



Ujwal Arka
EVP & Group Director

TODAY'S WEBINAR WILL BEGIN SHORTLY

The Hidden Meanings Shaping Consumer Interest in Sustainability

QUESTIONS?

Use the questions box on your screen

AUDIO ISSUES?

Use the global dial-in number in your confirmation email





The Hidden Meanings Shaping Consumer Interest in Sustainability

Why we buy sustainable alternatives — and what will make us pay a premium for them

Ujwal Arka

Cultural Anthropologist

Co-Founder, MotivBase (acquired)

EVP and Group Director, Lux Research

What is anthropology?

Humans act toward things on
the basis of the meaning they
ascribe to those things.



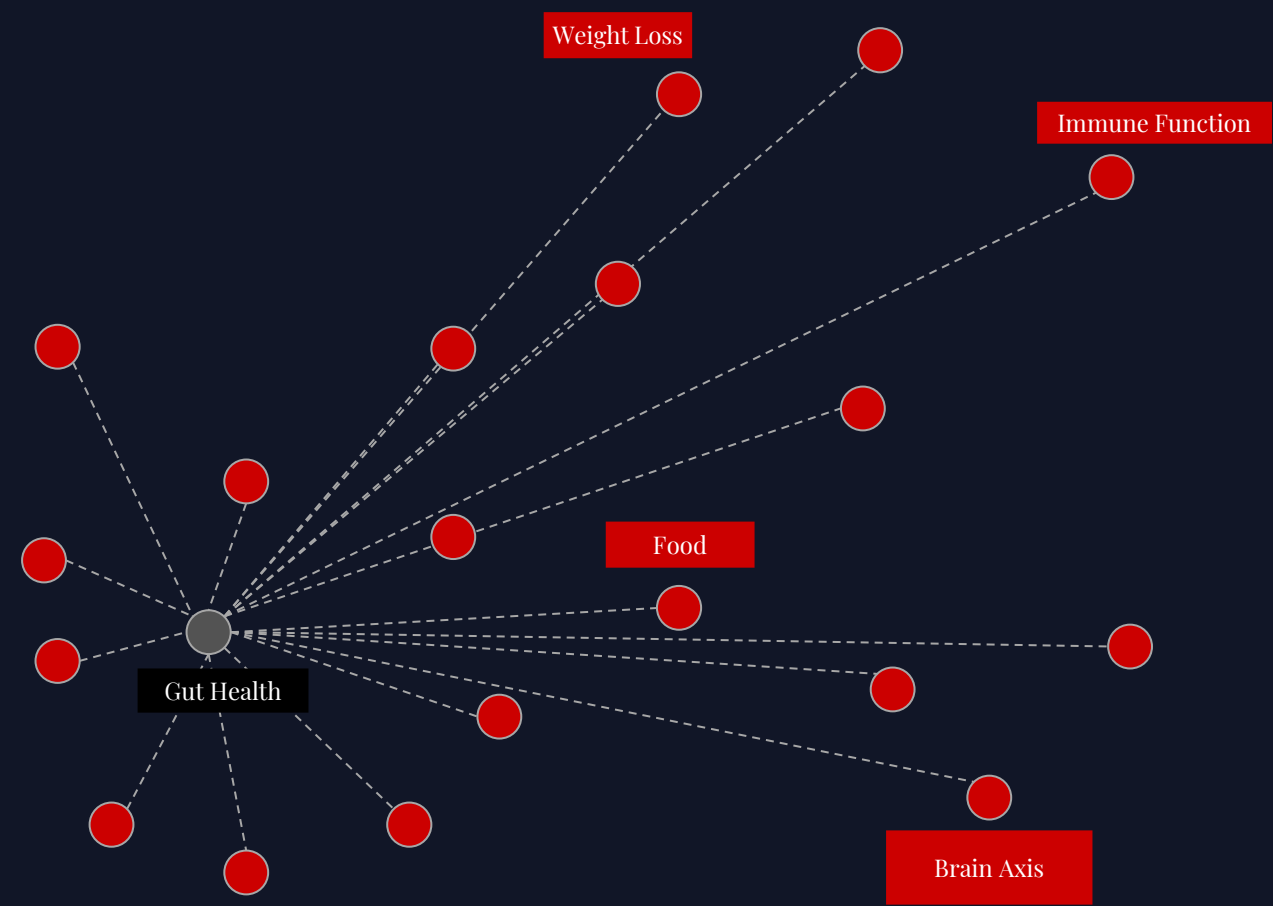
Humans act toward things on the basis of the meaning they ascribe to those things.

