



# Green Loyalty Survey Insights:

How Sustainability, Wellness, and Loyalty Shape Grocery Shopping in the U.S. and Canada

Q4 2024



# Methodology

Between August 22 to 25, 2024, Eagle Eye conducted an online survey of 1,096 U.S. and Canadian adults to gather their opinions and preferences related to sustainability and health & wellness, specifically in the context of their grocery shopping habits and purchasing decisions, and loyalty behaviors.

The data was weighted to be representative of the overall population in both countries.

# Demographics

**Country:** United States (89%), Canada (11%)

**U.S. State:** California (12%), Texas (8%), Connecticut (6%), New York (6%), Florida (6%)

**U.S. Census area:** South (41%), West (22%), Northeast (21%), Midwest (16%)

**Canadian province:** Ontario (39%), Quebec (23%), British Columbia (14%), Alberta (12%), Manitoba (4%), Saskatchewan (3%), Nova Scotia (3%), New Brunswick (2%), Newfoundland and Labrador (1%)

**Children in household:** Yes (28%), No (72%)

**Marital status:** Single (47%), Married (34%), Divorced (17%), Widowed (2%)

**Gender:** Woman (50%), Man (50%)

**Age:** 18-34 (29%), 35-44 (17%), 45-54 (17%), 55-64 (17%), 65+ (20%)

**Generation:** Silent Generation (3%), Baby Boomers (25%), Generation X (28%), Millennials (28%), Generation Z (16%)

**Education level:** Less than HS (9%), HS graduate (31%), Some college (27%), College graduate (24%), Postgraduate (9%)

**Ethnicity:** White, non-Hispanic (64%); Hispanic (14%); Black, non-Hispanic (13%); Asian (6%); other race (3%)

**Household income:** < \$50K (53%), \$50-\$99K (33%), \$100K+ (14%)

**Employment status:** Working full time (39%); Working part-time (14%); Contract, freelance, or temporary employee (1%); Not employed but looking for work (21%); Not employed and not looking for work (1%); In school (4%); Homemaker (1%); Disabled (1%); Retired (18%)

# Theme 1

## Sustainability in Retail Purchasing Decisions

Sustainability plays a prominent role in consumer decision-making, with many shoppers demonstrating a willingness to pay a premium for eco-friendly products. This trend presents a valuable opportunity for retailers to enhance the average basket value by offering a wider range of sustainable goods and align their loyalty strategies with consumer values and growing demand around sustainability.

# How consumers prioritize sustainability

**We asked:** How important are sustainability considerations to your typical grocery purchasing decisions?

## 56%

say it is extremely or very important – a segment primed for immediate promotion

## 31%

say it is somewhat important – a segment with potential for further development.

These results vary by generation; the youngest generations are most concerned about sustainability-related issues.



**74%** Gen Z  
(extremely and very important)

**60%** Millennials

**57%** Gen X

**40%** Boomers

Families with children are significantly more concerned about sustainability:



**70%**  
extremely/  
very important

vs.

**50%**  
of households  
without  
children

# Sustainability claims command a premium

We asked: Would you pay extra for a more sustainable item than a comparable item?

**62% said yes**

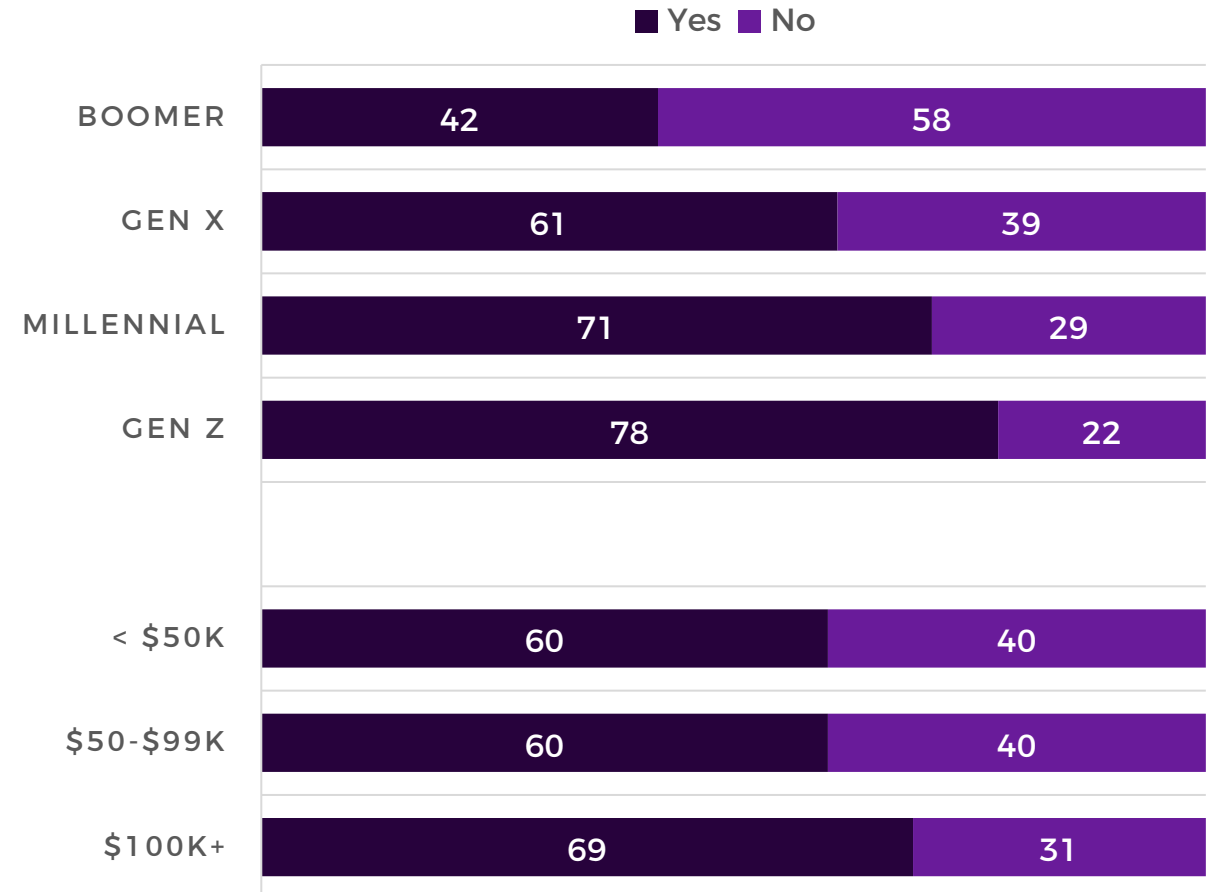


Between families with and without children: **73%** with children would pay more for a more sustainable item vs. **57%** with no children.



