



THE BODY SHOP

CONSCIOUS CHRISTMAS REPORT

2022 REPORT

CONTENTS

Introduction	4
Methodology	5
Trend 1: A lean but meaningful Christmas	7
Trend 2: Gifts that give back	10
Trend 3: Christmas pressures driving waste	12
Trend 4: The place for Christmas in a sustainable world	15





**Asili Natural Oils, Rwanda
The Body Shop Partners since 2016**

**WHAT ARE YOU SHOPPING FOR?
THE MOVE TOWARDS
A CONSCIOUS CHRISTMAS**

INTRODUCTION

SHANNON CHRISP

THE BODY SHOP'S APAC BRAND AND ACTIVISM DIRECTOR

“As the changemaking beauty brand, The Body Shop truly believes that Christmas is a time of year when businesses and consumers have the potential to come together and fight for a fairer and more beautiful world.

“This Conscious Christmas report shows Aussies and Kiwis are heading in the right direction when it comes to ensuring a fairer Christmas for all - the planet, and communities around the globe. But, we also know consumers need help to shop more consciously at this time of year.

“That’s why we’ve released this report, to prompt people to consider how they can make the festive season more meaningful, and spark conversation about ways we can have a more positive impact on the planet, and its communities.

“We’re also doing our part this year, 100% of our gifting range is enriched with ingredients and/or packaging from our amazing Community Fair Trade partners, so with every gift, our customers are making the world a more beautiful place.”

CLARE PRESS

SUSTAINABILITY EXPERT AND JOURNALIST

“Many of us are planning differently for Christmas 2022 as cost-of-living pressures bite and our priorities change in line with the lessons we’ve learnt over the past few years. But we are also more aware of the impact of our Christmas purchases on people and the planet.

“This report reveals a tension between Aussies and Kiwis wanting to have a more conscious Christmas and the traditions, stresses and time crunches that come with the festive season. Over half (59%) of Aussies and 61% of Kiwis say the way we currently consume at Christmas is at odds with making a positive societal or environmental impact on the world.

“But that is changing. Consumers want to do better and, as we prioritise fewer, but more meaningful, presents in 2022 the potential to have a positive impact this festive season is greater than ever before.”

METHODOLOGY

THIS REPORT WAS COMMISSIONED BY THE BODY SHOP AND CONDUCTED BY PUREPROFILE FROM 27TH OCTOBER - 8TH NOVEMBER 2022. WE SURVEYED 1,009 AUSTRALIANS AND 1,022 NEW ZEALANDERS AGED 18 OR OVER. THE CORE SAMPLE DATA WAS NATIONALLY REPRESENTATIVE ACROSS AGE, GENDER, AND LOCATION.

Where the study uncovered similar insights across both countries, this report may present the results as (AU X%/ NZ Y%) where X represents the Australian result and Y the New Zealand result.

COPPALJ, Brazil
The Body Shop Partners since 1995



A LEAN BUT MEANINGFUL CHRISTMAS

The overwhelming majority of Aussies (81%) and Kiwis (82%) want to spend less at Christmas this year. Of those, 90% of Aussies and 82% of Kiwis cite cost of living increases as a key pressure driving this decision.

Buying less gifts is the most popular way Aussies (61%) and Kiwis (59%) are planning to save money, but they are still prioritising meaningful gifting. Around half (45%) of Aussies and Kiwis (52%) say the last few years have made them realise quality time and thoughtful gestures or gifts are more important than spending a lot of money.

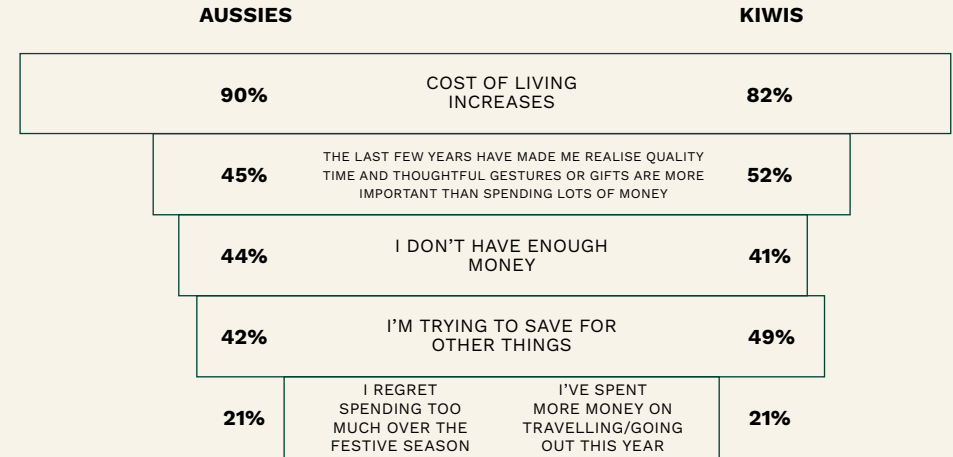
Gift receivers agree, over two thirds (69%) of Aussies and 76% of Kiwis say they care more about the thought behind a gift than the price.

