

# The average U.S. shopper

I don't know much about sustainable consumption

Too lazy to bring empty containers to the store

What do they

## Think and Feel?

What really counts?  
Major preoccupations?  
Worries and aspirations?

Cares a lot about skincare

Want to be more sustainable

Busy lifestyle

Refill options in other countries like in the U.K.

Too many options for personal care products

It's cool to be sustainable

refill options are inconvenient

What do they

## Hear?

What friends say?  
What family say?  
What influencers say?

What do they

## See?

Environment  
Friends  
What the market offers



refill options don't save that much money

There is too much waste in the world

No refill options in store

Advertising only for new packaging

Buy products they have used

What do they

## Say and Do?

Attitude in public  
Appearance  
Behavior toward others?

Shop at convenient stores

Order online

Buy products that have good reviews

## Pains

Fears, frustrations, obstacles...

Sustainable products are often more expensive

Storing large refills is difficult

Delivery times take too long

Sanitation of product refills

Save more money in the long term

Better for the planet :)

Wants to be more sustainable

## Gains

Want/needs, measures of success, achievements

Convenience of in-home refills