



Opportunities in sustainable electronics

PURCHASE DRIVERS



Primary drivers

- QUALITY (72%)
- PERFORMANCE (70%)
- PRICE (65%)
- ENERGY EFFICIENCY (62%)



Secondary drivers

- SAFETY
- CUSTOMER REVIEWS
- SUSTAINABILITY**
- WARRANTY
- MATERIALS**



Other

- RECOMMENDATIONS
- BRAND**
- ORIGIN

THE MOST SUSTAINABLE MATERIALS

After respondents established that materials are the biggest contributor to sustainability, we asked which materials rated highest.

- BIOPLASTICS (56%)**
- RECYCLED PLASTICS (41%)
- GLASS (37%)
- METAL (28%)
- PLASTICS (19%)

Are you prepared to take advantage of the halo effect of bioplastics?

Are you familiar with the only engineering bioplastic—Eastman Trëva™ engineering bioplastic?

WHAT IS SUSTAINABILITY?

Research participants cited these attributes to define the sustainability of a consumer electronic device:



MATERIALS (49%)



INPUTS (25%)



END OF LIFE (25%)



SAFETY (3%)

WHICH BRANDS ARE SUSTAINABLE?

Considering brands that promote their sustainability, only the top five received a positive response of more than 25%.



APPLE



SAMSUNG



AMAZON



MICROSOFT



GOOGLE

Can you seize this opportunity to claim the sustainability space through material and input differentiation?

UNMET NEEDS

Participants had strong opinions about what makers of "sustainable" electronics devices need to do better.



89%

Brands need to offer more sustainable materials and promote them more aggressively. (See *LOUD AND CLEAR*)



81%

Actively avoid harmful materials.



79%

Let us know if a material is harmful to the environment.



75%

Three of four consumers are willing to pay more for devices with sustainable materials.

LOUD AND CLEAR

This is where consumers look for reliable information about sustainable materials.



80%

Packaging



69%

Brand website



63%

Retail website



42%

Advertising



42%

Sales team



35%

Social media

Innovate. Differentiate. Communicate the advantages of your sustainable materials.

For complete survey results and interpretation for your brand, go to eastman.com/Electronics.

EASTMAN

The results of *insight*™

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