

The majority (65%) have paid less than an additional 10% for sustainable products and services, while only 13% of respondents indicated they would pay 10% or more. The survey also reveals that 70% of consumers perceive sustainable products as more expensive, which is the primary factor discouraging purchase. Other notable factors that discourage sustainable consumption include limited product options and the perception that sustainable performances of the sustainable brands are often exaggerated or misleading.

近七成受訪者表示，如品質和價錢相若，會傾向選擇具備可持續發展元素的产品。此外，多於六成受訪者認為市場缺乏價格適宜的产品或服務選擇，反映可持續市場的产品定價將會是影響實踐可持續消費行為的最大因素。

Nearly 70% of respondents prefer choosing products with sustainability elements when the quality and price are comparable. Additionally, over 60% of respondents believe that there is a lack of reasonably priced product or service options in the market. This reflects, reflecting that the pricing of sustainable products will be a critical factor determining the sustainable consumption behaviors.



# 03



# 購買可持續產品和服務的考慮因素

## Considerations of Sustainable Consumption

# 04

### 90後及Gen Z世代著重產品的可持續包裝及物料

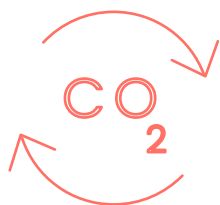
### Millennials and Gen Z prioritise sustainable packaging and materials

可持續產品的定義甚廣，從受訪者的角度而言，產品對環境的影響是他們的主要考慮。節能減碳被認為是最重要的因素（43%），與使用環保再生物料、減少廢棄物及可持續包裝的重要程度相約。

The definition of sustainable products is broad. For our respondents, environmental impact is the primary considerations when choosing sustainable products. Energy efficiency and carbon reduction are deemed the most critical factors (43%), followed closely by the use of eco-friendly recycled materials, waste reduction, and sustainable

約四成29歲或以下消費者在選擇可持續產品或服務時，注重產品是否節能減碳、使用環保再生物料及可持續包裝。

About 40% of consumers aged 29 or younger pay attention to the products energy efficiency and carbon reduction performance, as well as whether the products are made of eco-friendly recycled materials and have sustainable packaging, when choosing sustainable products or services.



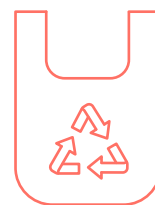
節能減碳  
Energy Efficiency  
Carbon Reduction



