

# Conscious Consumerism & the impact upon social enterprises

## Executive Summary

### THE IMPACT OF COVID-19

The impact of COVID-19 on business -

**24.5%**

had in fact had a positive impact  
(reflective of businesses that operate  
successfully online).

**67%**

said this last eighteen months has  
impacted their business negatively.

**Time, resource and finance**

were highlighted as the most  
challenging areas.

“

One in two people are  
now belief-driven  
buyers with **67%**  
buying a brand for the  
first time because of its  
position on a  
controversial issue.”

Sustainable Marketing, Michelle Carvill,  
Gemma Butler and Geraint Evans, 2021

As of January 2022, there are over

**4,500 companies**

B-Corp certified worldwide

There are

**6,000+ social enterprises**

in Scotland

Only

**50% of the social enterprises**

surveyed view sustainability as  
integral to their business planning

Between 2020 and 2022

**consumer purchasing**

progressed and changed more  
than in the previous five years

Sales volume increased by

**5.1%**

in 2021, the strongest growth rate since 2004  
(Office for National Statistics – retail)

The move towards **conscious consumerism** is the biggest tectonic change to happen in retail this decade.