

How consumers value The Climate Label

Key findings from recent research
June 2026



Consumers value climate action when they evaluate products and brands

- **71% of consumers say a brand's climate strategy influences their opinion of that brand**
- **51% are highly concerned about climate change**
- **64% are more likely to choose a product with multiple ecolabels vs. one with fewer**

Demand for climate action is proving to be resilient. Consumers are aware – and concerned. Brands have an opportunity to communicate credible climate action through trusted third-party certification.

CONSUMER BEHAVIOR IN ACTION

A survey of 1,004 grocery consumers by UNFI showed that The Climate Label is the **2nd** most preferred label among sustainability-minded consumers when it comes to guiding purchasing decisions.

Users of the leading sustainable lifestyle app Commons respond well to Climate Label Certification: their spending on certified brands increased by **86%** after seeing the Label.

Consumers strongly prefer comprehensive and specific information over high level claims. **54%** feel most positive knowing there's a step-by-step breakdown:



MEASURE



PLAN



FUND



COMMUNICATE

CONSUMER ATTITUDES: KEY FINDINGS

70%

say The Climate Label adds value to a product

62%

willing to pay a higher price for products with The Climate Label

1 in 3

have seen The Climate Label within the past year

53%

say it's important that The Climate Label is administered by an independent nonprofit