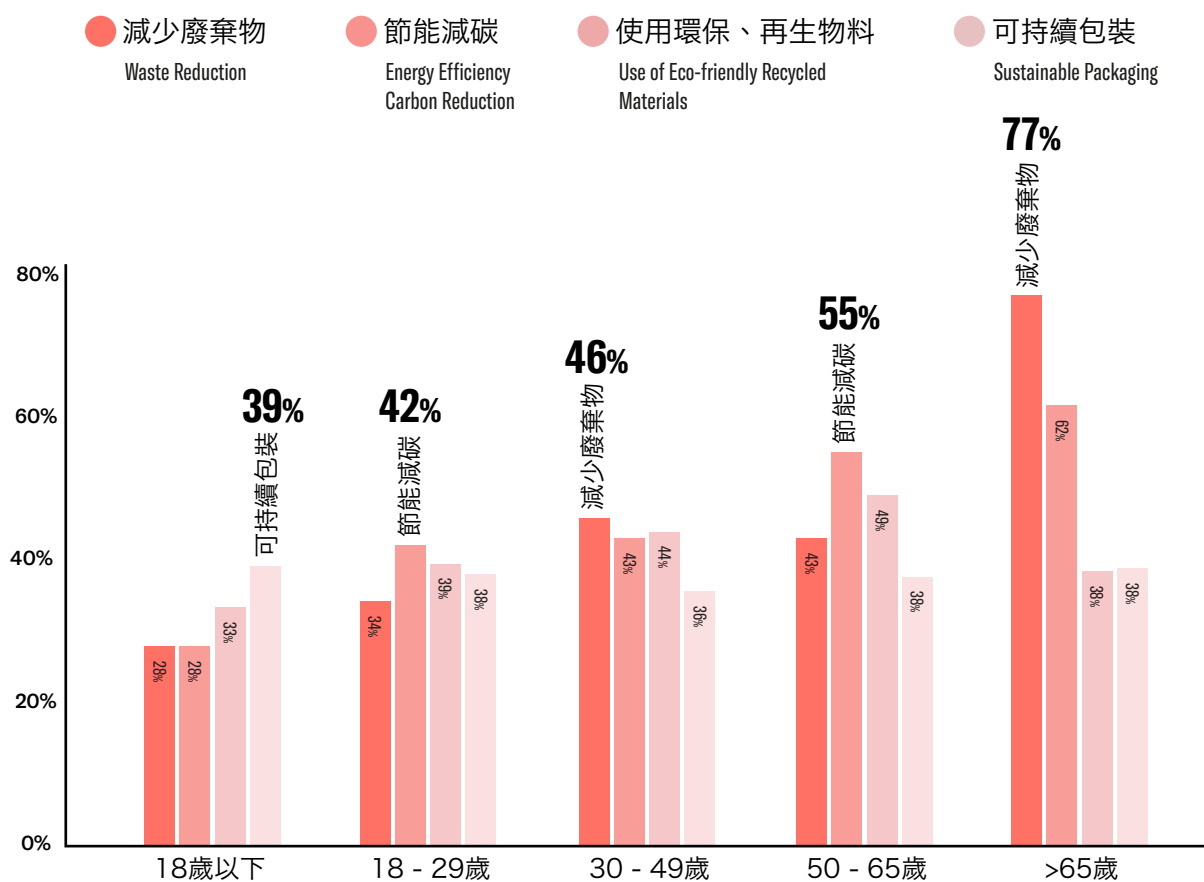
可持續包裝  
Sustainable Packaging



減少廢棄物  
Waste Reduction



使用環保、  
再生物料  
Use of Eco-friendly  
Recycled Materials



### 受訪者對構成可持續產品或服務的主要因素及年齡分佈之佔比(%)

不足一成受訪者認為提倡多元及包容社會構成可持續產品或服務的主要因素。可見普遍消費者進行可持續消費時，會先考慮產品或服務對環境的影響，對社會的影響並不是消費者選擇可持續消費產品的首選。

However, less than 10% of respondents believe that promoting a diverse and inclusive society constitutes the main factors of sustainable products or services. It can be seen that most consumers consider the direct impact of the product or service when engaging in sustainable consumption, while the indirect impact on sustainable development is not the most important factor for consumers when choosing sustainable consumption products.

# 阻礙可持續消費的外在因素

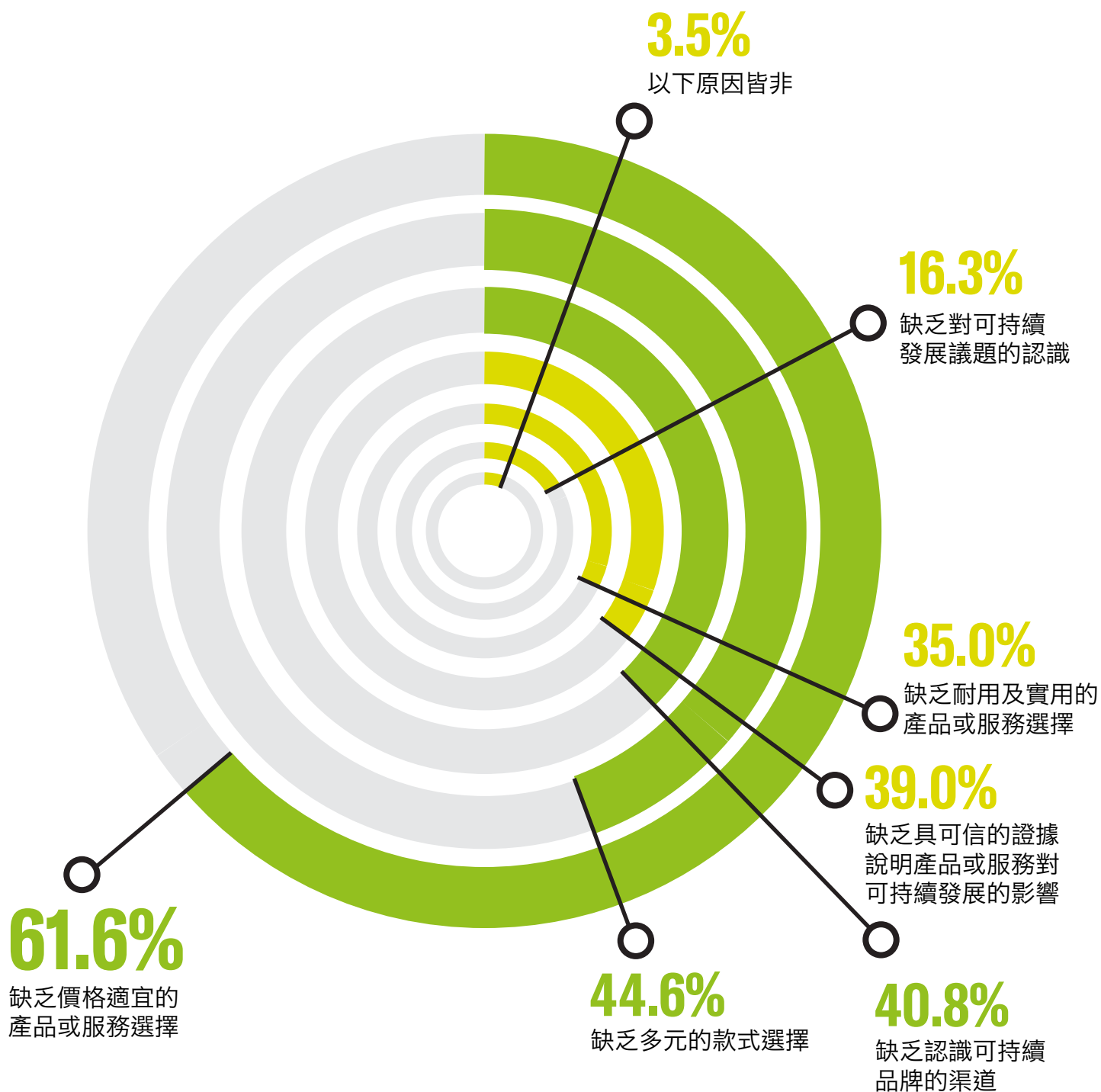
## External Factors Hindering Sustainable Consumption