Role of Anthropology! →

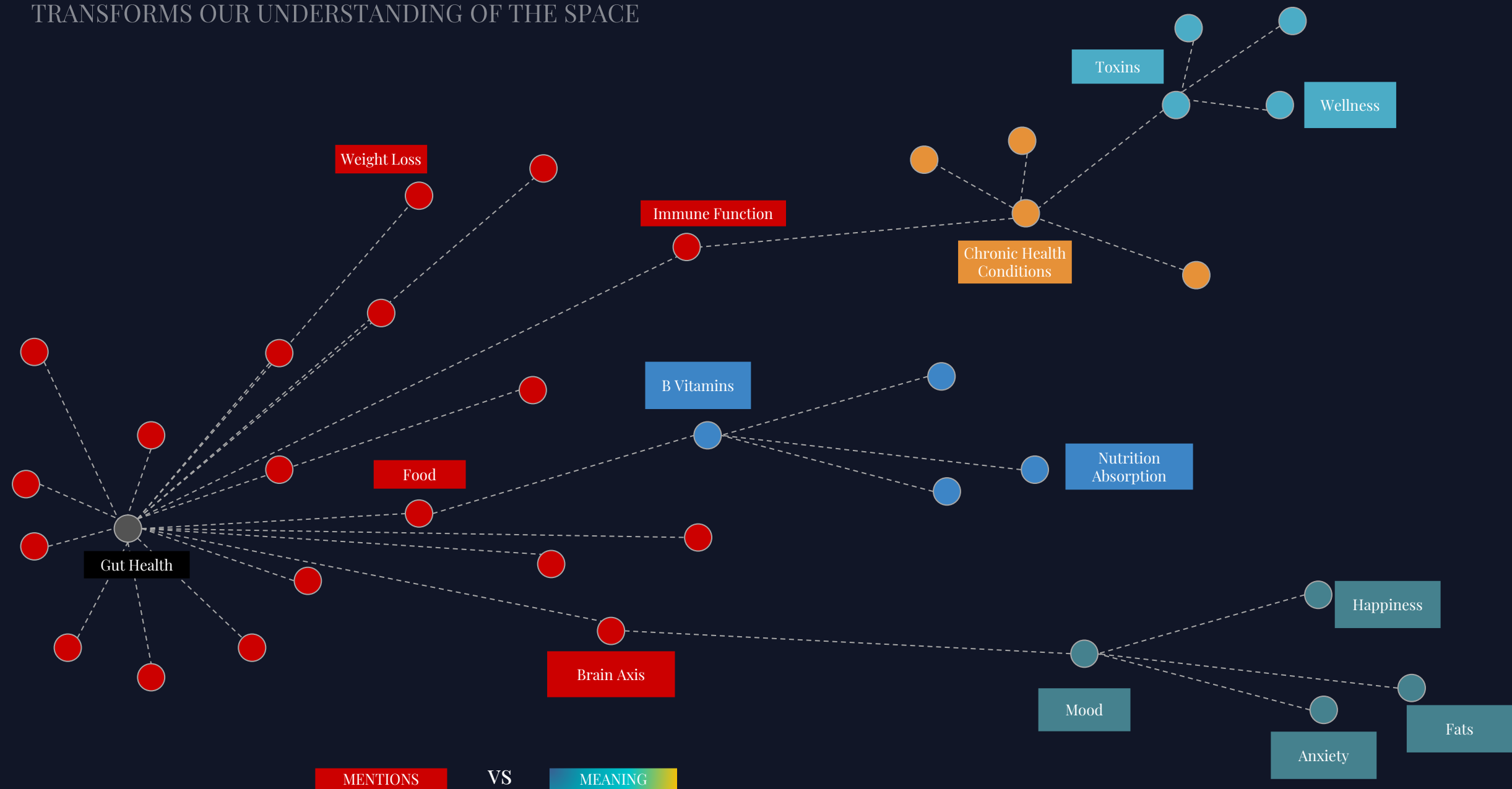
IMPLICIT + EXPLICIT



WITHOUT CONTEXTUAL MEANING, WE'RE SEEING ONLY A SMALL
AND INACCURATE PART OF THE NARRATIVE



SEE HOW MEANING IN THE BROADER CONTEXT OF GUT HEALTH
TRANSFORMS OUR UNDERSTANDING OF THE SPACE



Iceberg model of “meaning.”

The role of anthropology in helping us decode the hidden opportunities.



LOGICAL FRAME

Your questions and existing frames.

implicit meaning line

CORE BELIEFS

Implicit beliefs shaping the consumer’s understanding of a space. This gives you strategic direction.

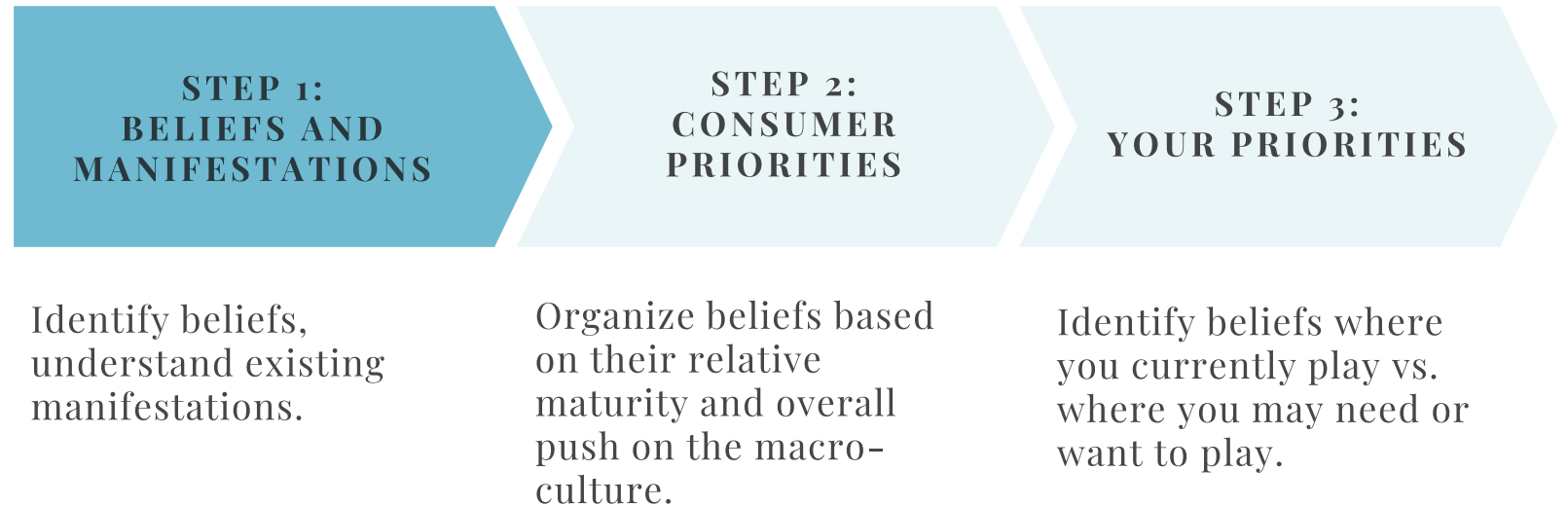
CURRENT MANIFESTATIONS

The manner in which people’s beliefs manifest in culture at present. These provide a source of inspiration for ideation.

Predictive Anthropology: Lux Research

How to leverage this analysis for innovation

Thinking through the lens of beliefs helps you reset your frame from one that is industry-centric to one that is purely consumer-centric.



Overall, the culture of sustainability is a lot more nascent than we think

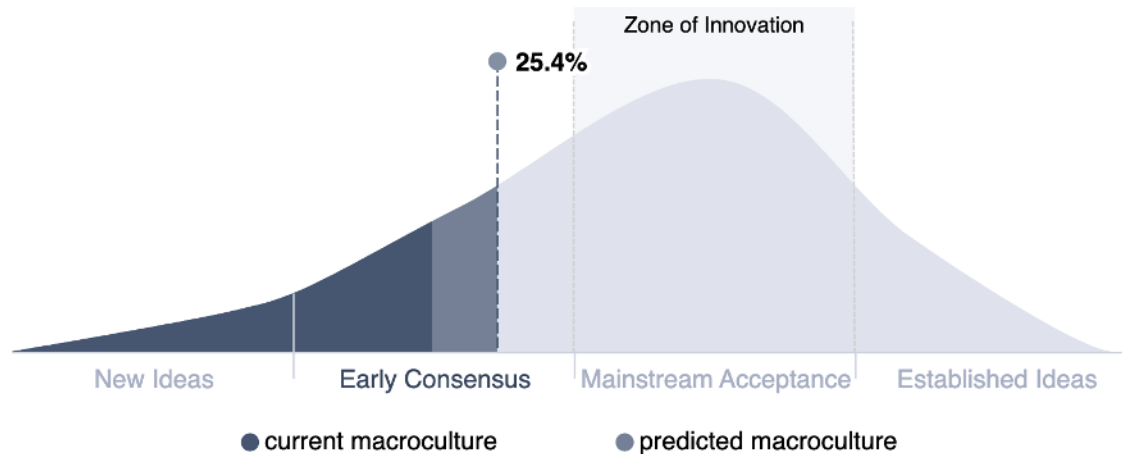
Maturity

Macroculture: *sustainability, shopping*

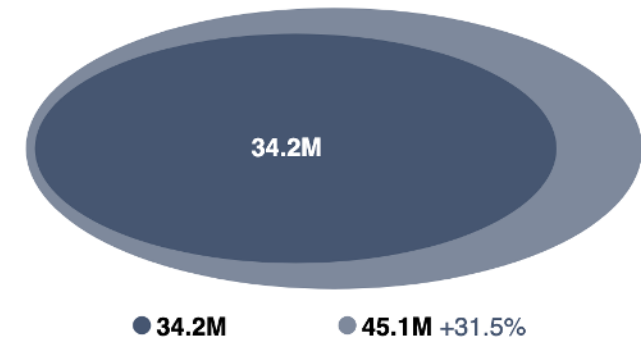
Maturity Curve

18.9%

current




Population



This topic scores **18.9%** on the [maturity curve](#) and is expected to expand to **25.4%** in 3-4 years.

This culture is currently relevant to **34.2M people** and is expected to grow by **31.5%** in 3-4 years.

This topic has only recently begun to stabilize. Hence could be considered to exhibit some amount of [volatility](#).



Escape
consumerism
and live a
more
authentic
lifestyle

Consumers don't want to be defined by a culture of overconsumption and want to lead an authentic lifestyle oriented around highly intentional purchases.

