

People and Planet Consumer Insights and Trends 2025

At Ingka Group, we want to keep up to date with people's thoughts, feelings, and actions in relation to people and planet. To help us do that, we've once again joined forces with [GlobeScan](#), an independent insights and advisory firm, for our biennial survey of 30,000+ people across 30 countries. This summary report is the outcome of our 2025 research.

Global report summary



In collaboration with



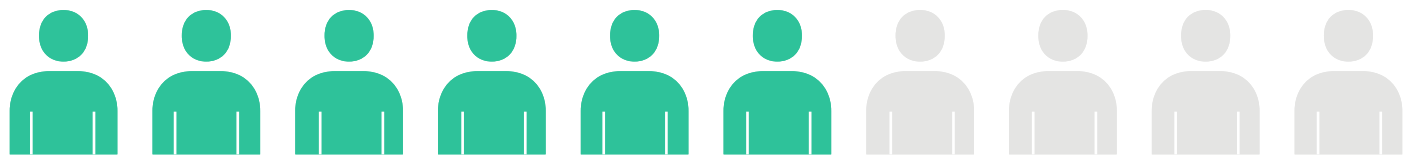
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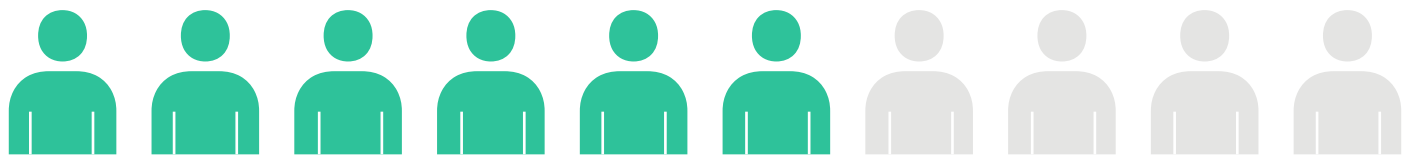
Headlines

Despite global and personal pressures, people still care deeply.

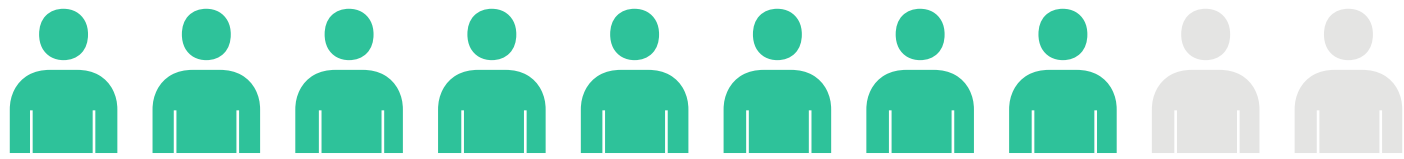
Concern remains high regarding climate and inequality. A large majority of people take some climate action but many are held back by cost, uncertainty about the impact of their efforts, and insufficient support from government and businesses.



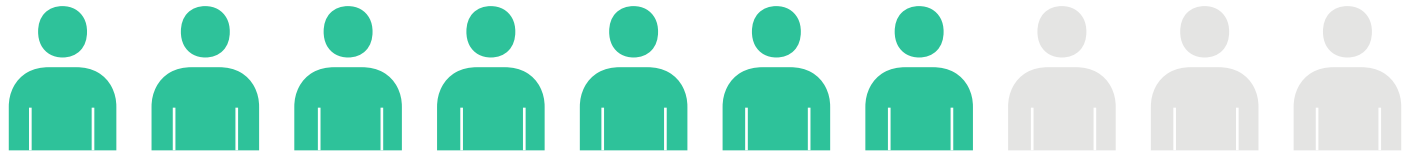
Concerns and impact: More than 6 in 10 worry about climate change – especially young adults and those living with children – while almost half feel personally impacted.



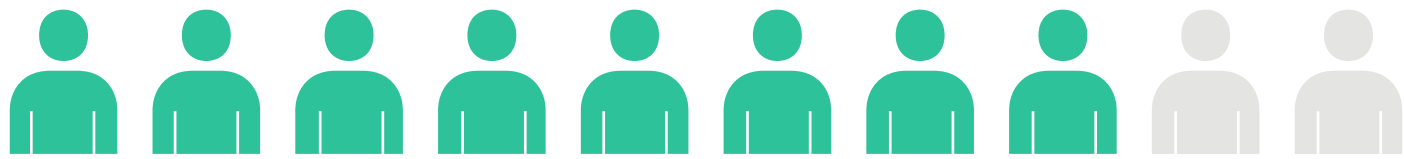
Expectations of leadership: At least 6 in 10 want significant action from government and business to reduce climate change and inequality.



Action vs disempowerment: Over 8 in 10 take some climate action, led by the under 30s. However, many feel disempowered by cost and not knowing the impact of their efforts.



Demand for transparency: 7 in 10 want better communications from companies on the environmental and social impacts of their products and services.



Social awareness: 8 in 10 support companies paying a living wage. Additionally, the majority worry about inequality in society and agree on supporting refugees.

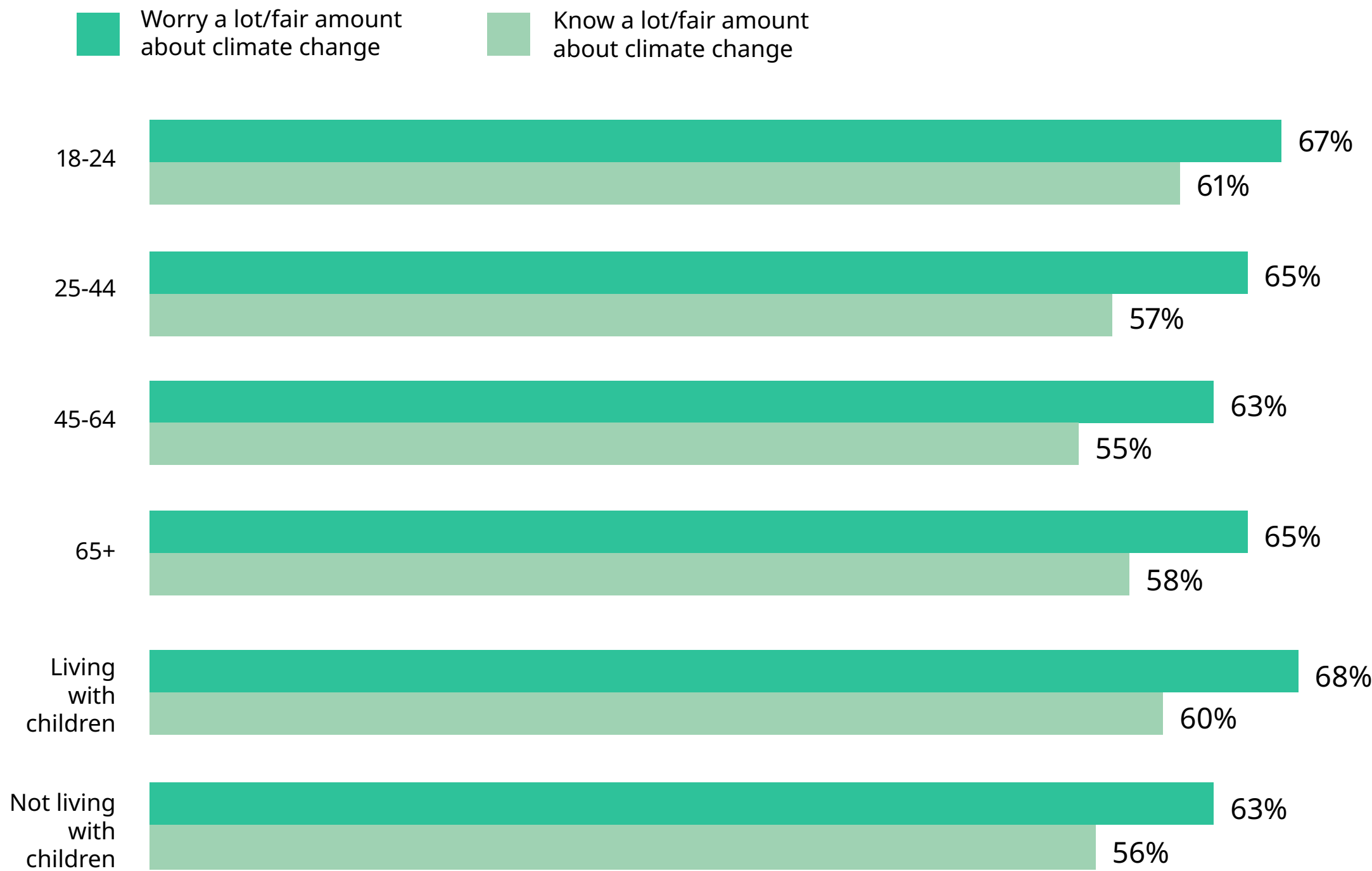


Motivators of engagement: Saving money is the number one incentive to take more climate action. Other top motivators are knowing the impact of action, health benefits, ease of action, and having advice on what to do.