**82%** of sustainability enthusiasts (defined as those who say sustainability is extremely or very important to them) say they would pay more for a comparable product, compared to the **62%** survey average.

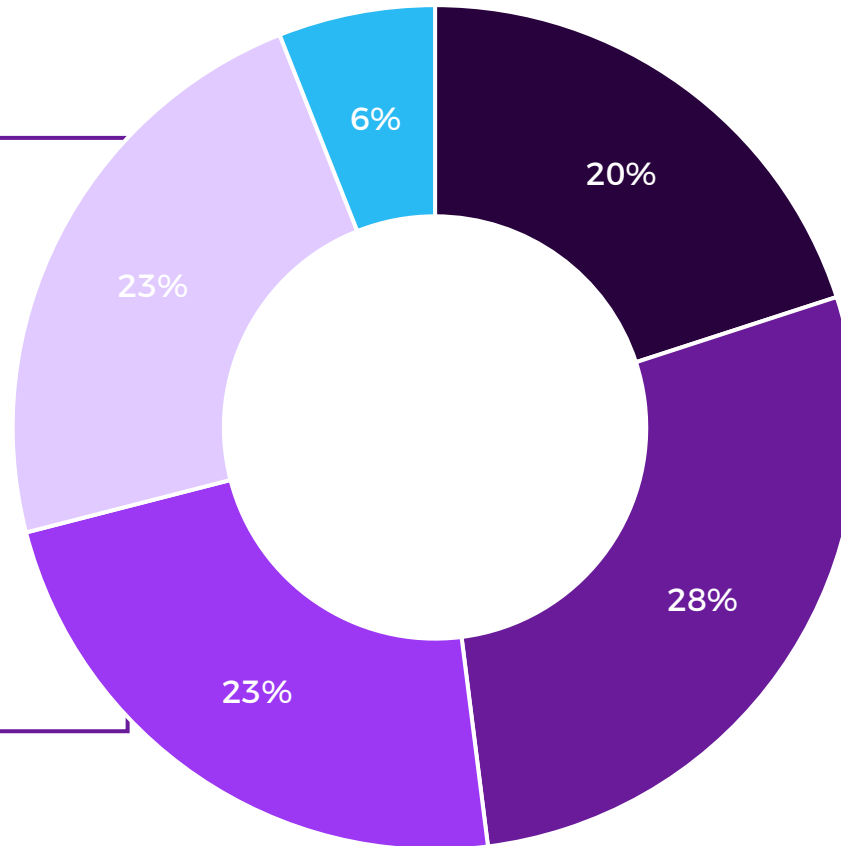
There are striking differences between generation and income levels:



# Incentivizing sustainability spending

**We asked:** If a loyalty program you belong to offers an incentive like a points "bonus" or multiplier for buying a product that is more sustainable than a similar lower-priced product, how often would you buy that product?

The results are split evenly across all options, with little differentiation across demographics. And this is the result we should expect, given consumers' historic prioritization of value and the current economic environment.



- I will always choose the lower-priced product
- I will usually choose the lower-price product
- I will choose each type of product about half the time
- I will usually choose the more sustainable product
- I will always choose the more sustainable product

## Theme 2

# Sustainability and Loyalty

Although many retailers have made progress by offering more sustainable products, they have yet to fully incorporate sustainability into their loyalty programs. Those who effectively integrate sustainability into their strategies will be well-positioned to capitalize on the growing consumer demand, as we highlighted earlier.



# Unavailable – or unrecognized – sustainability rewards

How prevalent are sustainability-related rewards in loyalty programs?

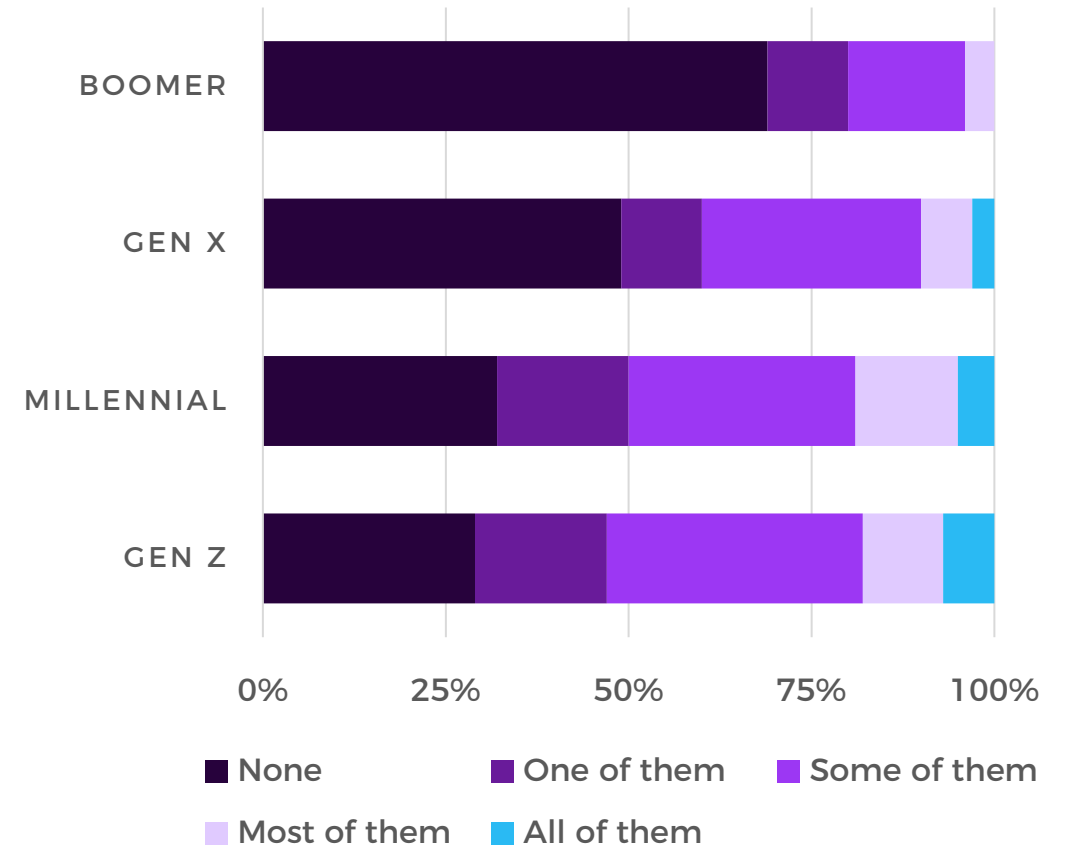
**We asked:** Sustainability-related rewards include earning a points bonus (e.g., get 500 extra points when you buy product X), multiplier (e.g., earn 3x points when you buy product Y) or another incentive for purchasing environmentally friendly, carbon-conscious or responsibly sourced products; the ability to redeem or donate points toward sustainability causes or initiatives; or being otherwise rewarded through your loyalty program for sustainable shopping behavior. To your knowledge, how many loyalty programs do you belong to that offer these rewards?