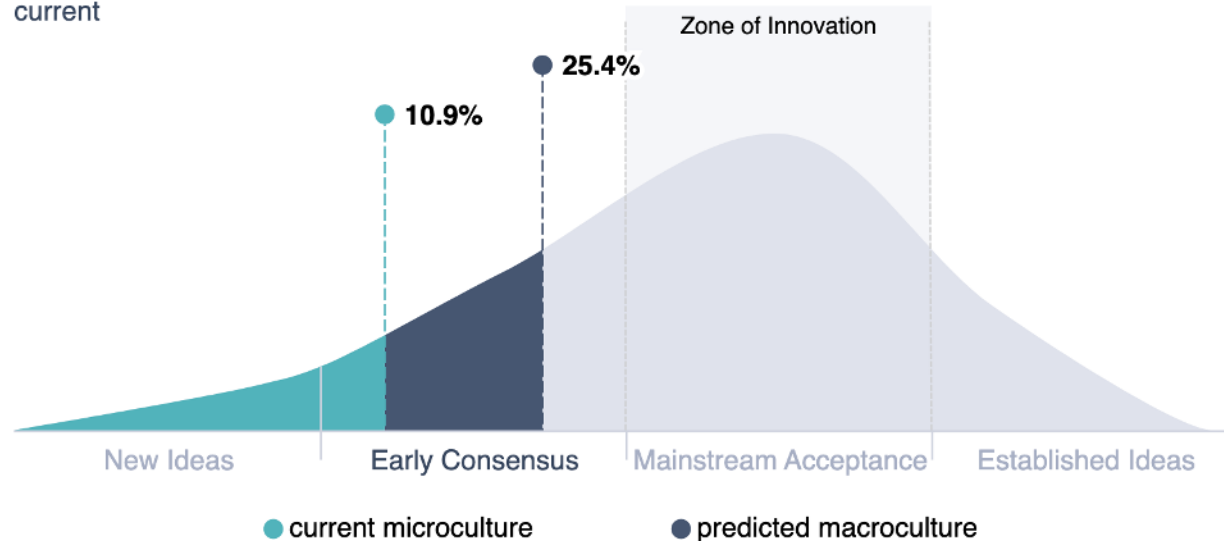
Maturity

Macroculture: *sustainability, shopping* Microculture: *minimalist lifestyle*

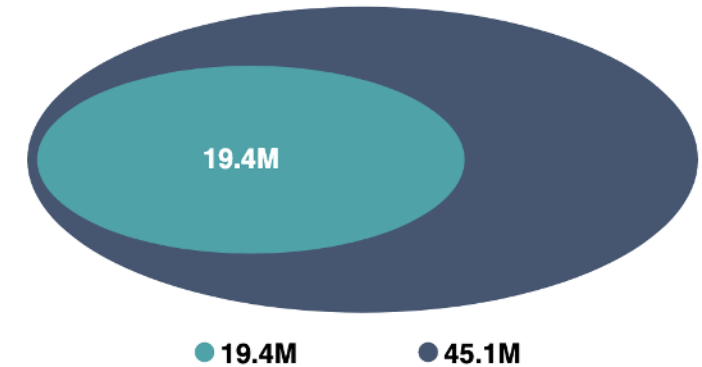
Maturity Curve

10.9%

current



Population



This topic scores **10.9%** on the [maturity curve](#).

This culture is currently relevant to **19.4M** [people](#).

This topic is exhibiting high [volatility](#) and therefore cannot be predicted.



A tool to build
cultural awareness
and knowledge.

Consumers gain cultural cachet because many eco-friendly products are made by local or global artisans with unique ingredients and methods.