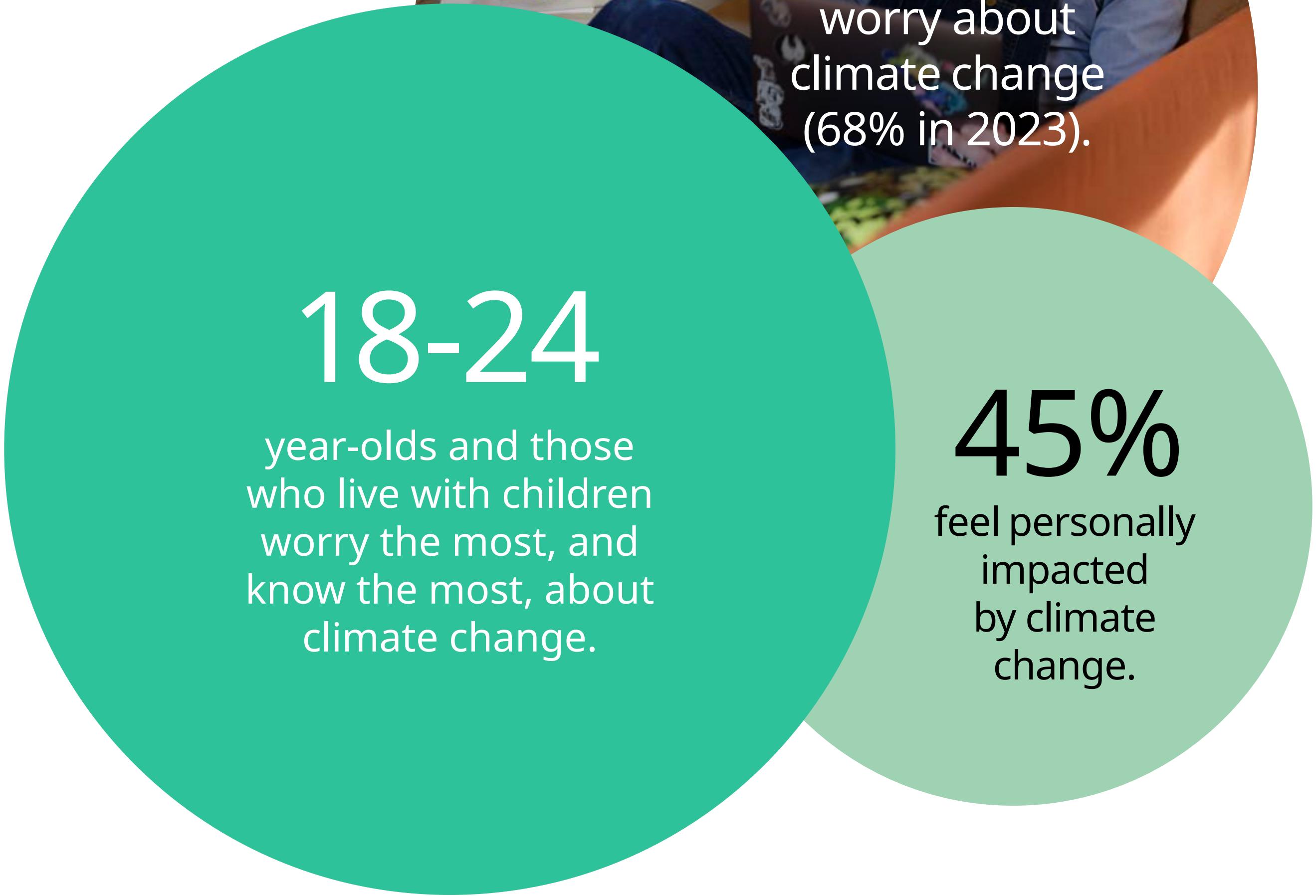
Climate

People are worried about climate change, with many experiencing it firsthand.

Despite the context of geopolitical and economic instability across the world*, many people are still concerned about climate change – even if there is a downward trend.



64%
worry about climate change (68% in 2023).

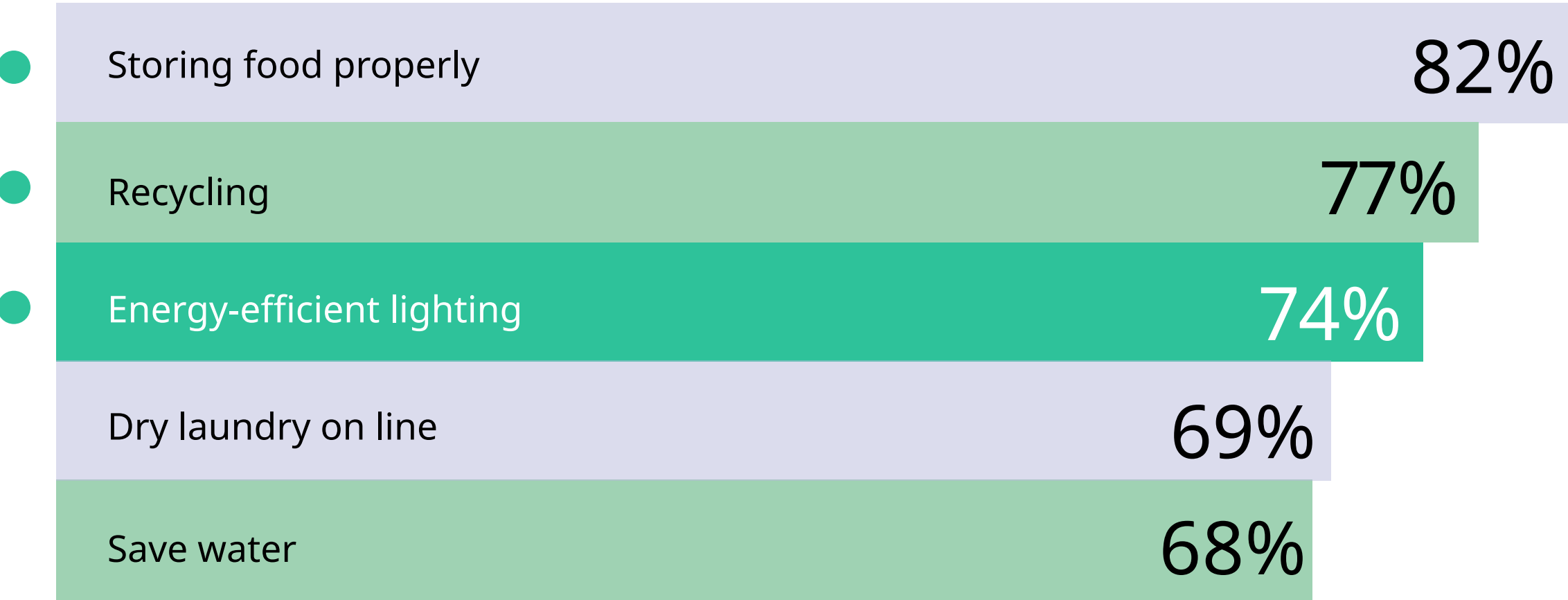


Most are taking climate action, but not always in the most impactful ways.