**69% OF AUSSIES
AND 74% OF KIWIS
SAY FINDING
THE RIGHT GIFT
BRINGS THEM
A SENSE OF JOY**

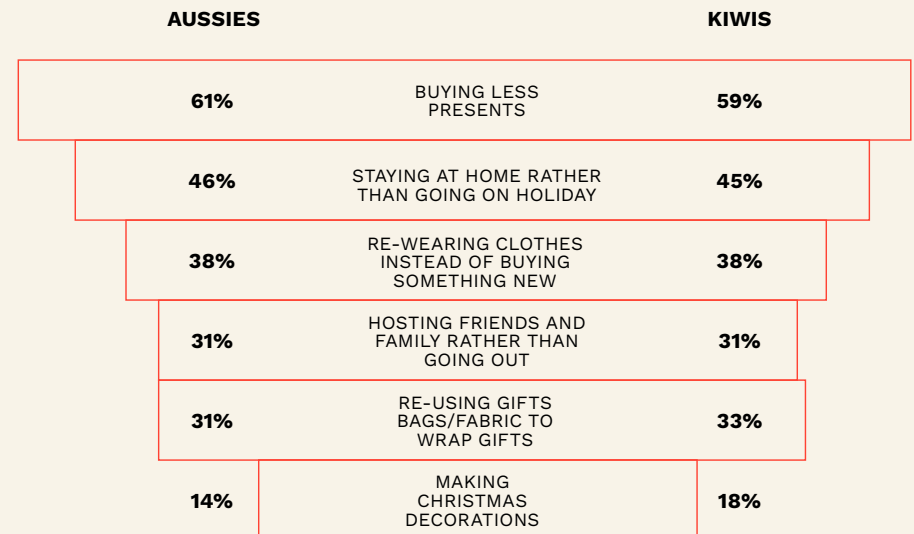
AUSSIES ARE SET TO SPEND AN AVERAGE OF AU\$1,240.20 THIS YEAR, KIWIS ARE SET TO SPEND NZ\$1,283.80”

Based on latest population and average spend of AU\$1240.65 and NZ\$1297.95

TOP 5 REASONS AUSSIES AND KIWIS ARE SPENDING LESS THIS YEAR



TOP WAYS CONSUMERS WILL SAVE MONEY THIS CHRISTMAS



A woman stands in the center of a rural village square. She is wearing a white headwrap with a blue and yellow patterned band, a purple top, and a long, colorful patterned skirt with blue, yellow, and green floral designs. The background features several traditional huts with thatched roofs. Thick white steam or smoke rises from the ground, partially obscuring the huts. In the foreground, there are several large, light-colored sacks or bundles of material on the reddish-brown dirt ground. To the right, there are several large, shallow metal bowls or pots. The overall scene depicts a traditional rural setting in Ghana.

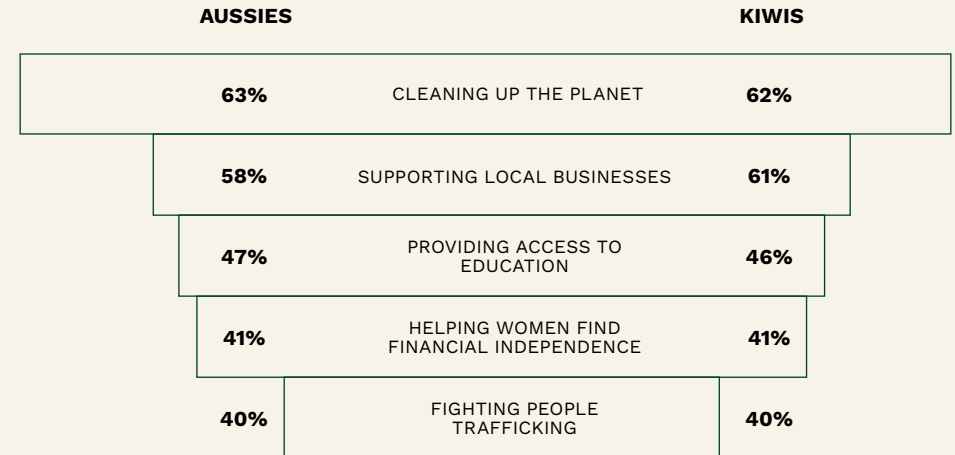
**Tungteiya Women's
Shea Association, Ghana
The Body Shop Partners since 1994**

GIFTS THAT GIVE BACK

Both Aussies and Kiwis value gifts that give back at Christmas. Over a third (AU 37% / NZ 36%) cite “knowing it is sustainable” amongst the top three qualities that make a gift meaningful, alongside “knowing it has been made with care” (AU 53%/ NZ 57%) and “knowing it has been hand-crafted” (AU 37%/ NZ 40%).