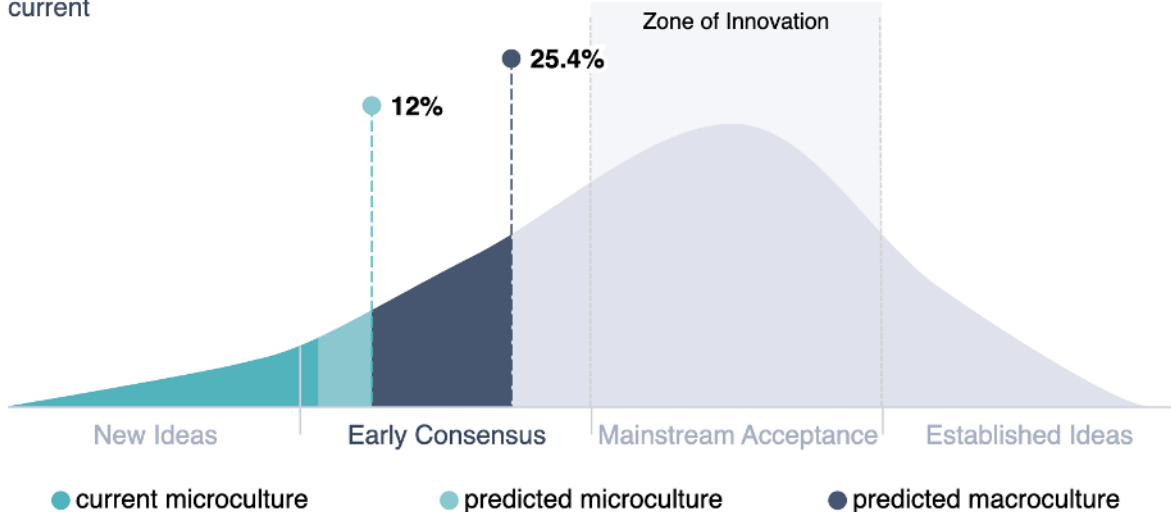
Maturity

Macroculture: sustainability, shopping Microculture: cultural awareness

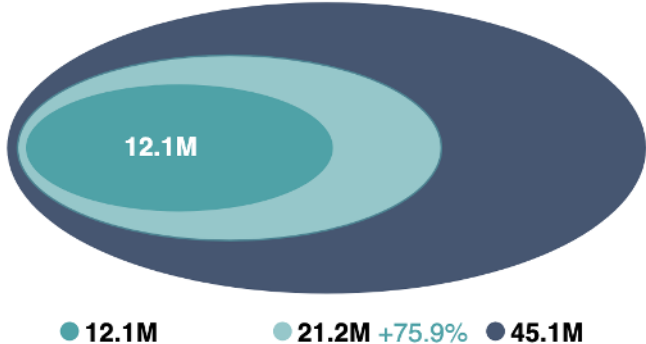
Maturity Curve

6.8%

current

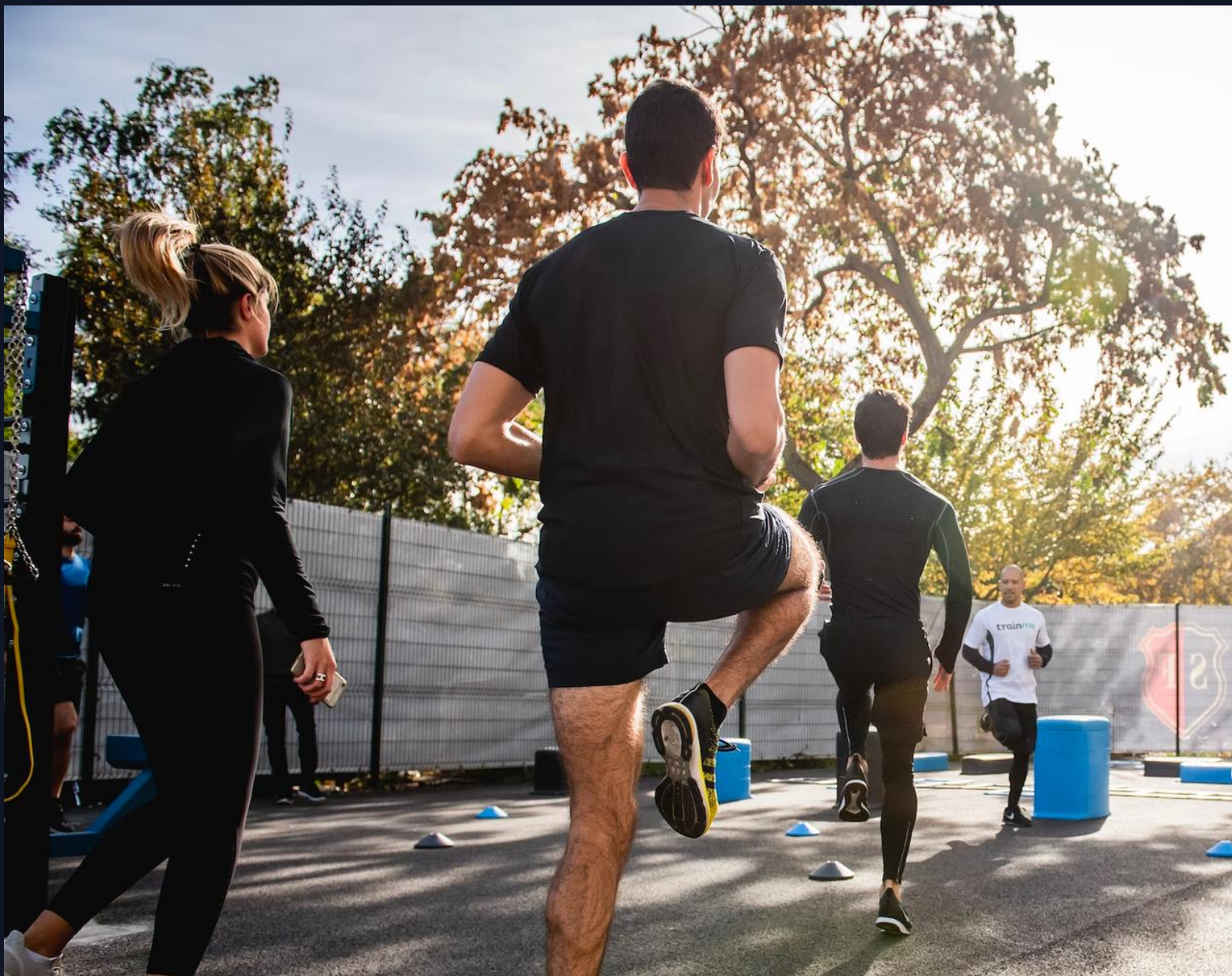


Population



This topic scores 6.8% on the [maturity curve](#) and is expected to expand to 12.0% in 3-4 years.

This culture is currently relevant to 12.1M [people](#) and is expected to grow by 75.9% in 3-4 years.



A pathway to a
healthier lifestyle.

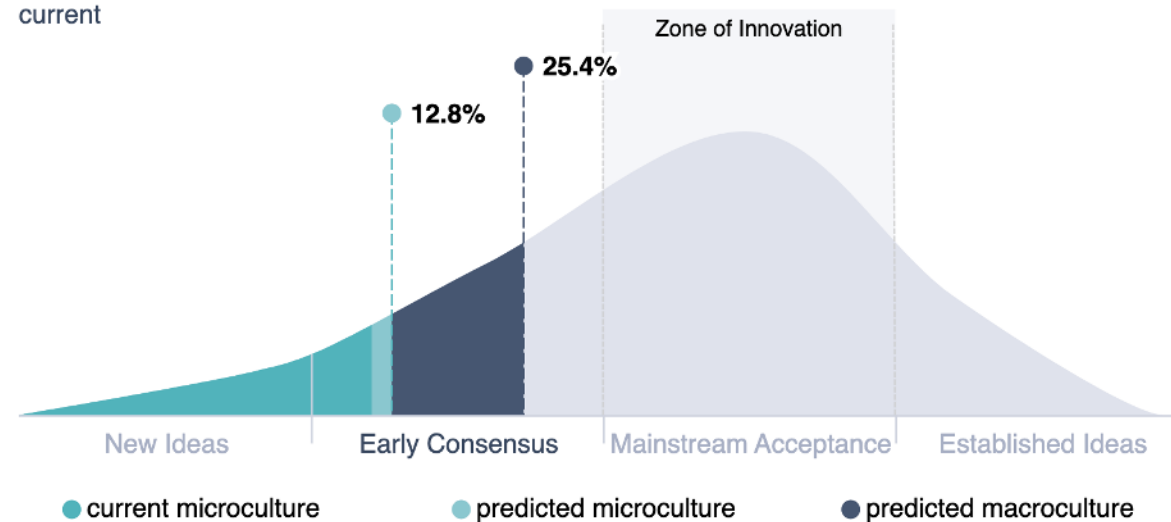
Consumers see health and well-being as a product of sustainable choices.

Maturity

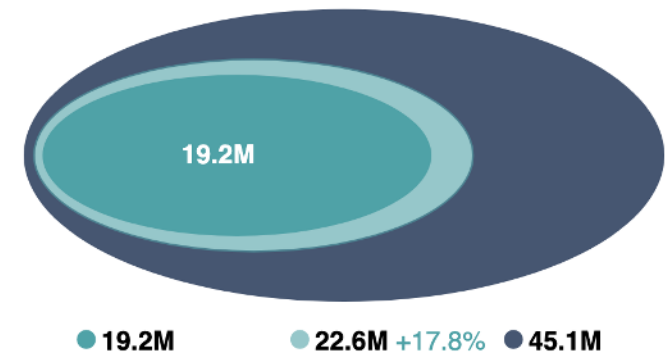
Macroculture: *sustainability, shopping* Microculture: *wellbeing*