For the majority of people, climate action is part of the everyday. However, they aren't always prioritising the actions with the biggest impact.

The everyday climate actions individuals are taking*

Top 5

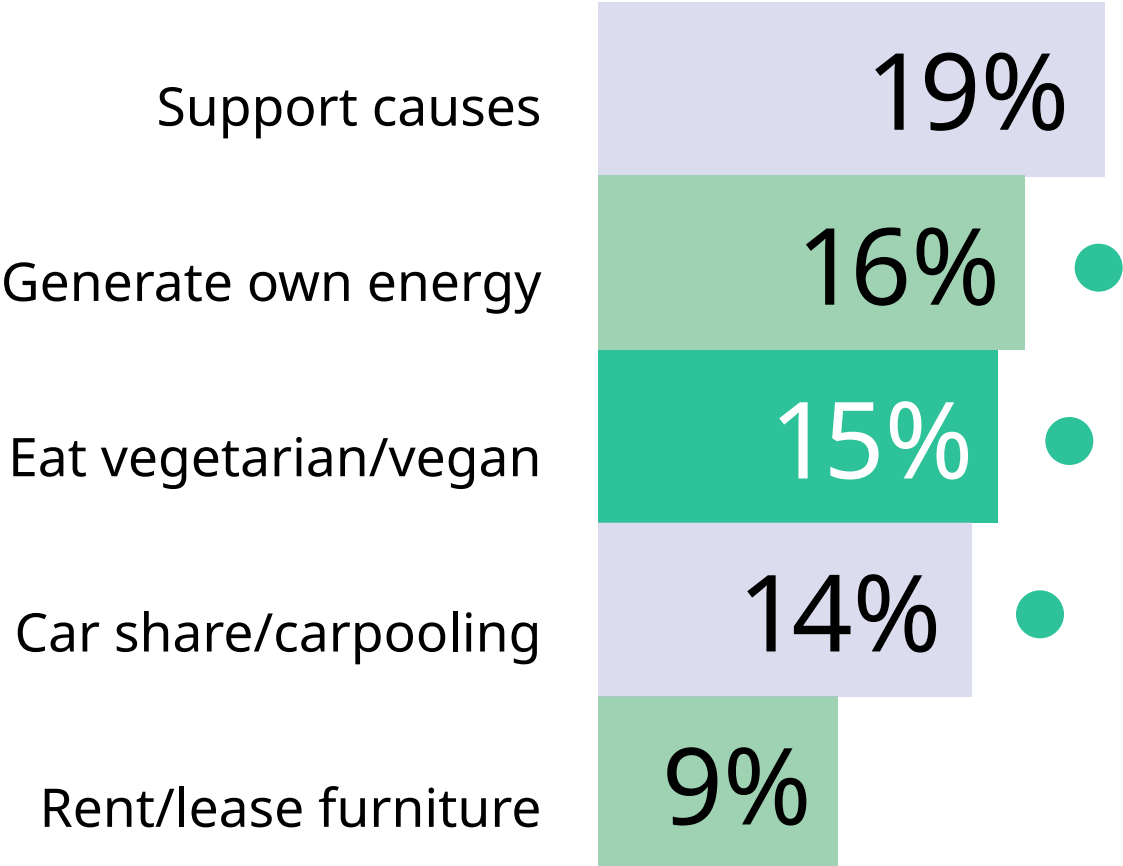


● Project Drawdown tier 1 climate actions

*most or all of the time



Bottom 5



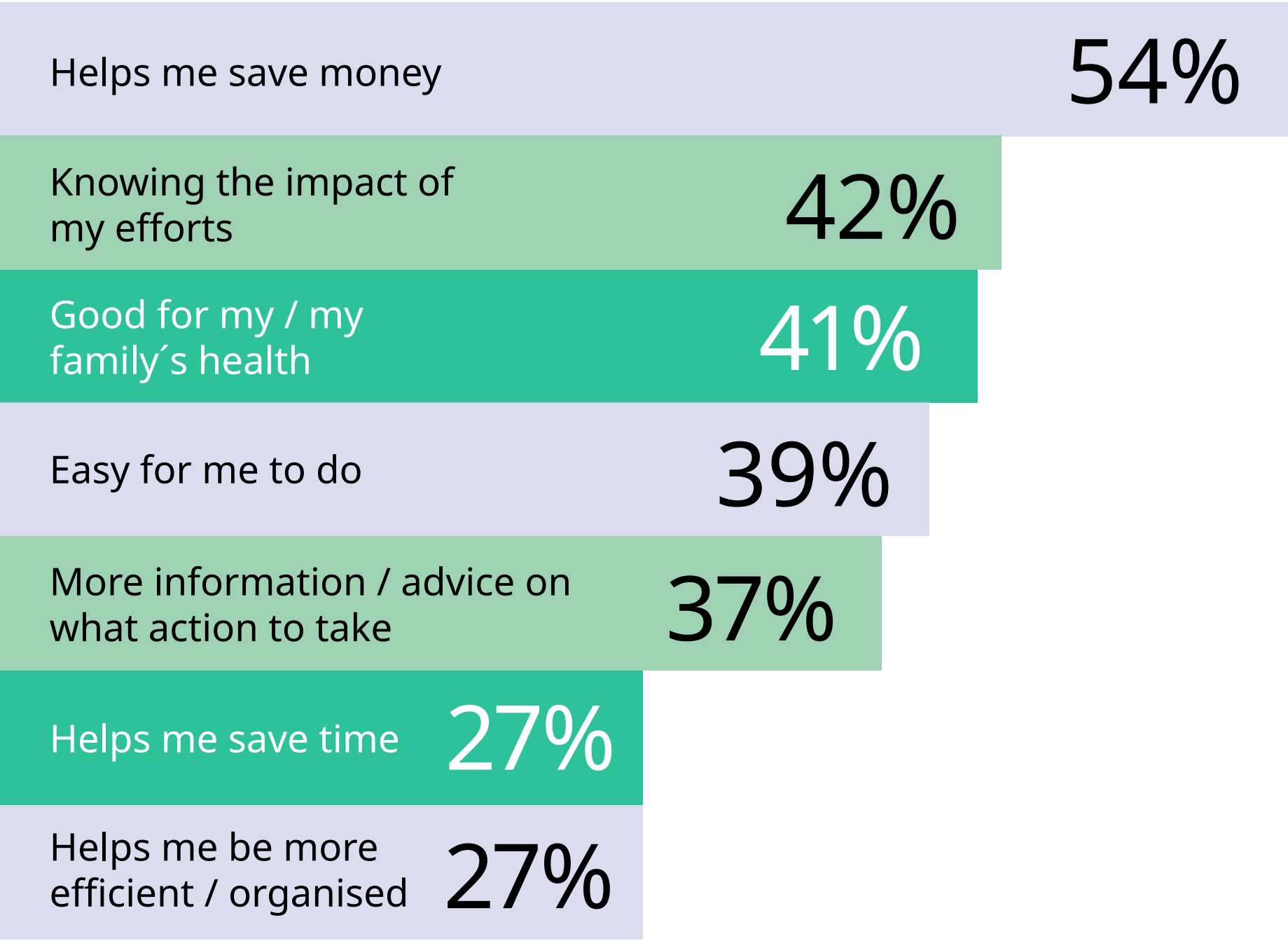
Of the top five household actions that people take regularly, only the first three are ranked among the most effective actions to address climate change, according to [Project Drawdown](#).

At the same time, three of Project Drawdown's most impactful practices – connected to generating own energy, shifting toward plant-rich foods, and sharing transport – are not widely adopted.

Saving money remains a top motivator of climate action.

Increased cost of living is impacting people’s attitudes and choices. Cost is a barrier to taking action, but saving money is the top motivator for doing more.

Top 7 motivators



Under 30s are acting on climate change, their way.

Of all the age groups, 18-29-year-olds are the most engaged in climate action. While cost continues to be a major barrier and saving money a top enabler, they're displaying some distinct behavioural tendencies in the way they act.