According to consumers, almost half of the loyalty programs they belong to (46%) don't offer any sustainability-related rewards at all.



Consumers with children are more likely to receive sustainability-related offers than those without. Only 30% of parents reported belonging to no programs that offer sustainability incentives compared to 54% of childless consumers. 22% of parents indicated that all or most of their loyalty programs include sustainability features, while only 9% of non-parents reported the same.

Boomer and Gen X respondents were less likely to identify sustainability options in their loyalty programs than their Millennial and Gen Z counterparts.

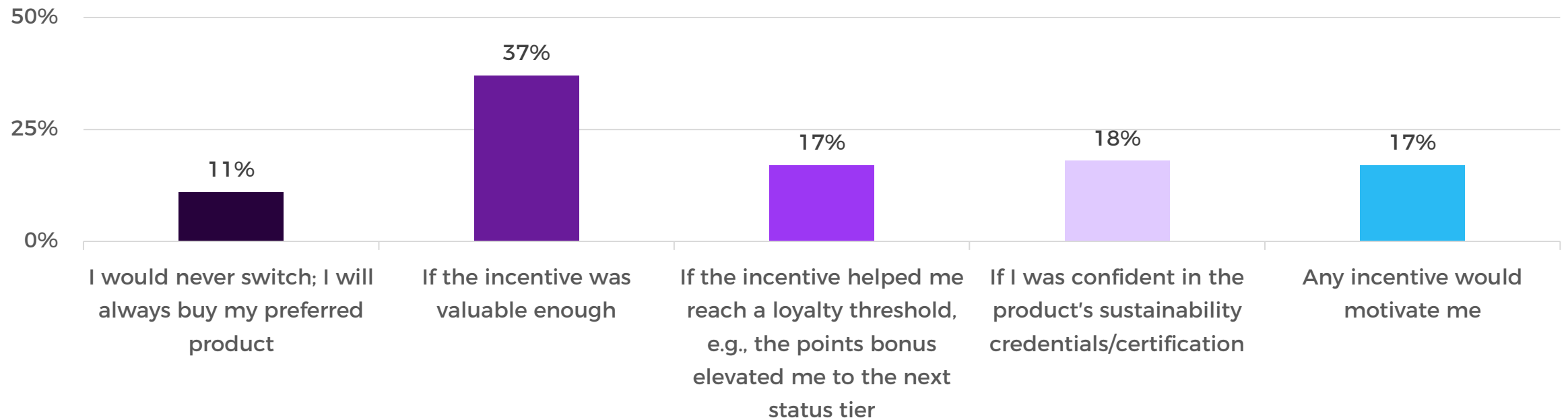


# Incentivizing sustainability with loyalty

How can loyalty programs incentivize sustainable purchases?

**We asked:** If a loyalty program you belong to offers an incentive like a points "bonus" or multiplier for buying a more sustainable product than you usually buy, what would motivate you to switch products?

**For the majority of consumers (71%), an incentive would drive sustainable behavior. However, a sizable portion (37%) emphasized that the incentive must hold sufficient value to motivate them—reaffirming the well-established consumer focus on the importance of value.**



# Sustainability rewards and retail brand perception

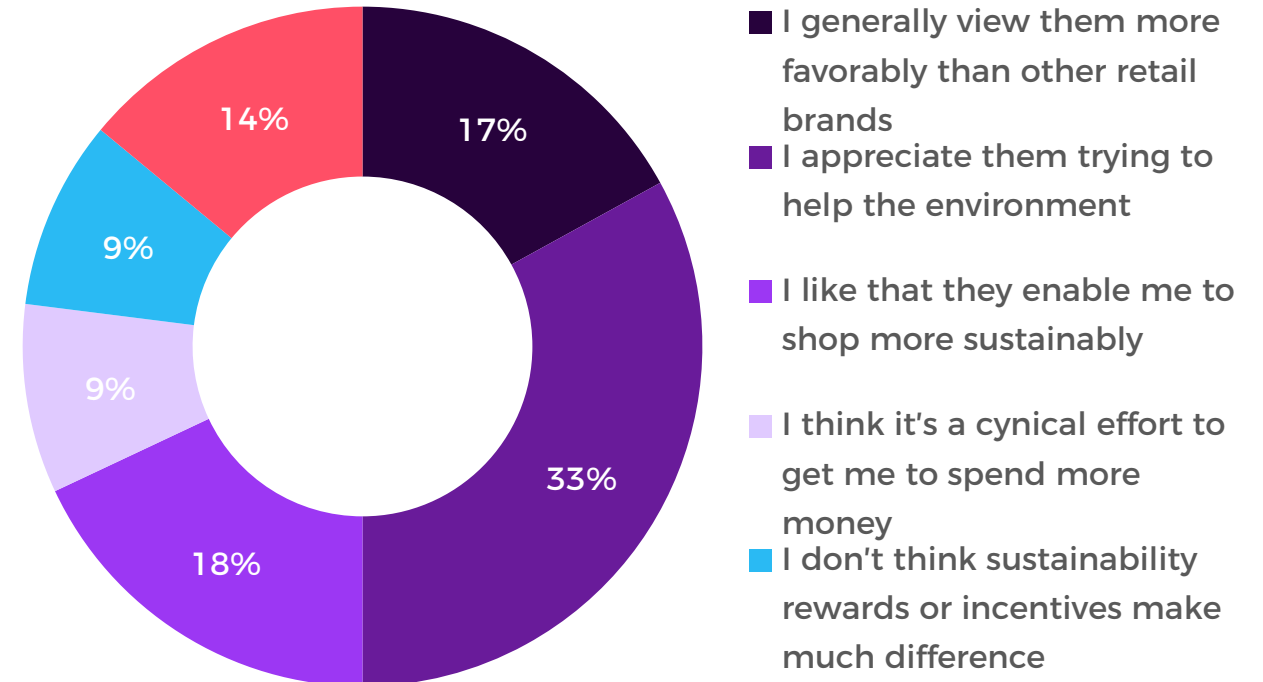
**Do sustainability initiatives and rewards within a brand's loyalty program influence consumers' affinity towards that brand?**

**We asked:** How do you feel about retail brands that offer sustainability-related rewards or incentives?



Among sustainability enthusiasts, **24%** indicated they would have a more favorable perception of a brand, compared to the **17%** average across all survey respondents.