Furthermore, almost two thirds (AU 63%/ NZ 62%) of Aussies and Kiwis want to purchase gifts that clean up the planet and over half (AU 58%/ NZ 61%) want to support local businesses. Amongst the top causes people want to support are providing access to education (AU 47%/ NZ 46%) and helping women find financial independence (AU 41% / NZ 41%).

CAUSES CONSUMERS MOST WANT TO SUPPORT



EVERY YEAR,

700

CHILDREN RECEIVE AN EDUCATION THANKS TO THE BODY SHOP'S CFT PARTNER GET PAPER INDUSTRY IN NEPAL, WHO MADE THIS YEAR'S CHRISTMAS PACKAGING.

17,500

SEEDS HAVE BEEN PLANTED BY THE TUNGTEIYA WOMEN'S ASSOCIATION IN GHANA WHICH PROVIDES THE BODY SHOP'S SHEA BUTTER.

THIS YEAR,

2000

WASTE COLLECTORS IN INDIA WERE ENGAGED IN THE BODY SHOP'S COMMUNITY FAIR TRADE PARTNERSHIP WITH PLASTICS FOR CHANGE, WHICH PROVIDES PLASTIC FOR THE BODY SHOP'S 100% RECYCLED PLASTIC PACKAGING.

A photograph of a busy garment factory. In the foreground, a woman in a red and yellow patterned sari is working at a sewing machine. Behind her, another woman in a pink top and yellow sari is also working at a sewing machine. The factory is filled with rows of sewing machines and workers. The text "Teddy Exports, India" and "The Body Shop Partners since 1987" is overlaid on the top right of the image.

Teddy Exports, India
The Body Shop Partners since 1987

CHRISTMAS PRESSURES HINDER CONSCIOUS CONSUMPTION

The pressures of time and getting the gift right are both hindering Aussies and Kiwis from thinking about the environmental impact of gifts, decorations and other Christmas purchases.

Over a third (33%) of Australians and 29% of Kiwis spend just two hours or less choosing, purchasing and wrapping all their gifts and one in five (AU 22%/ NZ 23%) say they don't have time to think about the impact of purchases. An additional 29% of Aussies and 30% of Kiwis claim it is harder to shop sustainably at Christmas than at any other time of the year.

The cost of buying items with a positive impact (AU 35%/ NZ 39%) and lack of information on how to find out about the impact of their purchases (AU 20%/ NZ 24%) were also cited as key challenges to shopping consciously.

By the time we reach Christmas Day, **1.5 million** gifts in Australia and **300,000 gifts** in New Zealand will have been purchased knowing that they are heading straight for the bin. A further **4.32 million** Australian gifts will only be used once before being tossed away.¹

¹6% of Aussies (1,564,281) and 7% of Kiwis (358,687) admit to buying gifts knowing they would be thrown away. 16.6% of Aussies (4,327,846) have bought single-use gifts.

These numbers are based on the latest population estimates for 9th November 2022 from <https://bit.ly/3TI3JkR> (26,071,366) and <https://bit.ly/3UtQnd2> (5,124,100)

ZOOMERS VERSUS BOOMERS

- Gen Z Aussies are four times more likely than baby Boomers to prioritise their impact on the environment when shopping for christmas (12% vs. 3%)
- 18-24 year olds are the age groups most likely to feel guilty about the amount they consume and spend at christmas (33%)
- Almost half of Gen Zs (44%) say they want to reduce their impact at christmas
- 18-24 year old Kiwis are twice as likely to say they feel guilty about how much they consume at Christmas than the 55-64 year olds (30% vs. 14%)
- Gen Z are the generation most likely to feel stressed about Christmas shopping (42%).
- Those aged 18-24 are more likely to say Christmas is a time when we should make a positive impact on the world than 45-64 year olds (60% vs. 51%).

THE GOOD NEWS IS...
84% OF KIWIS AND
80% OF AUSSIES
THINK ABOUT THE
ENVIRONMENTAL
SOCIAL IMPACT OF
THEIR CHRISTMAS
PURCHASES.