Saving energy

More likely to use smart technology to save energy.

Less likely to engage in traditional energy-saving actions – such as using energy-efficient appliances, light bulbs, saving on cooling and heating, or saving water at home.



Circularity

Leading adopters of circular actions that can also reduce costs – for example, buying second-hand, renting furniture, and avoiding new purchases.

Strongest demand for recycled materials and eco-labelled products, but less likely to recycle.



Food

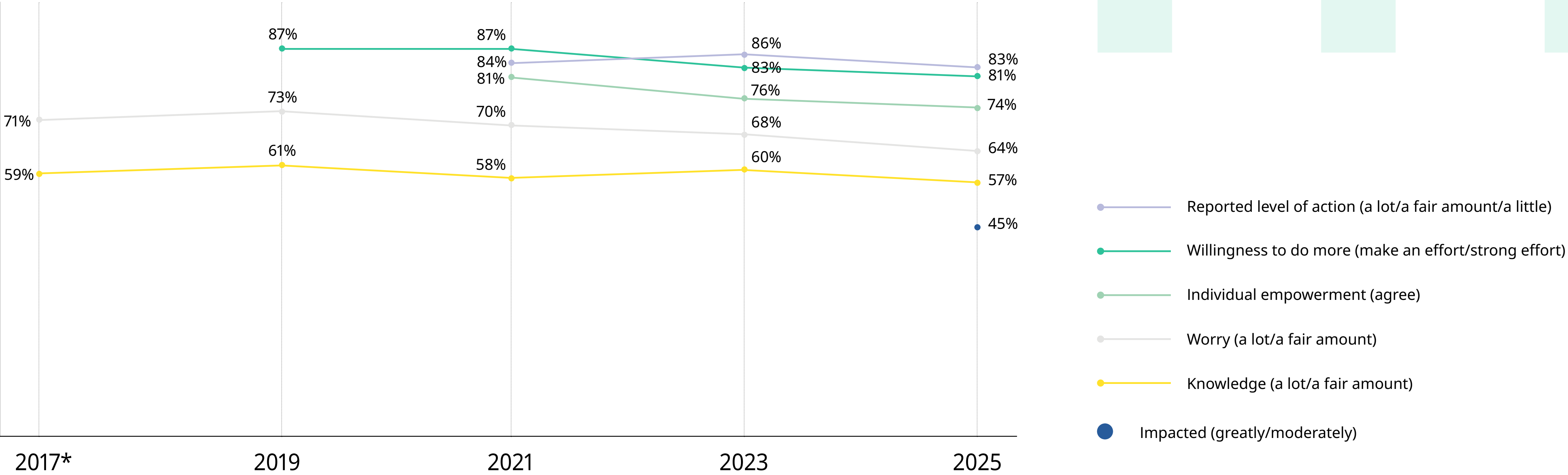
Most likely to follow a vegetarian or vegan diet.

Least mindful when it comes to food waste and least confident about storing food properly.

Trendwatch

Slightly downwards for climate change.

Since 2023, there's been a slight downward trend on worry, knowledge, and empowerment about climate change, as well as reported level of personal action and willingness to do more.



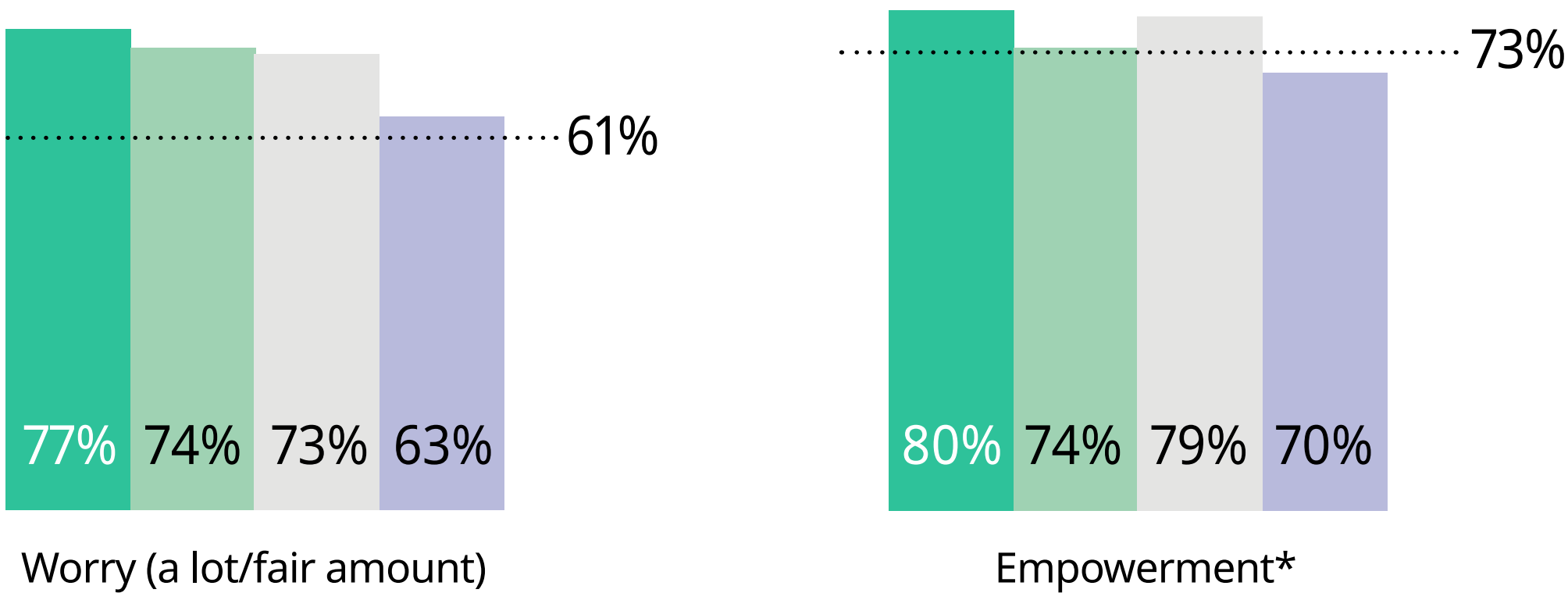
*Comparisons to 2017 should be treated as indicative only due to smaller sample size (14 markets).

Inequality

Widespread concern about inequality shows people’s commitment to social issues.

Worry and individual empowerment on inequality remain high, peaking among most of the minoritised or marginalised groups.

Inequality for minority or marginalised groups



80%

74%

79%

70%

73%

Empowerment*

*agree each individual can help reduce inequality

45%

actively learn about social issues – especially those aged 65+ (53%).