Maturity Curve

10.8%
current



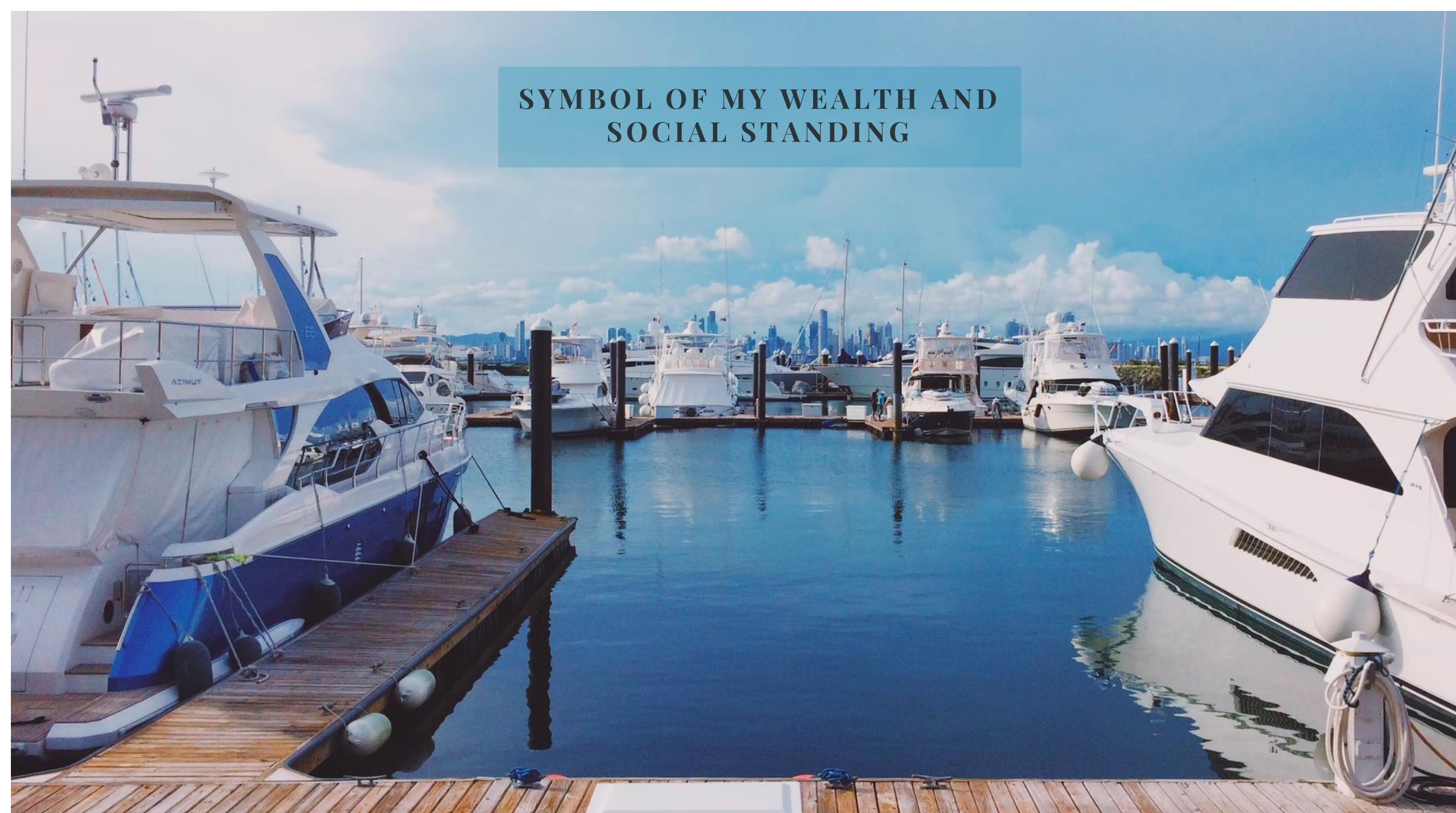
Population



This topic scores **10.8%** on the [maturity curve](#) and is expected to expand to **12.8%** in 3-4 years.

This culture is currently relevant to **19.2M** [people](#) and is expected to grow by **17.8%** in 3-4 years.

**SYMBOL OF MY WEALTH AND
SOCIAL STANDING**



Consumers believe sustainable products are more expensive and can therefore be seen as a luxury. They want to use them to solidify their economic status and wealth position.

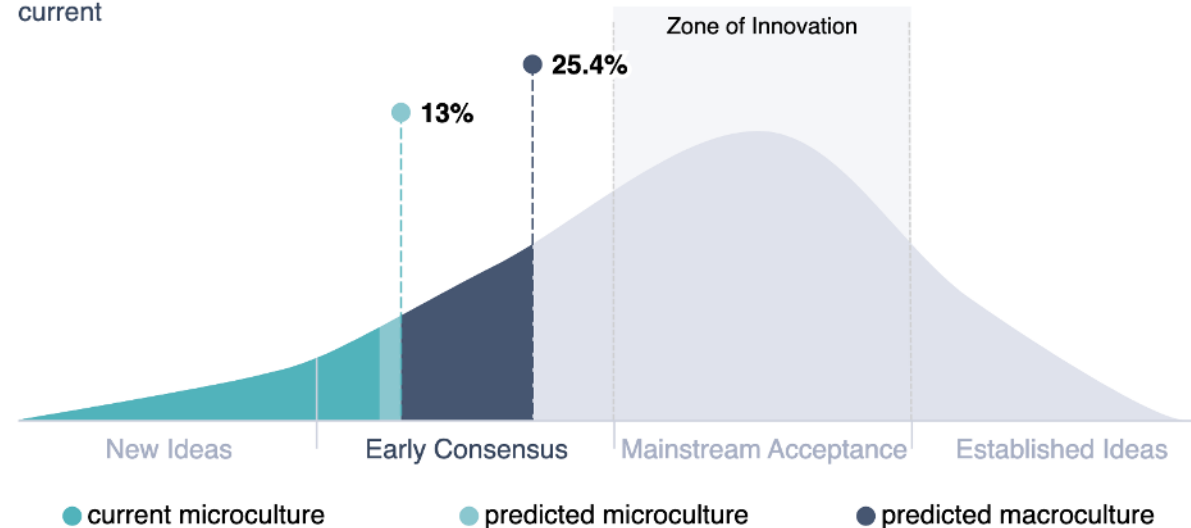
Maturity

Macroculture: *sustainability, shopping* Microculture: *luxury item*

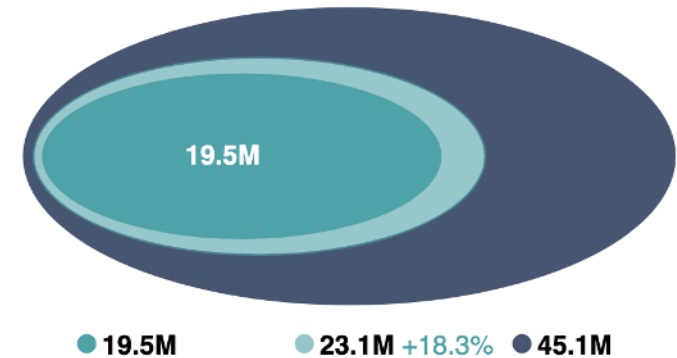
Maturity Curve

11%

current



Population



This topic scores 11.0% on the [maturity curve](#) and is expected to expand to 13.0% in 3-4 years.

This culture is currently relevant to 19.5M [people](#) and is expected to grow by 18.3% in 3-4 years.

Staying
technologically
relevant



Sustainability is seen as a key driver of innovation, and consumers want to buy these products to stay connected with new technology.