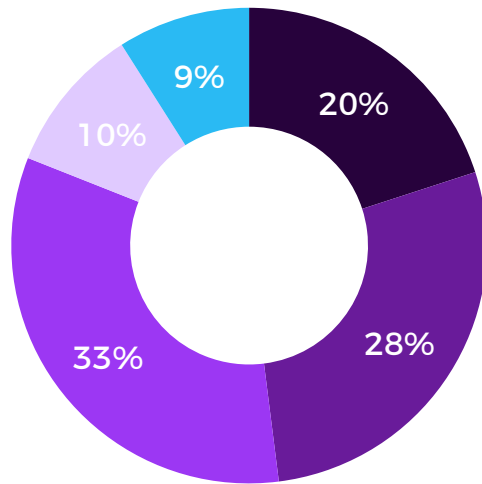
More than half (**51%**) of survey respondents like the idea but did not say they would view the brands more favorably.



# Sustainability shapes where consumers shop

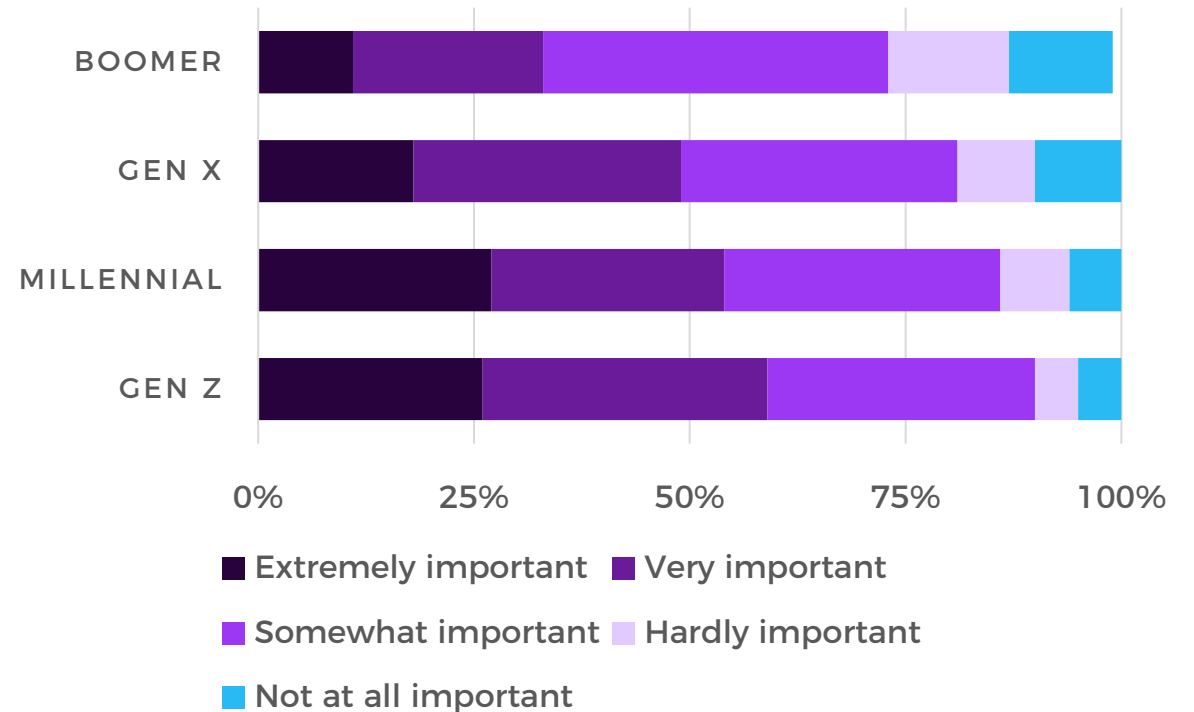
**We asked:** How important is it to you to shop with a retail brand that shares your values related to sustainability, environmental awareness, responsibly sourced products and carbon impact?

48% say it's extremely or very important, and 33% say it's somewhat important.



- Extremely important
- Very important
- Somewhat important
- Hardly important
- Not at all important

Younger generations and families with children (64% vs. 41% without children) place more importance on this issue.



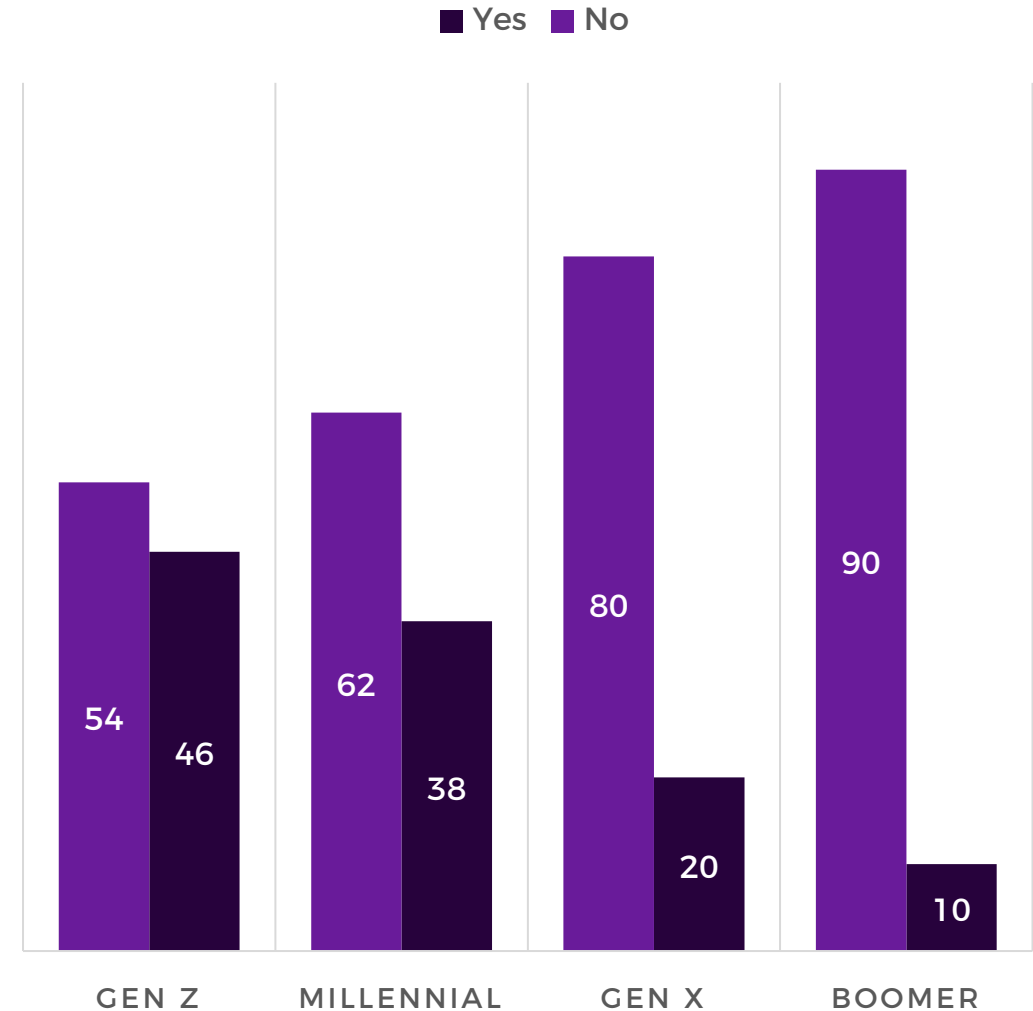
- Extremely important
- Very important
- Somewhat important
- Hardly important
- Not at all important