61%

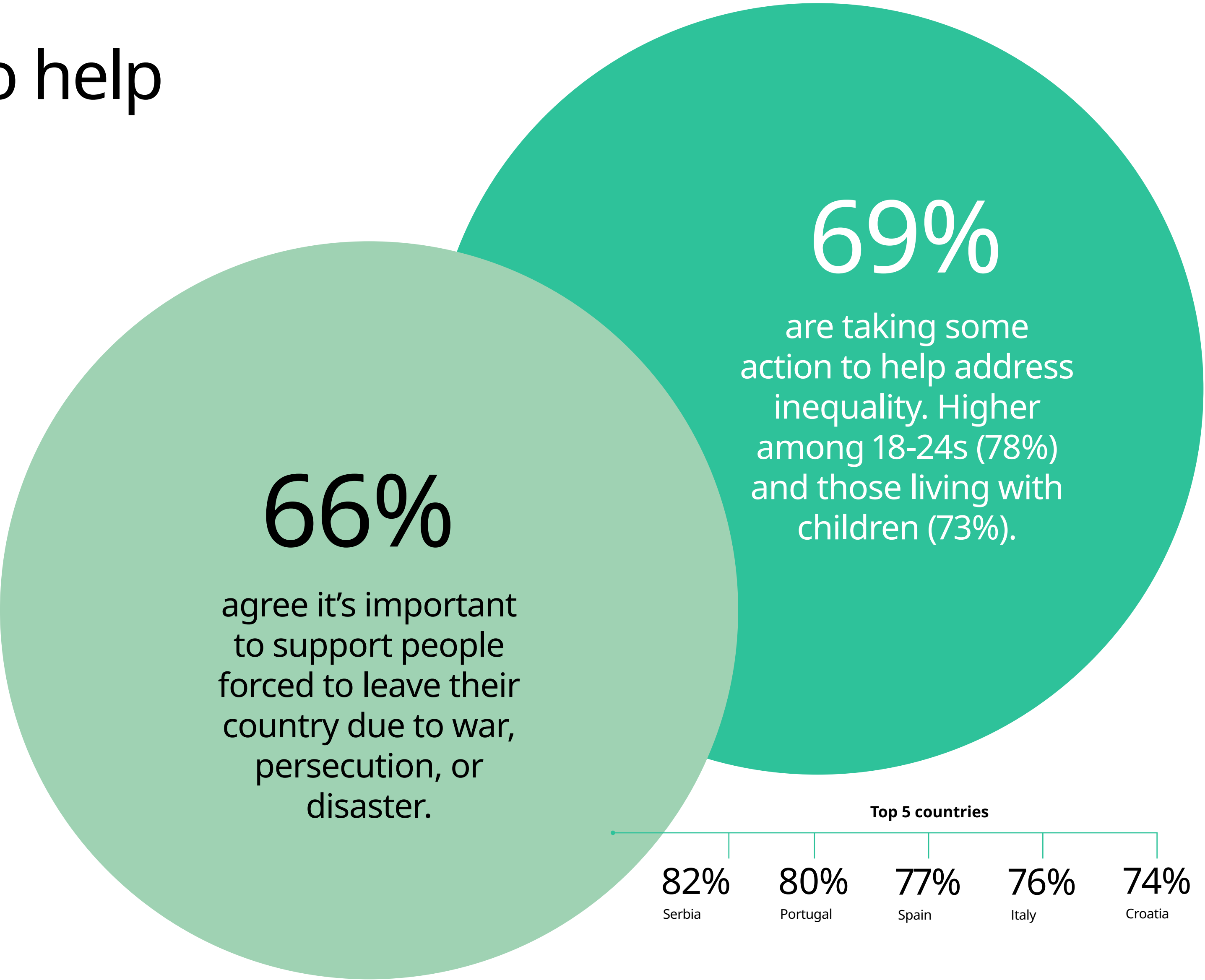
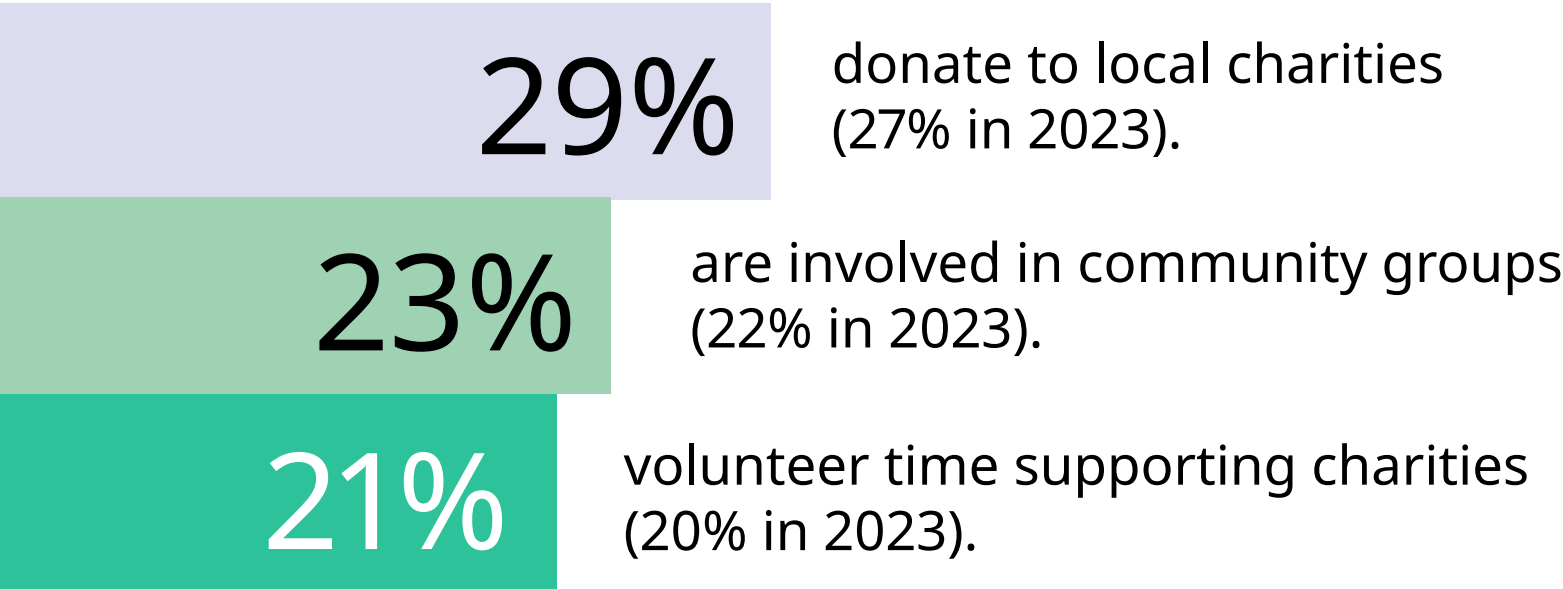
worry about inequality – especially 18-24s (68%).



People are doing more to help address inequality.

From talking to friends and family about social issues to choosing brands that support local community issues and pay living wages, people are keen to do what they can to help reduce inequality. In the past two years, some of these individual efforts have grown.

Activities in the neighbourhood* have increased since 2023

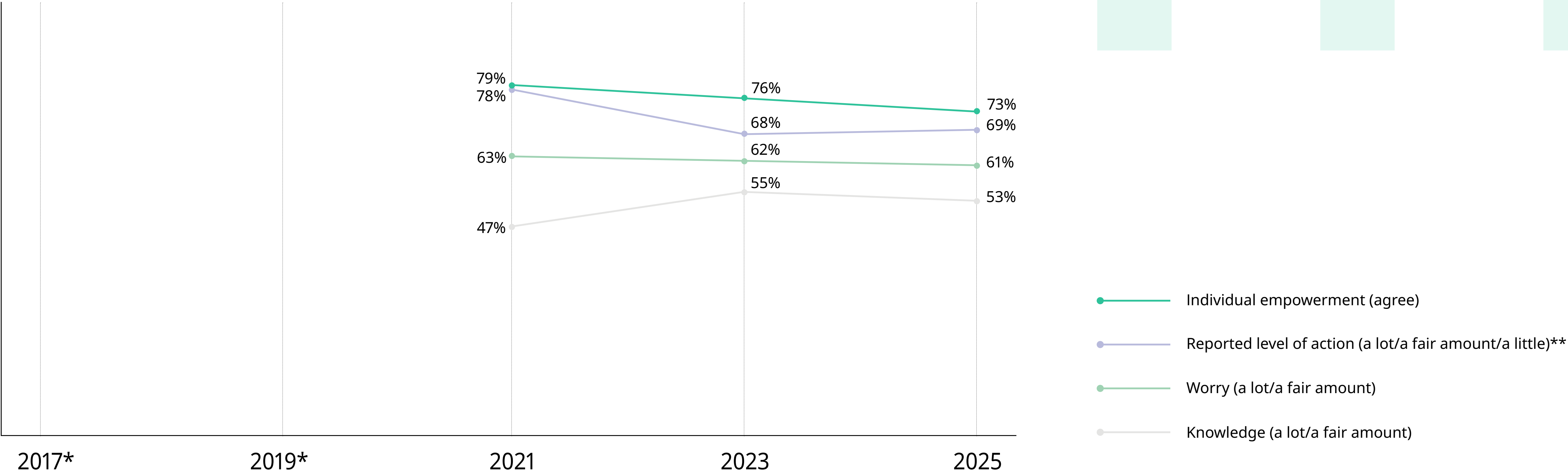


*% taking action most or all of the time

Trendwatch

A mixed picture for inequality.

