



# 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



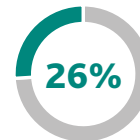
SAMSUNG



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](http://eastman.com/Electronics).**

# EASTMAN

The results of *insight*™

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