# Loyalty point redemption for sustainability donations

A strategy that some retailers are adopting to integrate sustainability into their programs is **offering members the option to donate points to environmental, social and sustainability causes.**

This approach resonates with key consumer segments and provides retailers with a low-barrier entry point for incorporating sustainability within their loyalty frameworks.

- **26%** of consumers have donated points to a sustainable organization.
- But the younger generations far outweigh this survey average.
- Households with children donate points to sustainable causes more frequently than those without (**39%** vs. **21%**).



## Theme 3

# Health, Wellness and Loyalty

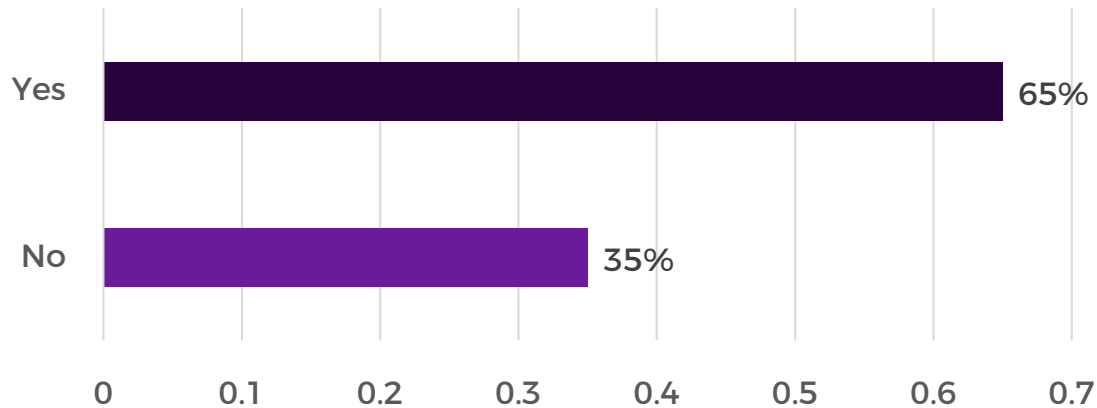
Much like sustainability, consumers show a strong demand for health & wellness products and are often willing to pay a premium for them. However, retailers have yet to fully capitalize on the opportunity to boost engagement and sales by integrating health and wellness offers, incentives, and initiatives into their loyalty programs.

# Health & wellness and the purchasing journey

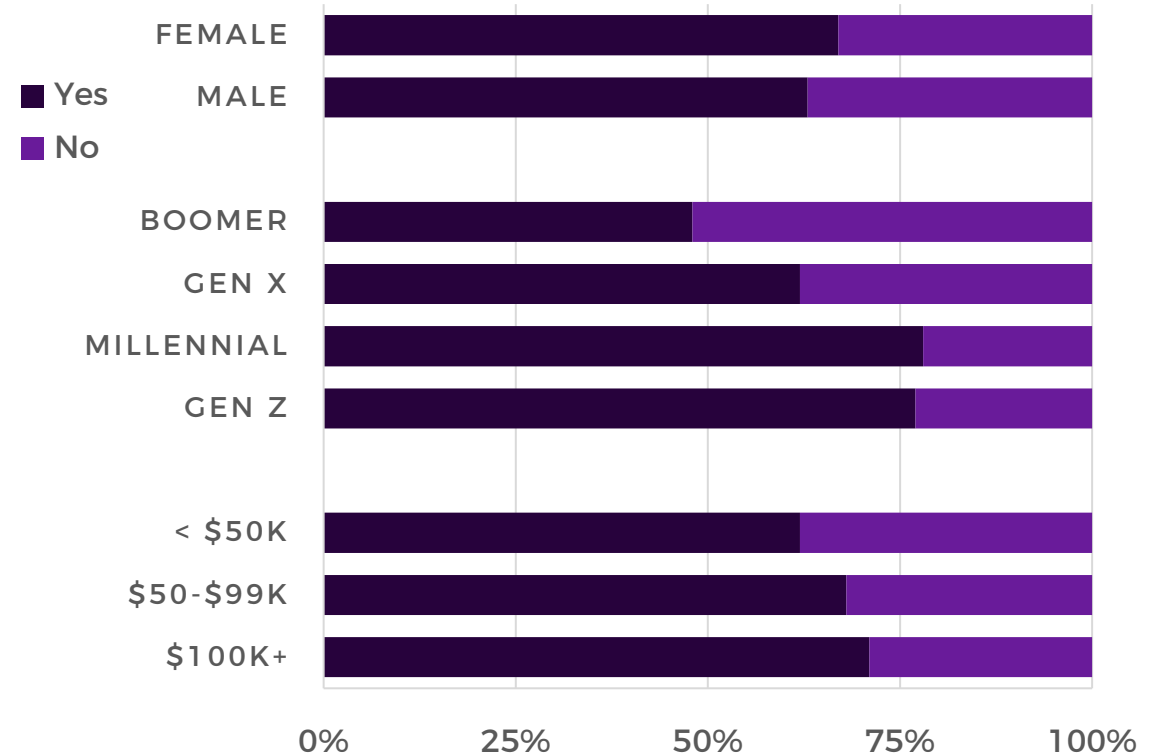
**Consumers want to make healthier choices- and are willing to pay for it.**

51% of consumers say health & wellness are extremely or very important to their grocery purchasing decisions.