**Tungteiya Women's
Shea Association, Ghana
The Body Shop Partners since 1994**



THE PLACE FOR CHRISTMAS TRADITIONS IN A SUSTAINABLE WORLD

People are facing the dilemma of marrying Christmas tradition with conscious shopping. Over half of Aussies (58%) and Kiwis (52%) say that whilst they want to be more mindful at Christmas, they value traditions that aren't good for the planet, while a fifth of Aussies 21% feel pressure to buy unnecessary gifts over the festive season.

One third (AU 31%/NZ 34%) say they purchase more single-use items at Christmas than other times of the year.

But we want to do better. Another third (AU 30%/ NZ 28%) admit to feeling bad about how much they waste at Christmas, 38% of Aussies and 39% of Kiwis are prioritising reducing their impact on the environment at Christmas and over a third (AU 34%/ NZ 38%) want to support businesses doing good.

With Aussies and Kiwis set to spend \$38bn over the Christmas season, there's huge potential for our festive shopping to drive positive impact this year.

THE YOUNGER GENERATIONS (AGED 18-34) ARE MOST LIKELY TO STRUGGLE WITH THE TENSION BETWEEN WANTING TO BE SUSTAINABLE AND CHRISTMAS TRADITIONS

59% OF AUSSIES AND 61% OF KIWIS AGREE THAT THE WAY WAY WE CURRENTLY CONSUME AT CHRISTMAS IS AT ODDS WITH MAKING A POSITIVE IMPACT

THOSE AGED 18-24 (AU 37%/ NZ 40%) AND 25-34 (AU 38% / NZ 46%) ARE MOST LIKELY TO WANT TO SUPPORT BUSINESSES DOING GOOD.

Clare Press shares five top tips on how we can still embrace Christmas traditions, without compromising impact:

- Choose gifts that give back, and write sweet notes detailing the stories behind them on your gift tags. When we know the stories behind our products, we connect with them more
- Try not to shop on Christmas eve – last minute pressure makes us more likely to buy unsustainable or single use gifts
- Buying gift wrap? Look for recycled or recyclable paper, stay away from the glitter and foil. Recycle old ribbons, or ditch them for string
- Fight food waste by getting creative with leftovers. Make it a challenge and get the whole family involved.
- Repurpose a fallen branch as a minimal Christmas tree – looks cute decorated with baubles and you don't have to feel guilty about buying a plastic one, or wasting the real deal

SHANNON CHRISP

THE BODY SHOP'S APAC BRAND AND ACTIVISM DIRECTOR

“We’re doing our part to help Aussies and Kiwis shop more consciously this Christmas. From helping women gain financial independence, to protecting our forests or supporting marginalised communities, our Community Fair Trade partners are fighting to make the world a better place. You can learn more about the changemaking partnerships which have enriched our 2022 Christmas range [here](#).”

CLARE PRESS

SUSTAINABILITY EXPERT AND JOURNALIST

“A fairer Christmas for all is almost within reach and there are so many ways consumers can help. It’s not about completely rewriting the way you celebrate, but making small changes can have a big impact”

²<https://extension.usu.edu/mentalhealth/articles/improve-mental-health-with-acts-of-kindness>

ABOUT

THE BODY SHOP COMMUNITY FAIR TRADE PROGRAM

Community Fair Trade is The Body Shop's bespoke program that helps its small-hold producers gain market access and invest in social and environmental projects that benefit their communities.

Launched in 1987 under the name Trade Not Aid, the program still carries this ethos over 30 years later, this ethos is still going strong. From handcrafted shea butter in Ghana to recycled paper gift bags in India, we source ingredients and accessories from across the planet, which provides vital financial independence for our partners. Many of them are women living in rural areas, with limited economic opportunities. This helps drive our goal of business as a force for good, and we're incredibly proud of it.

In 2023, 100% of The Body Shop's Christmas gifting range is enriched by ingredients and/or packaging made by our Community Fair Trade Partners. To find out more about The Body Shop's Community Fair Trade partnerships please visit The Body Shop's [website](#).

THE BODY SHOP

Founded in 1976 in Brighton, England, by Dame Anita Roddick, The Body Shop is the changemaking beauty brand and a certified B Corp™. The Body Shop seeks to make positive change in the world by offering high-quality, naturally-inspired skincare, body care, hair care and make-up produced ethically and sustainably. Having pioneered the philosophy that business can be a force for good, this ethos is still the brand's driving force. The Body Shop operates about 3,000 retail locations in more than 70 countries. Along with Aesop, Avon and Natura, The Body Shop is part of Natura &Co, a global, multi-channel and multi-brand cosmetics group that is committed to generating positive economic, social and environmental impact.

This Christmas, The Body Shop is also supporting the next generation of activists in Australia and New Zealand. Globally, The Body Shop is donating £500,000 to youth based organisations around the world.