Rarely have the goals of companies and consumers converged as much as they do in the pursuit of sustainable consumption. Sustainable lifestyles appeal to a growing number of individuals and the pressure is increasing on companies to adopt a sustainable marketing orientation.

From waterless cosmetics and vegan fast food to solar-powered cars, companies are investing in product, packaging, and logistics innovations to continue to deliver excellent products to consumers in a more sustainable way. In parallel, consumers are becoming more conscious of their choices, and inquiring into materials, modes of production, and the meanings put forward by brands. Although many barriers to more sustainable consumption exist, the big change is coming.

For example, major brands in the technology sector, such as Dell, are challenging planned obsolescence, which has been the norm in the technology sector and is a major driver of e-waste. Called “Concept Luna,” the recently launched proof-of-concept laptop designed by Dell is intended to make repair and maintenance easy. From companies concerned with the impact of their products to consumers’ concerns about the impact of their shopping, sustainable consumption is in our minds.

This issue of the NIM Marketing Intelligence Review brings articles based on rigorous academic and market research that cover various aspects of the pursuit of sustainable consumption. These articles inquire into the barriers for sustainable consumption, and the reasons why consumers might resist being made responsible for it. You will also read on conscious consumption, the arguments against it, and the dilemmas it might create for individuals.

Overall, this issue shows that small changes, such as adding information to product labels or developing a consumer-focused app can produce positive results. But given the extent of the problem, we also invite you to rethink consumption and consider your company’s approach to sustainability more fundamentally. All hands will be needed to flip the direction of our impact in the world.

Enjoy your reading and keep working on the right things!

Daiane Scaraboto

Melbourne, January 2022