Sustainability in Focus: Advertiser and Consumer Trends for 2025

Today's consumers increasingly prioritize sustainability in all aspects of daily life, **including the media they engage with**. And advertisers are listening. Many already understand the importance of sustainable practices and focus on sustainably sourcing inventory, while tracking and reducing their CO_2 emissions.

Advertisers and consumers **make powerful allies** in driving meaningful change as the push to build a greener media ecosystem grows.



When making purchase decisions,

favor brands that are actively working to reduce their carbon footprint.¹

The Consumer Lens

Modern consumers seek brands that align with their values, demanding **authentic commitments** to environmental and social responsibility. They also trust the brands they love to **simplify their participation** in sustainability efforts.

trust brands over governments (38%) to help drive meaningful results to fight climate change.¹



Brands as the Driving Force for Change

would like brands to be more transparent about their sustainability efforts.¹

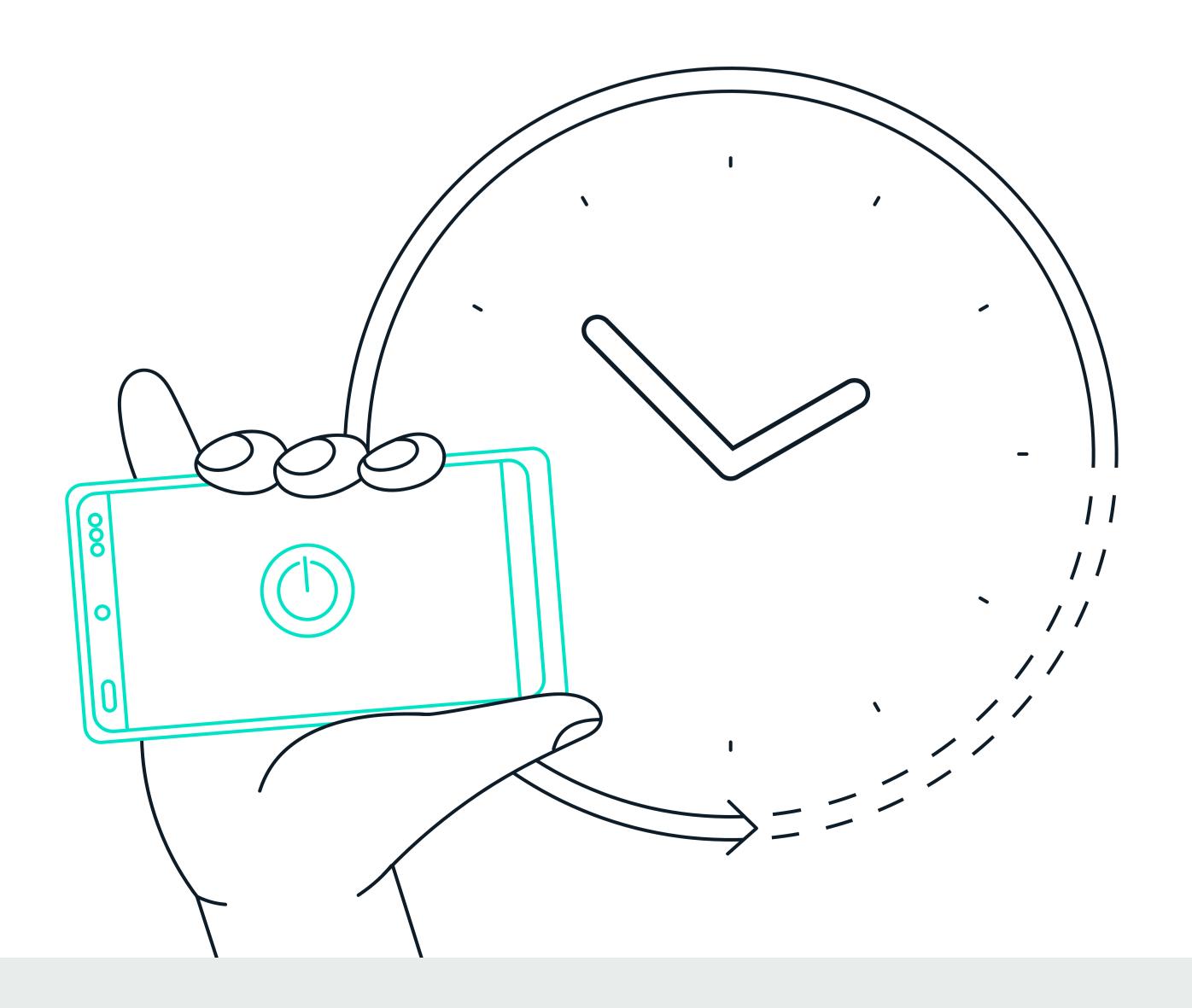
A Generational Shift to Sustainability

When making purchase decisions, would you favor brands that are actively working to reduce their carbon footprint?