65% of consumers said they would pay extra for a similar item with more health and wellness attributes (i.e., organic, natural, low-fat, low-salt, low-sugar, etc.)



Women are slightly more willing than men to pay a premium for sustainable products. Millennials and Gen Z show significantly greater willingness compared to Gen X, and a higher income correlates with a greater willingness to pay more. Even in the under \$50K income category, 62% expressed a willingness to pay extra despite their limited income.



# Health & Wellness + Loyalty

Despite the strong demand for healthier products, Health and Wellness remains an untapped opportunity in the majority of retail loyalty programs.

A majority (51%) of consumers say their programs do not offer these health and wellness-related incentives.

Only a handful (10%) say that most or all of the loyalty programs they belong to offer these rewards.

There is a significant difference between Gen X and Gen Z/Millennials in what their programs offer.



## Family influence:



- Loyalty programs popular with families are more likely to offer health-related rewards. Only 36% of respondents with children reported having no programs that provide these incentives, compared to 59% of respondents without children.
- Family demand is strong, with 60% of parents stating that health and wellness are key considerations in their purchasing decisions. However, this remains an untapped market for households without children, where 47% also prioritize health and wellness in their shopping choices.
- 75% of consumers with children are willing to pay more for healthier products, compared to 61% of consumers without children.



# Do health & wellness claims trump price?

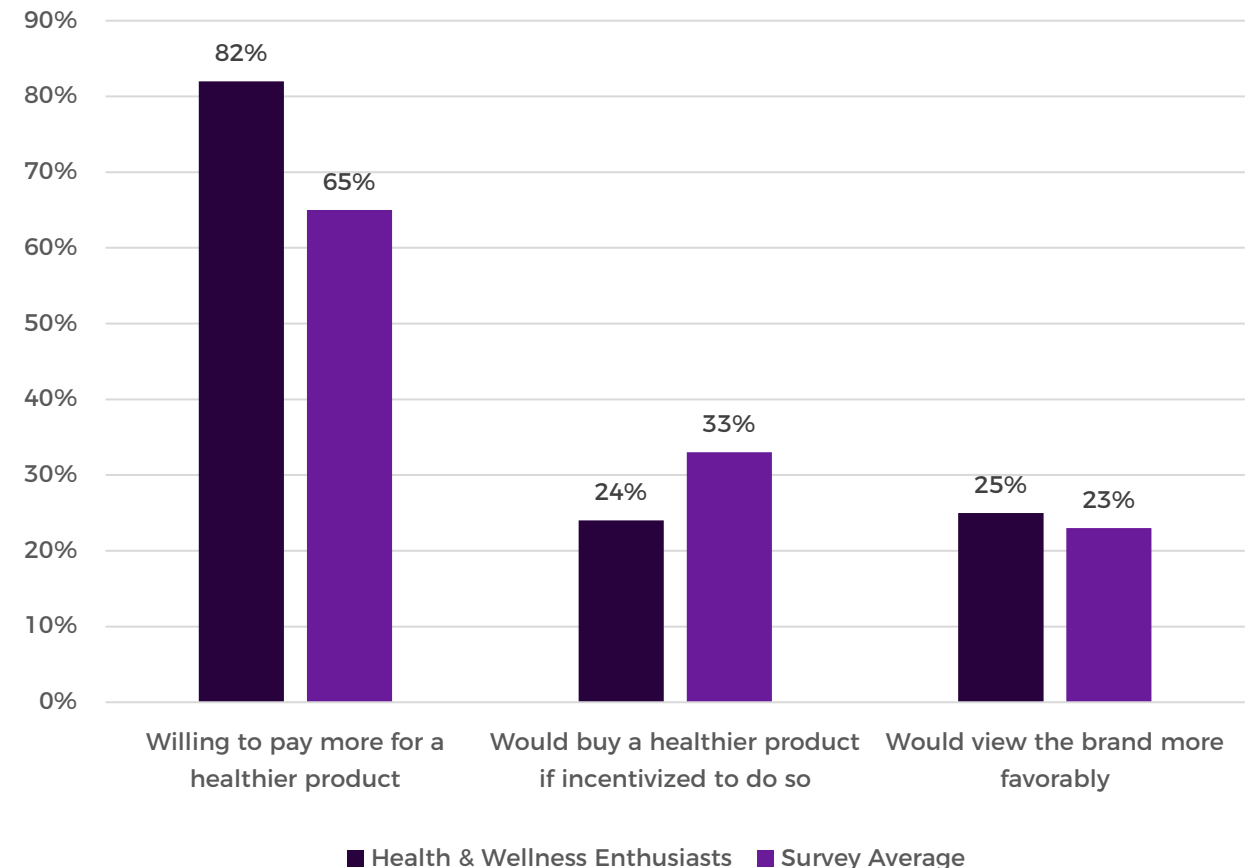
**Not yet. Only 8% of consumers say they would always choose a healthy product over a lower-priced one if given an incentive to do so.**

There is notable interest in healthier products across generations; 39% of Boomers reported that they usually or would always choose the healthier option, compared to 26% of Gen Z and a 33% average across all respondents, highlighting the health concerns of an aging population.

Among those who consider health and wellness extremely or very important, 82% are willing to pay more for a healthier product (compared to a 65% survey average).

Additionally, 24% said they would choose the healthier product if incentivized (compared to the 33% survey average), and 25% would view the brand more favorably for offering such options (compared to the 23% survey average).