Worry about inequality and reported level of action have remained stable since 2023, but individual empowerment and knowledge have declined.



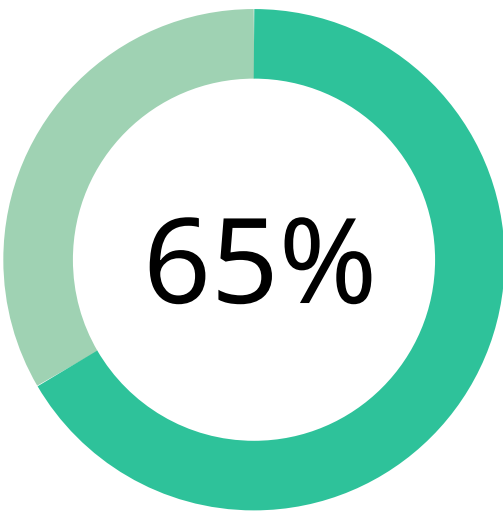
*2017 and 2019 research focused only on climate. **Question wording different in 2021, tracking is indicative only.

Business and government

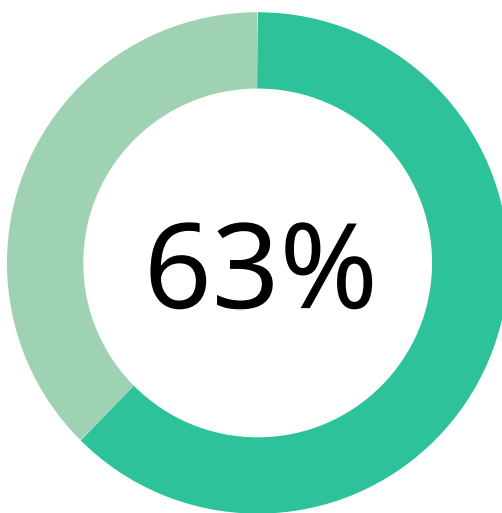
A lack of government and business support is hindering individual climate action.

People want to take more climate action, but they need more government and business support. They also want businesses to lead by example, taking more action to protect nature in their own operations and supply chain.

Climate change

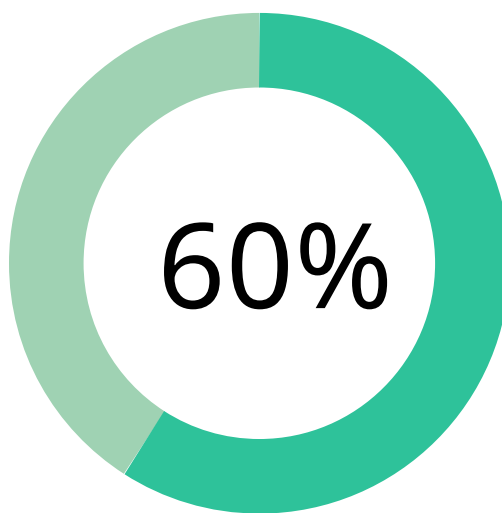


want significant action from **business** to reduce climate change between now and 2030.

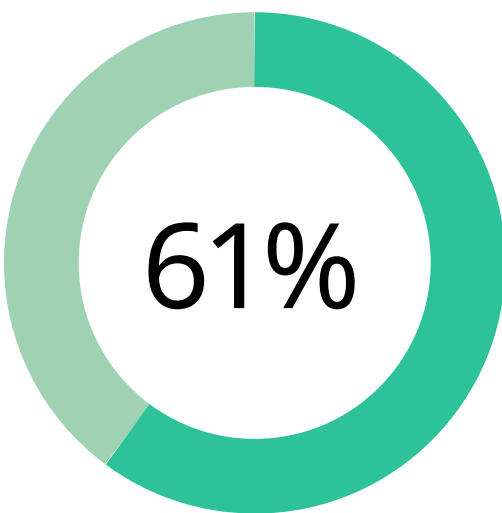


want significant action from **government** to reduce climate change between now and 2030.

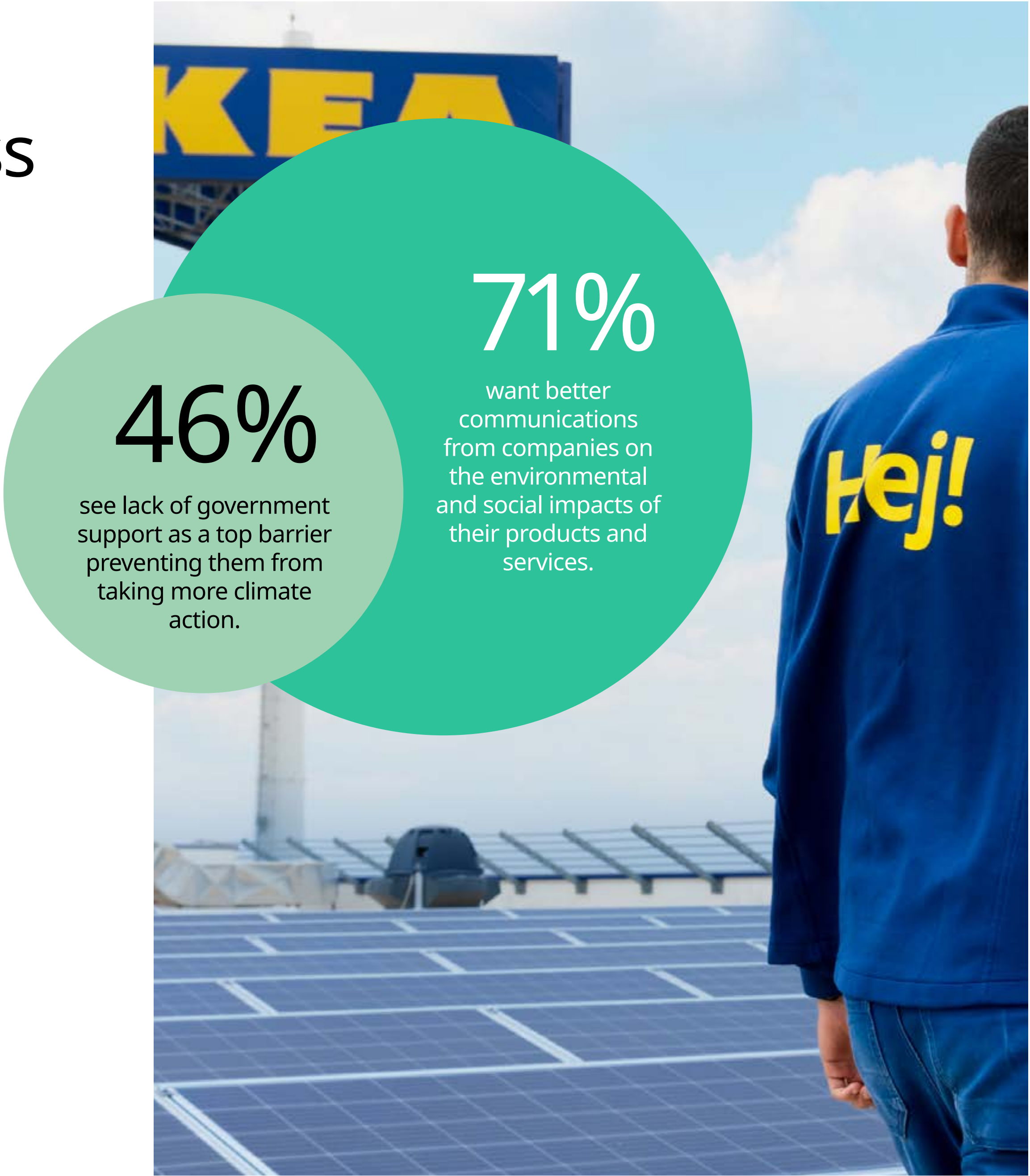
Inequality



want significant **business** action on reducing inequality between now and 2030.



want significant **government** action on reducing inequality between now and 2030.