**接近七成受訪者認為**  
69% of respondents identified

接近七成(69%)受訪者認為市場缺乏價格適宜的可持續產品或服務選擇，認為市場「缺乏多元化的產品款式的選擇」及「缺乏認識可持續品牌的渠道」則各有四成多。雖然大部份受訪者願意培養可持續消費的習慣，但市場未能從價錢、款式選擇及資訊渠道滿足消費者。

69% of respondents identified the lack of affordable product choices as the primary factor hindering the development of sustainable consumption habits; besides, 40% of the respondents also identified limited product options and lack of channels to learn about sustainable brands as obstacles for developing sustainable consumption habits. Although most respondents are willing to develop sustainable consumption habits, the market fails to meet consumer needs in terms of affordable pricing, variety of choices and information channels.





受訪者認為有可能  
阻礙培養可持續消費習慣  
的原因之佔比(%)



)))

# 消費者購買決策因素

## Factors Hindering Consumer Decision



### 消費者對喜愛品牌的 可持續發展工作有何期望？

What are the expectations on sustainability's effort among consumer's favorite brands?

# 73%

73%受訪者在選購品牌、產品和服務時，表示曾有留意其可持續元素，且有興趣了解更多關於該品牌在其可持續方面的未來計畫。

73% of respondents paid attention to sustainability elements when choosing brands, products, and services, and are interested in learning more about the future sustainability planning of such brands.