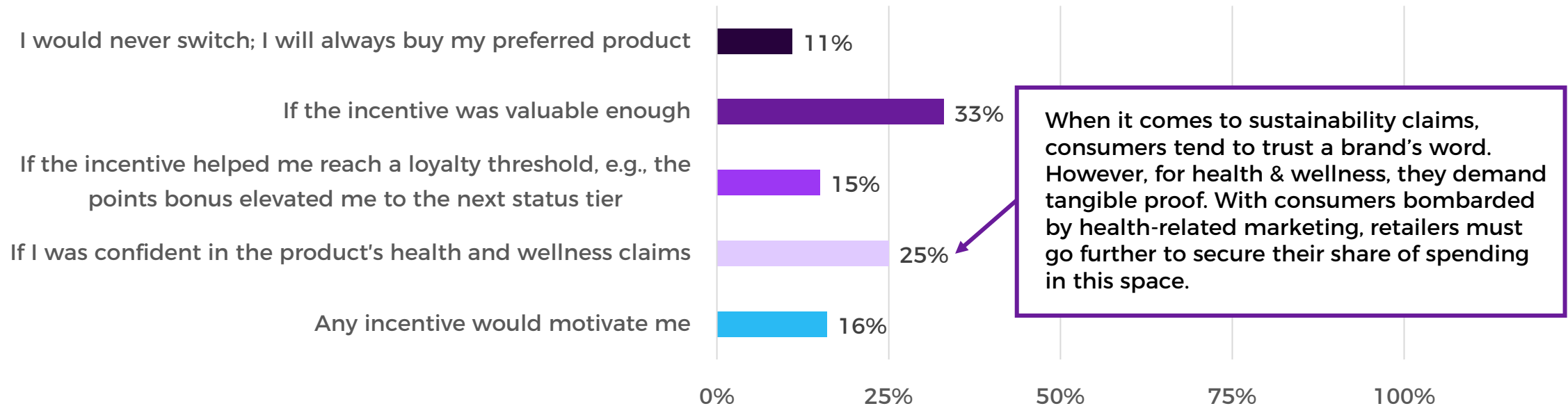
Health & Wellness Enthusiast Opinions Compared to Survey Average



# Leveraging loyalty to incentivize health & wellness purchases

Taking price out of the equation, what would motivate consumers to switch to something healthier? Top answers: *if the incentive was valuable enough or if they were convinced of the product's health benefits*. Boomers and Gen X led other generations (38% and 37% choose this reason vs. Gen Z 27% and Boomers 28%).

**We asked:** If a loyalty program you belong to offers an incentive like a points "bonus" or multiplier for buying a product that is healthier than the product you usually buy, what would motivate you to switch products?

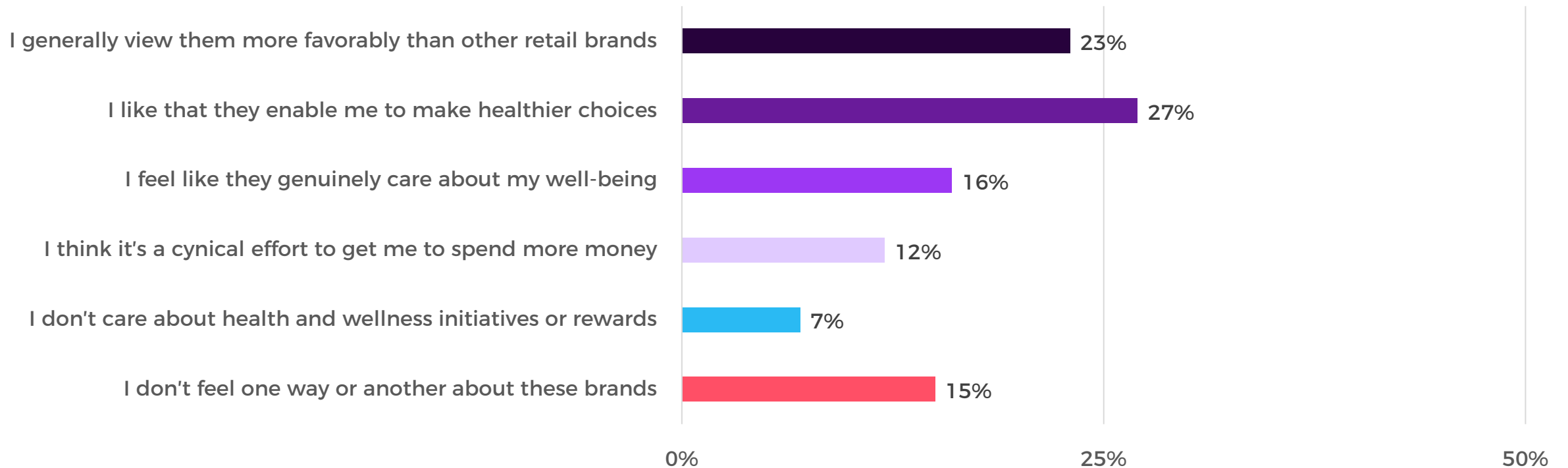


# How health & wellness impacts brand affinity



Does offering health & wellness rewards increase consumers' positive perception of a brand? **66% say yes!**

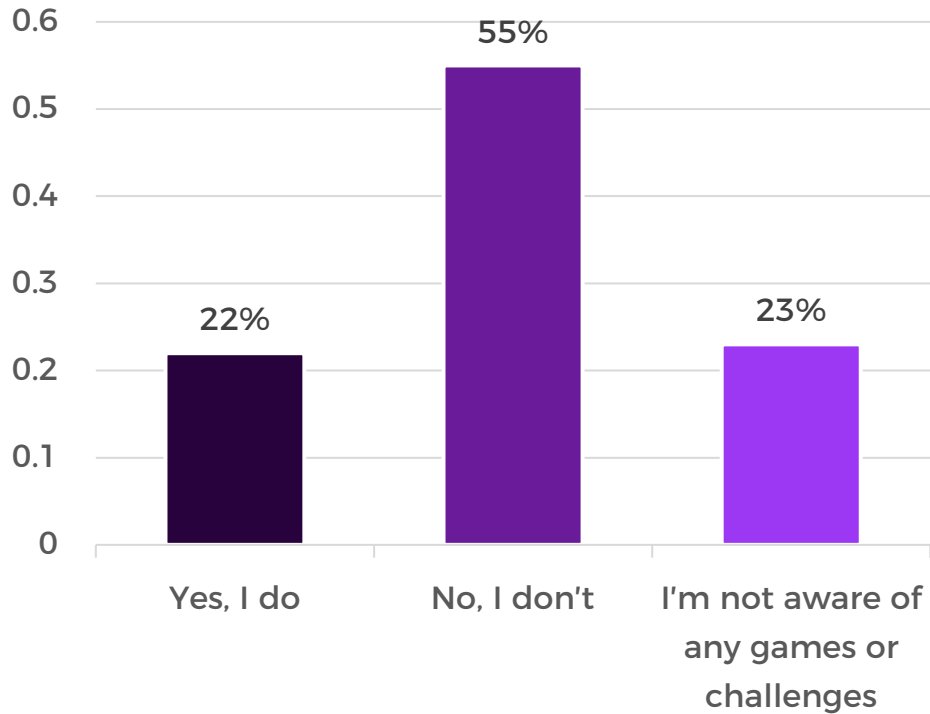
**We asked:** How do you feel about retail brands that offer health & wellness rewards or incentives?