People want companies to be transparent, fair, and engaged in social issues.

Many consumers are adopting conscious purchasing habits and paying attention to who they buy from.

82%

agree companies need to pay living wages to employees and supply chain workers.

36%

prefer brands that support social issues in community.

32%

prefer brands that speak out on inequality.

42%

try to buy from brands that pay a living wage.

38%

actively look for info about where and how products have been produced.

36%

boycott brands if they treat employees and supply chain workers unfairly.

Our study shows five ways companies can better engage on sustainable living and encourage action.



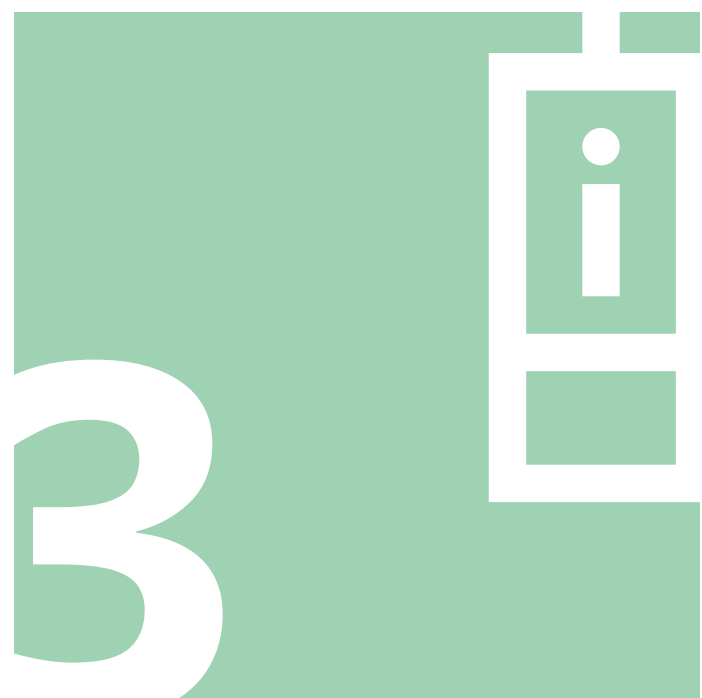
Provide solutions that help save money and support people and planet.

Offer affordable, sustainable products and services that deliver personal benefits – like saving money and improving wellbeing – while helping the environment and society.



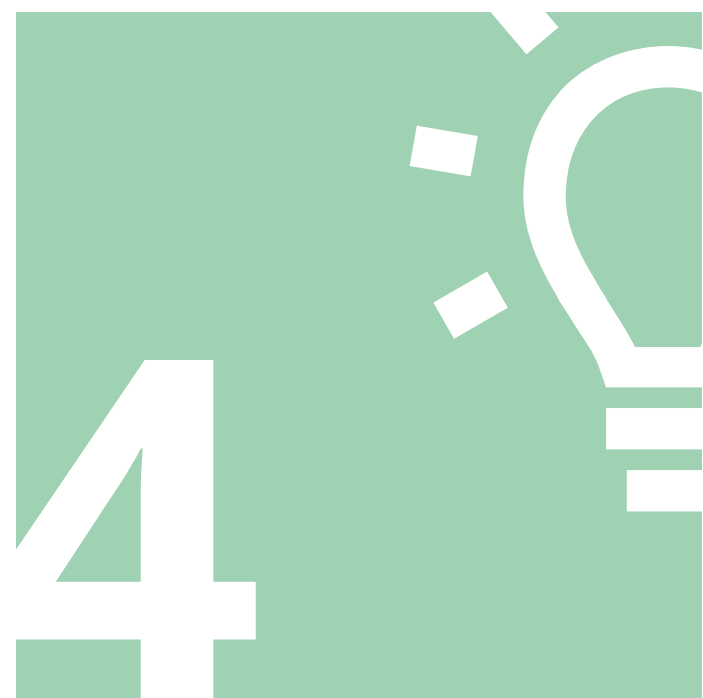
Help people prioritise the most impactful and easiest actions.

Build confidence by offering clear guidance, practical ideas, and creative solutions. Show the impact of individual and collective actions to deepen motivation.



Signpost responsible choices and communicate co-benefits.

Clearly label sustainable products, highlight responsible purchase options, and connect them to personal benefits such as health, family, and financial savings.



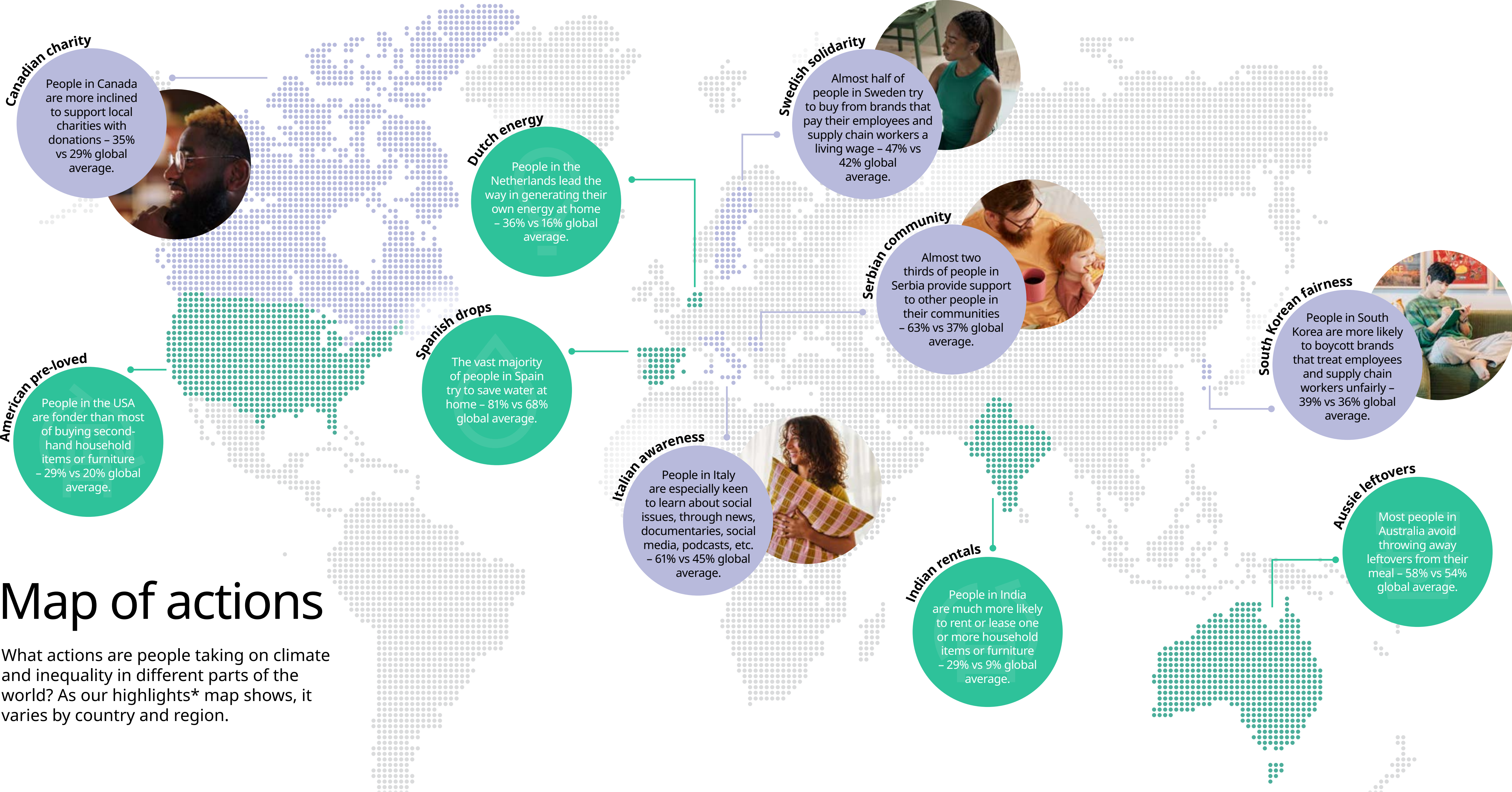
Engage people emotionally and rationally through creative, science-based approaches.