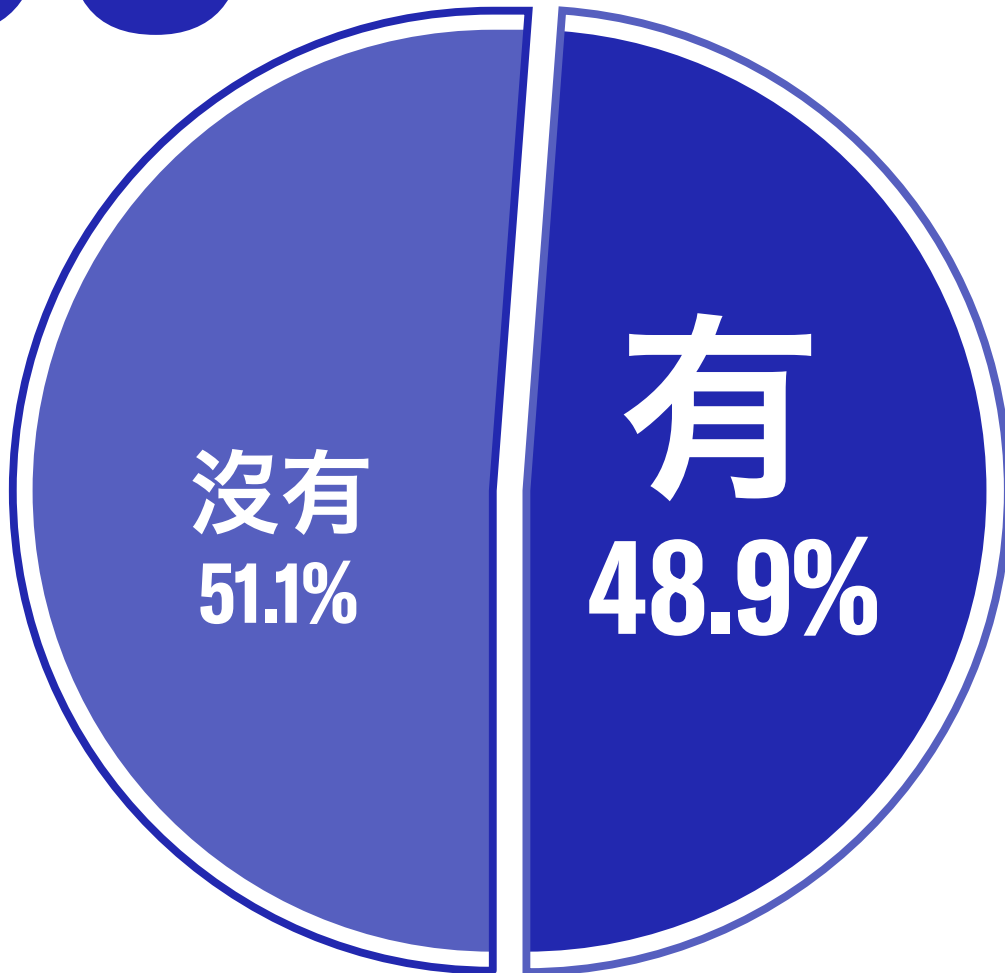
# 49%

近半數受訪者曾因為品牌不重視可持續發展，而停止或減少購買。

Nearly half of respondents have stopped or cut down on their purchases because brands do not place sufficient focus on sustainability.

)))  

# 06



## 受訪者有否因品牌不重視可持續發展而停止或減少購買

雖然普羅大眾對可持續品牌已有足夠的認知需求，且認同在購買相關產品同時，可為社會及地球創造正面價值並作出貢獻。但由於可持續品牌資訊的曝光度不足，宣傳渠道的單一化等問題，導致部分消費群體導致難以形成可持續消費習慣。有別於主流宣傳途徑，如新聞媒體、社交媒體及產品包裝等，部分受訪者表示，戶外廣告、公司網站及品牌活動是其較少獲取可持續資訊的渠道。

While the general public has sufficient knowledge about sustainable brands and agrees that purchasing such products can contribute to creating a positive impact on society and the planet, the lack of exposure to information about sustainable brands and the limited channels for their promotion hinder some consumer groups from forming sustainable consumption habits. Unlike mainstream promotion channels such as news media, social media, and product packaging, some respondents indicated that outdoor advertising, company websites, and brand events are less common sources for obtaining information about sustainable products.



# 總結

## Summary

綜合以上調查結果，可持續市場的定價過高、選擇過少，以及缺乏接收受企業的可持續資訊渠道將會是阻礙消費者進行可持續消費的外在因素。由於購物及消費在我們的現實生活中是避免不了，我們的調查發現消費者認同可持續消費但沒有相應行動，所以品牌及企業更應把握其獨特角色，發揮正面影響。而實踐可持續發展是帶來改變過程中的重要的一環，需要堅定不移的承諾及持續改進的決心。我們團隊認為，品牌在減少對環境影響的路上需要不斷求變、尋求創新，從而在瞬息萬變的世界中保持競爭力，並滿足新一代客戶對可持續發展的期望。

The overpricing of the sustainable product, the limitation of choices, and the lack of the communications channels promoting sustainable corporate's information will become external factors hindering consumers from sustainable consumption. Shopping is inevitable in our daily lives, as our study finds that consumers acknowledge the contributions of sustainable consumption yet do not act accordingly, hence brands and enterprises should leverage their unique roles to create positive impact. Practising sustainable development is a crucial part of initiating change and it requires unwavering commitment and a determination to continuously improve. Our team believes that brands should continuously innovate and seek new ways to reduce their environmental impact, thereby remaining competitive in an ever-changing world to meet the new generation's expectations for sustainable development.

# 鳴謝

# Acknowledgement

## **Echo Asia Research Team:**

Kary Cheng - Sustainability Research Analyst

Risa Lai - Sustainability Research Analyst

Abbie Lo - Community Marketing Executive

Iris Hui - Project Assistant (Research)

Crystal Lai - Project Assistant (Content Translation)

## **Echo Asia Creative Team:**

Kara Lo - Multimedia Content Design

Samson Tong - Chief Creative Officer

## **PIE Strategy Limited :**

James Chan - Co-founder and Senior Consultant

Kay Leung - Sustainability Analyst

## **Dr. Fred K.T. KU, Ph.D.**

Founding Director of Business Education for Social Good (BESGO), CUHK

Associate Dean (Undergraduate Studies)

Director of Integrated BBA Program

Co-Director of Global Business Studies

CUHK Business School

ECHO ASIA Communications Ltd. @2024 All Rights Reserved.



# ))) 可持續 消費調查 2024

Knowledge &  
Research Partner:



Survey Organiser:

echo)))asia