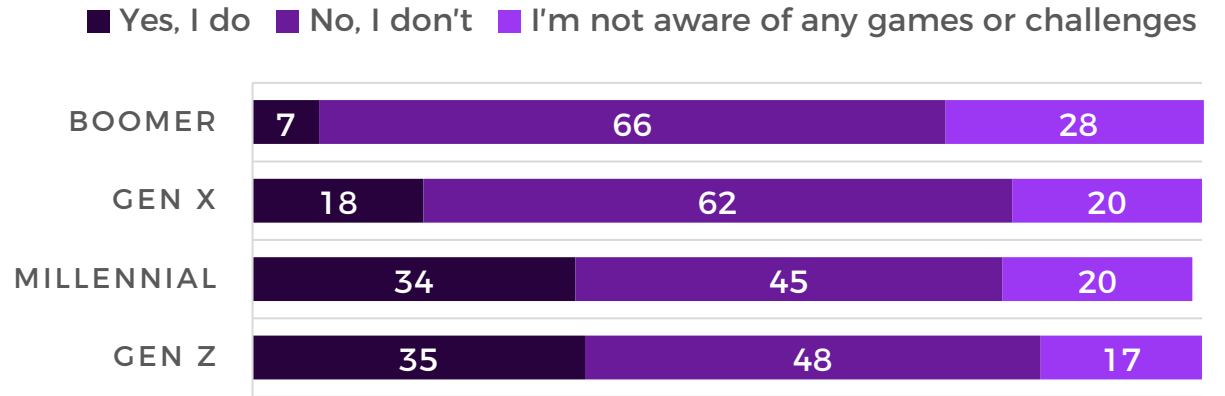
# Health and wellness gamification

Gamification represents an opportunity to engage loyalty members with health & wellness incentives through their loyalty programs.

**We asked:** Do you participate in any health or wellness games within the loyalty programs you belong to?



Millennials and Gen Zs, unsurprisingly, are more interested in gamification than the other generations.



- Families with children are more willing to play health and wellness games than households without (35% vs. 17%)



- 34% of enthusiastic health shoppers (extremely plus very important) said that they play health games vs. the 22% survey average

# Geographic differences and common goals

Canadian and U.S. consumers represent distinct market segments with differing views on sustainability and health. Canadians tend to prioritize sustainability, while U.S. consumers are more focused on health & wellness.

However, consumers who base their purchasing decisions on health, wellness, and sustainability often share common values. As a result, they are likely to respond to similar strategies in loyalty programs, promotions, and marketing efforts...

# Geography can influence attitudes

Canada vs. U.S. – Does geography make a difference?

## Sustainability & Loyalty



Sustainability has a greater influence on brand affinity for Canadians compared to U.S. consumers. **When asked**, "How do you feel about retail brands that offer sustainability-related rewards or incentives?" the difference in sentiment is clear.

➔ **28% of Canadians vs. 16% of U.S. consumers said they would view the brand more favorably.**

**When asked**, "How important is it to you to shop with a retail brand that shares your values related to sustainability, environmental awareness, responsibly sourced products and carbon impact?"

➔ **43% of Canadians stated that sustainability is somewhat important, compared to 33% of U.S. consumers. While the most enthusiastic sustainable grocery shoppers are relatively consistent across both regions, Canada has a larger segment of consumers who could be influenced to make more sustainable purchasing decisions.**

## Health & Wellness and Loyalty



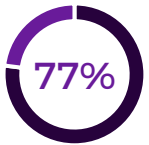
- At first glance, U.S. consumers seem more health and wellness-focused, with **66%** of U.S. respondents and **61%** of Canadians indicating they would pay extra for a product with additional health and wellness attributes compared to a similar item.
- However, when incentives are introduced, Canadian consumers take the lead in healthy choices—**40%** always or usually opt for a healthier product over a lower-priced alternative when incentivized by their loyalty program, versus **33%** of U.S. consumers.
- This difference in behavior also impacts brand perception—**31%** of Canadian consumers, compared to **22%** of U.S. consumers, view brands more favorably when they offer health and wellness rewards or incentives.

# Sharing common goals

**Two market segments that increasingly overlap: sustainability and health & wellness enthusiasts.**



of individuals who prioritize sustainability also tend to view health & wellness as important, with significant overlap between the two values.



of these individuals would be willing to pay more for a healthier product.

**When we flip the focus:**

77%

of health enthusiasts (individuals who say health & wellness considerations are extremely or very important to their typical grocery purchasing decisions) say sustainability is also extremely or very important to them and that they would pay more for a more sustainable product.

These findings confirm that retailers stand to gain significantly from a flexible loyalty program that efficiently integrates sustainability and health and wellness initiatives.

Implementing these strategies can boost sales, increase basket size, and enhance loyalty and customer engagement, ultimately leading to more revenue.



Eagle Eye is a leading SaaS technology company enabling retail, travel and hospitality brands to earn the loyalty of their end customers by powering their real-time, omnichannel and personalised consumer marketing activities.

Eagle Eye AIR is a cloud-based platform, which provides the most flexible and scalable loyalty and promotions capability in the world. More than 850 million personalised offers are executed via the platform every week, and it currently hosts over 500 million loyalty member wallets for businesses all over the world. Eagle Eye is trusted to deliver a secure service at hundreds of thousands of physical POS destinations worldwide, enabling the real-time issuance and redemption of promotional coupons, loyalty offers, gift cards, subscription benefits and more.

The Eagle Eye AIR platform is currently powering loyalty and customer engagement solutions for enterprise businesses all over the world, including Asda, Tesco, Morrisons, Waitrose and John Lewis & Partners, JD Sports, Pret a Manger, Loblaws, Southeastern Grocers, Giant Eagle, and the Woolworths Group. In January 2024, Eagle Eye launched EagleAI, a next-generation data science solution for personalisation, already being used by leading retailers worldwide including Carrefour, Auchan and Pattison Food Group.

Visit [www.eagleeye.com](http://www.eagleeye.com) to learn more.