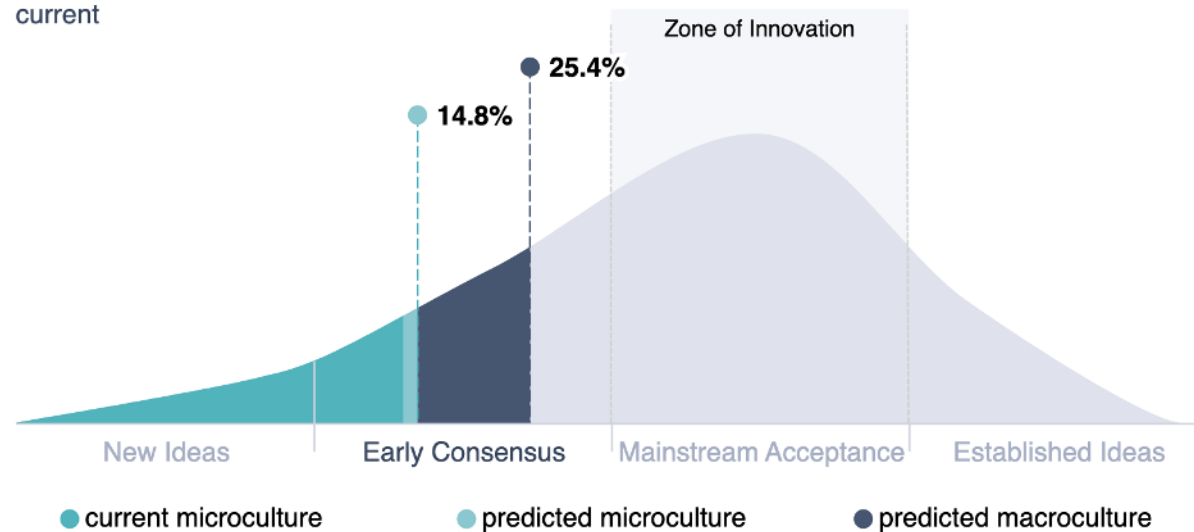
Maturity

Macroculture: *sustainability, shopping* Microculture: *innovation*

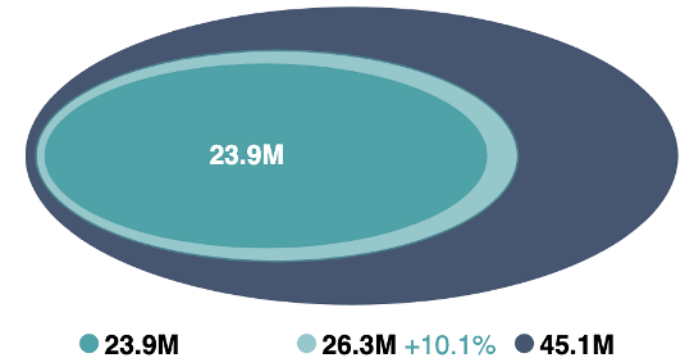
Maturity Curve

13.4%

current



Population



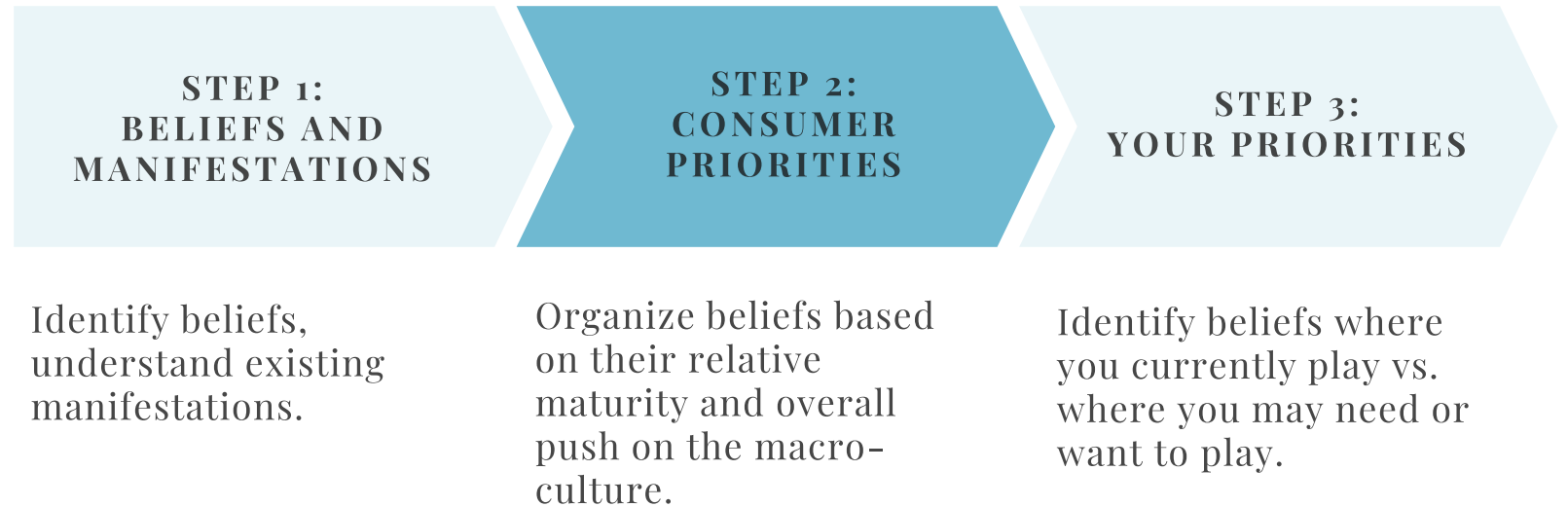
This topic scores **13.4%** on the [maturity curve](#) and is expected to expand to **14.8%** in 3-4 years.

This culture is currently relevant to **23.9M** [people](#) and is expected to grow by **10.1%** in 3-4 years.

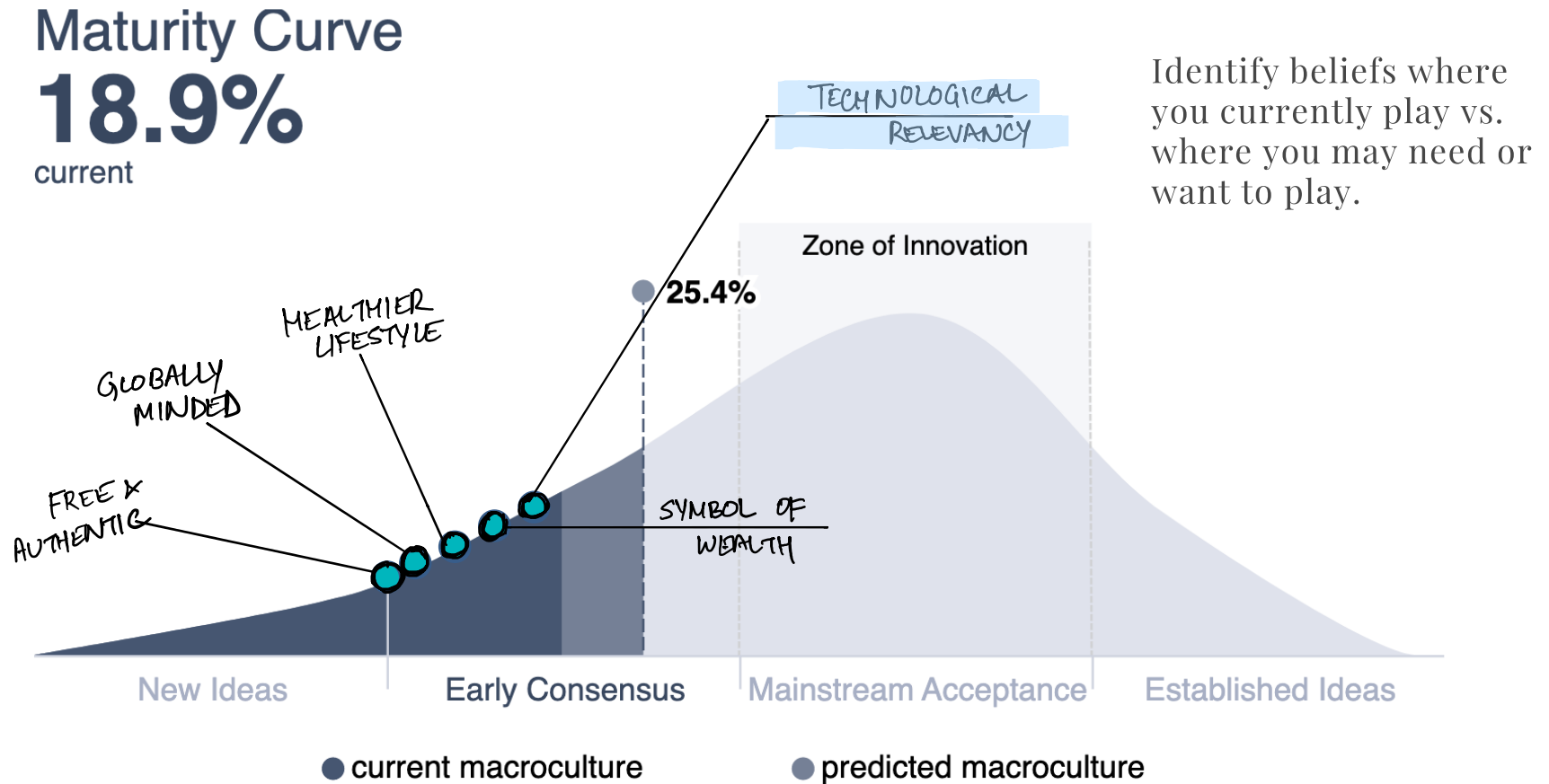
Predictive Anthropology: Lux Research

How to leverage this analysis for innovation

Any industry, category, or context has meaning.