Use behavioural science to make sustainability relevant and inspiring. Spark curiosity and action through engaging, fun, and meaningful communication.



Drive systemic change through leadership, advocacy, and collaboration.

Advocate for legislation and incentives from government, and drive business action on climate, nature restoration, and inequality. Share what others are doing to foster a sense of collective momentum.



Map of actions

What actions are people taking on climate and inequality in different parts of the world? As our highlights* map shows, it varies by country and region.

*A selection of 10 country highlights from the People and Planet Consumer Insights and Trends 2025. Figures shown are % taking action most or all of the time. For a complete list of all 30 countries surveyed, plus detailed information on India and China, go to [Methodology](#).

Key insights for Ingka focus topics

Affordability and sustainability

Cost is central to climate action – a barrier to taking action and the top motivator for doing more.

54%

say saving money would encourage them to take more action to help reduce climate change.

41%

say price is preventing them from doing more to help reduce climate change.

64%

actively look for the lowest-priced product most or all of the time.

Circularity



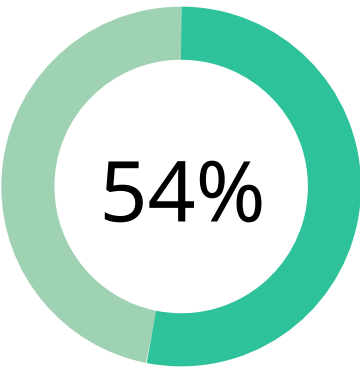
Circular actions are higher among recent home movers and improvers.



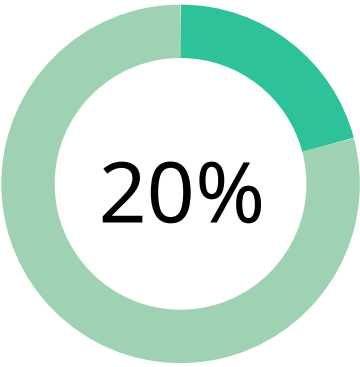
The top barriers to buying second-hand household items and furniture are concerns about hygiene, quality, and safety.



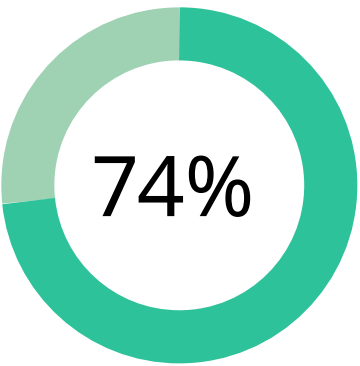
Younger age groups are the most likely to buy second-hand or rent household items or furniture.



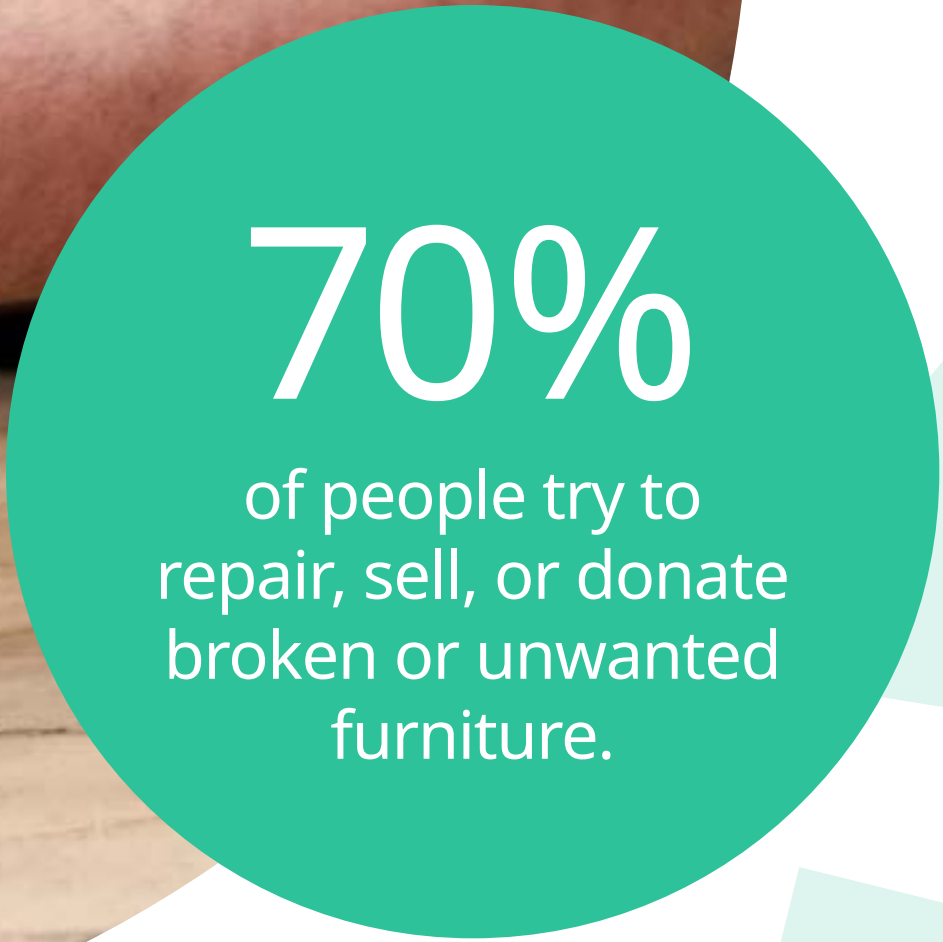
say if furniture breaks in their household, they try to repair it instead of buying something new most or all of the time.



buy second-hand household items or furniture most or all of the time.



agree that governments should not charge taxes on second-hand items.



Health and food



Overall uptake of plant-based diets remains relatively low, with younger people staying more open to them: 15% eat vegetarian or vegan food most or all of the time (20% among 18-24s).

Avoiding food waste is one of the top individual action areas, though 18-24s are less likely than other age groups to store food properly or use leftovers.

Nature

People are united in their support for the protection and restoration of nature.

82%

want action from governments to protect and restore nature.

81%

say the protection and conservation of nature is important to them.

80%

want action from business to protect and restore nature.

Neighbourhood and supply chain



Younger age groups, women, and those living with children take the most action to reduce inequality.



Figures shown are % taking action most or all of the time.

Notes on methodology and sample

- This survey was conducted online using reputable national consumer research panels to recruit respondents in 30 countries, with a total sample size of 30,701 adults (aged 18+).
- The study ran in March and April 2025 in Australia, Austria, Belgium, Canada, China, Croatia, Czech Republic, Denmark, Finland, France, Germany, Hungary, India, Ireland, Italy, Japan, the Netherlands, Norway, Poland, Portugal, Romania, Serbia, Slovakia, Slovenia, South Korea, Spain, Sweden, Switzerland, the UK, and the USA.
- We aimed for a representative sample in each country, with quotas for gender, age, region, and education. However, in China and India, online access is less widespread across all regions, and the views of lower income, less educated, and rural communities are underrepresented.
- The India sample was changed in 2025 to focus on six target regions only (Bengaluru, Chennai, Delhi NCR, Hyderabad, Mumbai, and Pune).
- Data from each of the 30 countries are weighted equally.
- The global sample for this study covers Ingka countries only. Therefore, countries that are more economically developed are strongly represented.
- The findings build on previous studies conducted in 2017, 2019, 2021, and 2023. The 2017 study covered 14 markets, the 2019 study covered 30 markets, the 2021 study covered 32 markets, and the 2023 study covered 30 markets. Before 2023, the study was called Climate Action and Inequality Research.
- [GlobeScan](#) is an insights and advisory firm specialising in trust, sustainability, and engagement. They equip clients with insights to navigate shifting societal and stakeholder expectations, crafting evidence-based strategies that reduce risks and create value for their organisations and society.
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