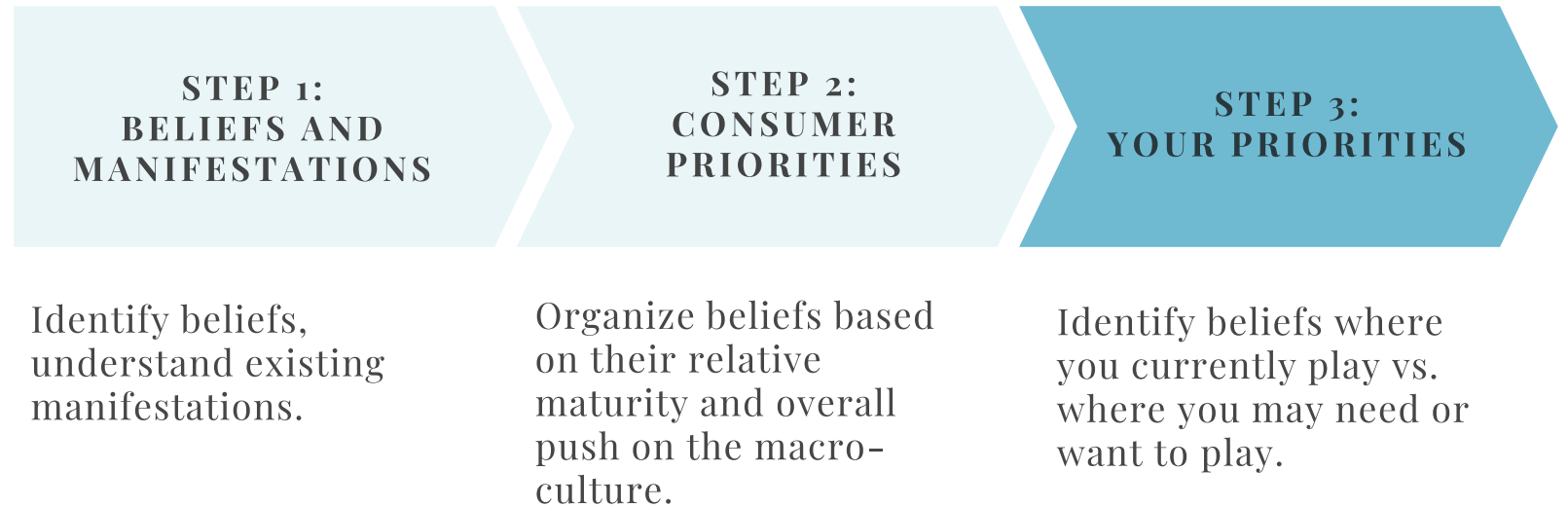
We see a natural **cadence** emerging



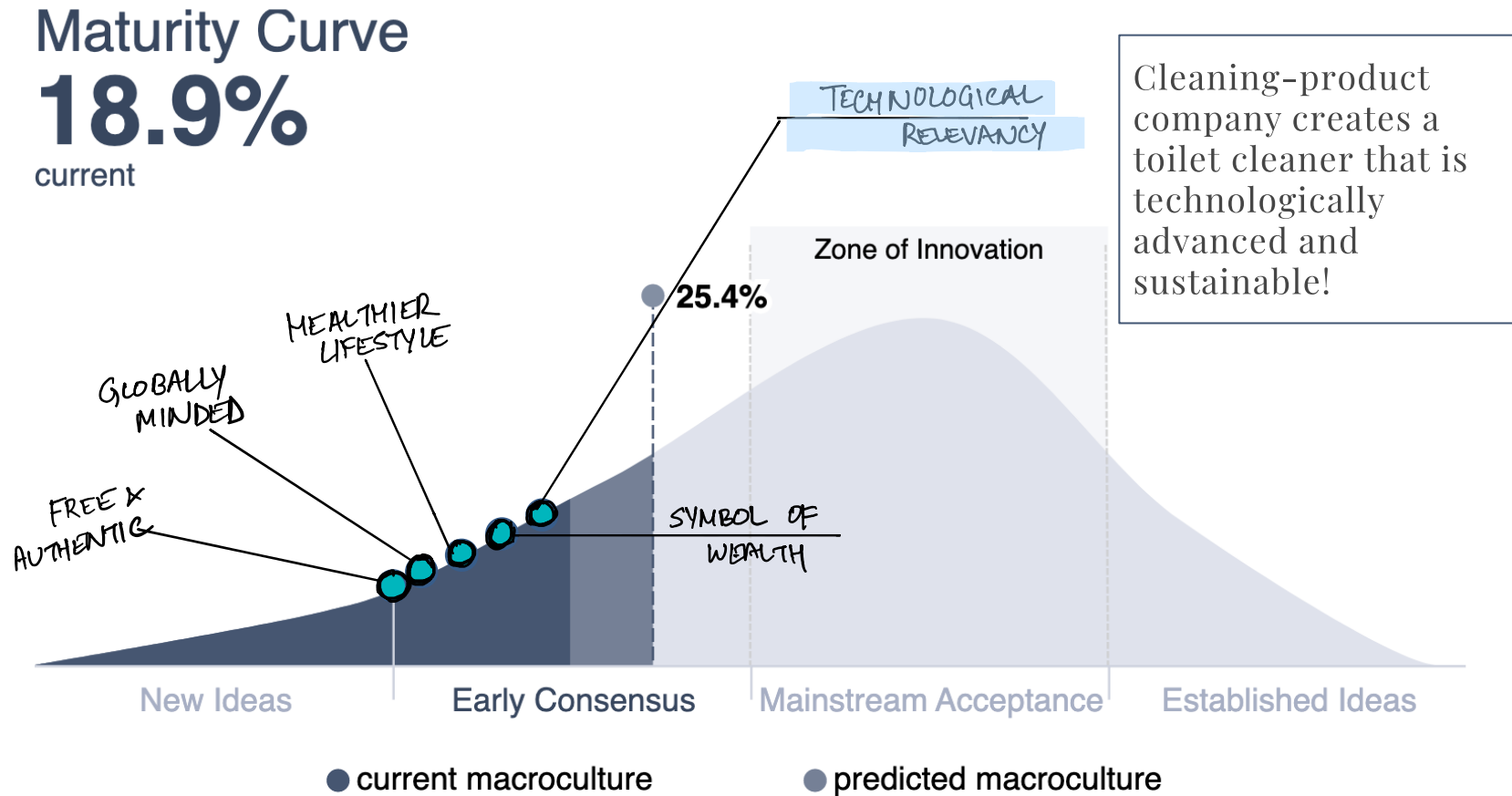
Predictive Anthropology: Lux Research

How to leverage this analysis for innovation

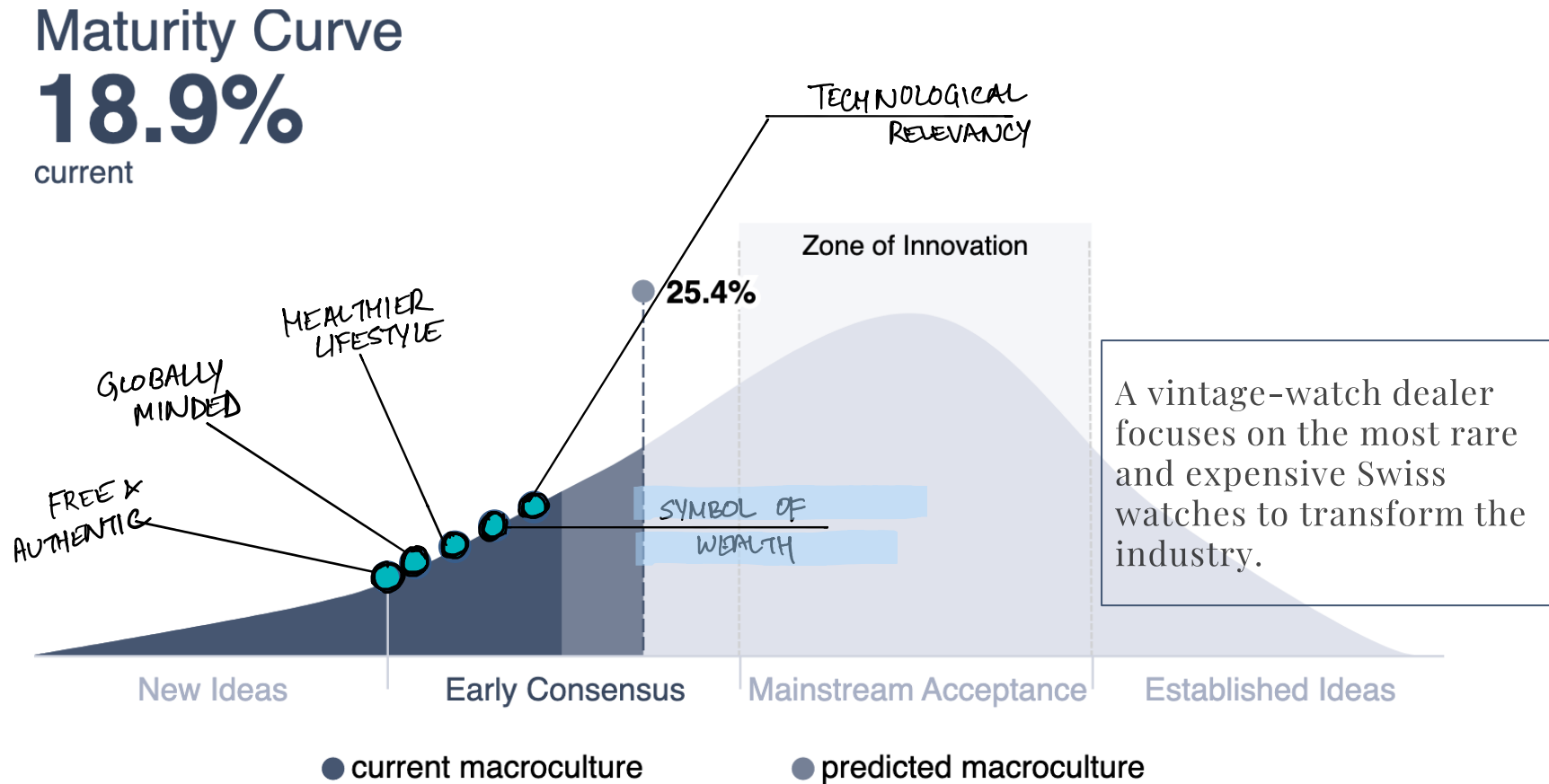
Any industry, category, or context has meaning.



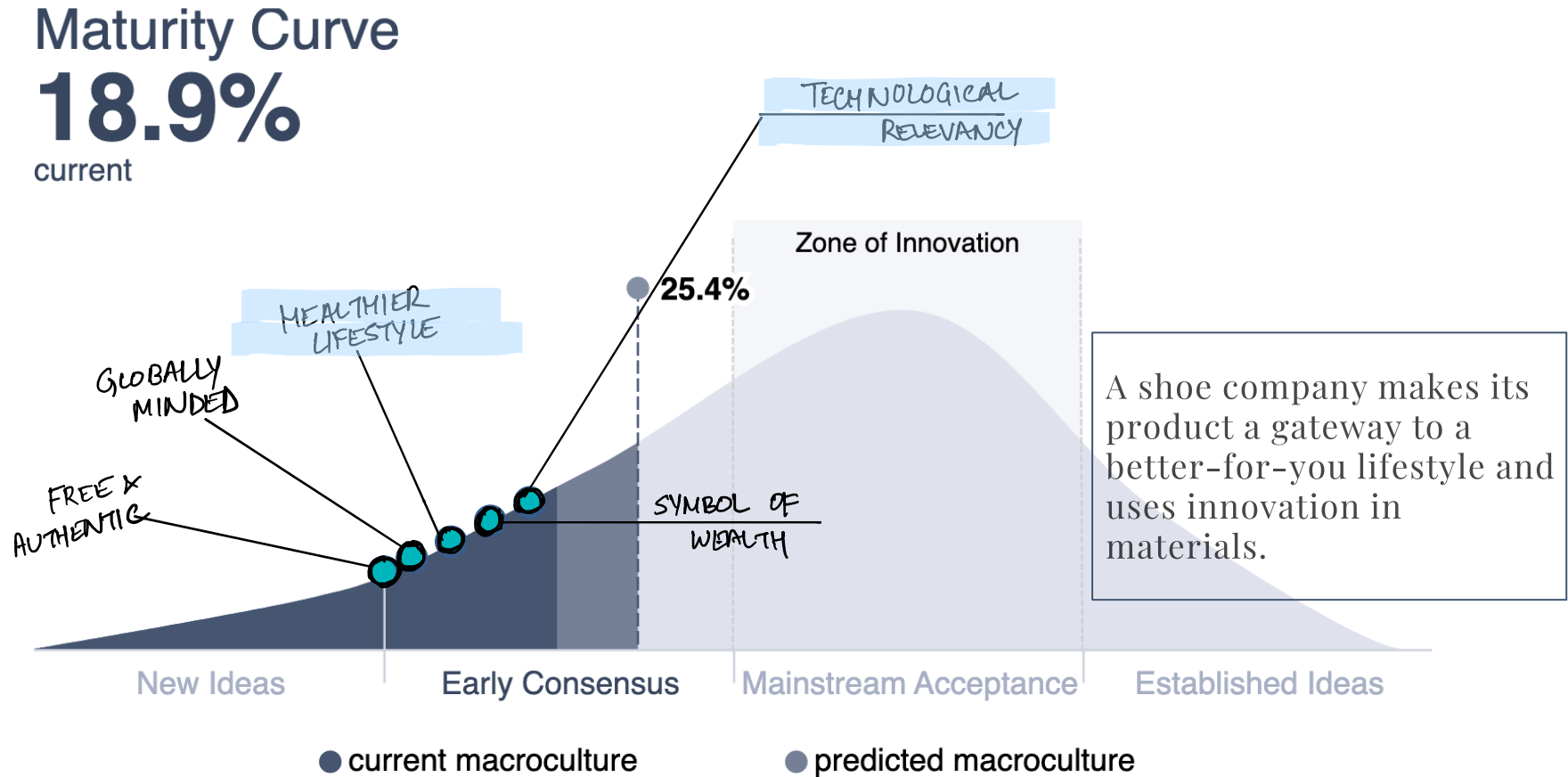
How to **action** on these findings



How to **action** on these findings



How to **action** on these findings



Thank you!

A link to the webinar recording will be emailed within 24–48 hours.

KEEP IN TOUCH

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luxresearchinc.com/motivebase

UPCOMING WEBINARS

October 12th:

[The Iceberg Model: Why You Need to Decode the Implied Belief Systems That Are Shaping the Future of Your Business](#)

November 9th:

[What Does Sustainability Really Mean to the Consumer in the Context of CPG Products?](#)

December 7th:

[How to Unpack Opportunities in Spaces That Were Previously Misunderstood or Undervalued](#)