Consumers are expected to continue prioritizing sustainability in their purchasing decisions, with the trend being especially pronounced among younger generations. 76% of Gen Z and 73% of Millennials place greater importance on sustainability compared to just 66% of consumers aged 35-44. These generations are driving a shift toward more mindful consumption, making sustainability a key factor in shaping their buying behavior.

Consumers Are Ready to Change Their Online Habits



would be willing to turn off access to the internet for 2 hours a day to reduce carbon emissions.¹

If it could have a positive impact on carbon emissions,

would be willing to reduce their consumption of video streaming sites such as Netflix, YouTube, TikTok.¹

Predictions for 2025

Education will need to remain a key priority. 80% of consumers are unaware that navigating the internet generates carbon emissions, but when asked about their habits in the context of reducing carbon emissions, we

The Advertiser Lens

With sustainability named as a top priority, advertisers are focused on **finding solutions** for an ecosystem that isn't inherently green. Collaboration is key, and many marketing leaders are embedding sustainable initiatives into their strategies.

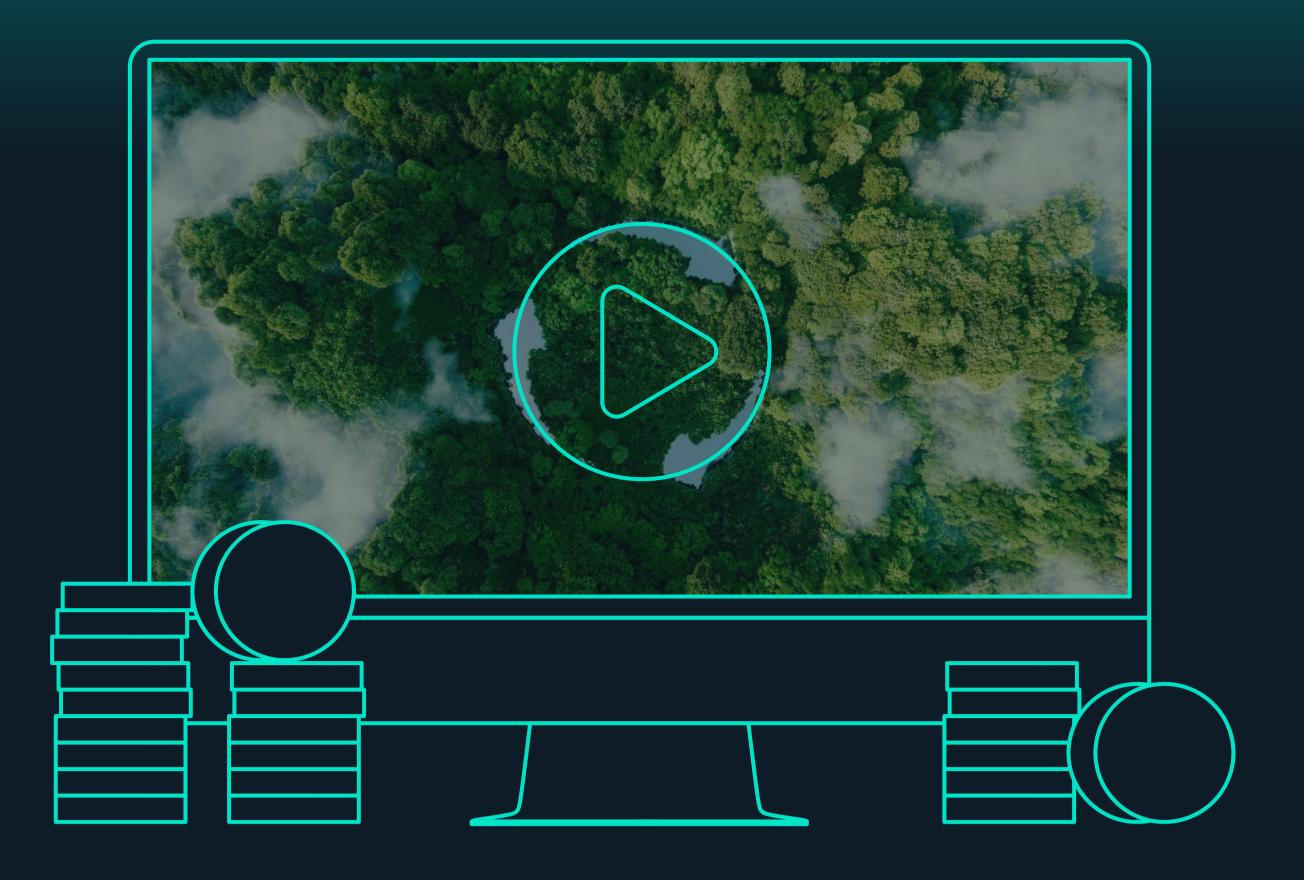
consider environmental and social issues when directing ad spend.²

Sustainably accessing new inventory is top of mind with



reporting it as being challenging or very challenging.²

Navigating Ad Spend with Sustainability in Mind



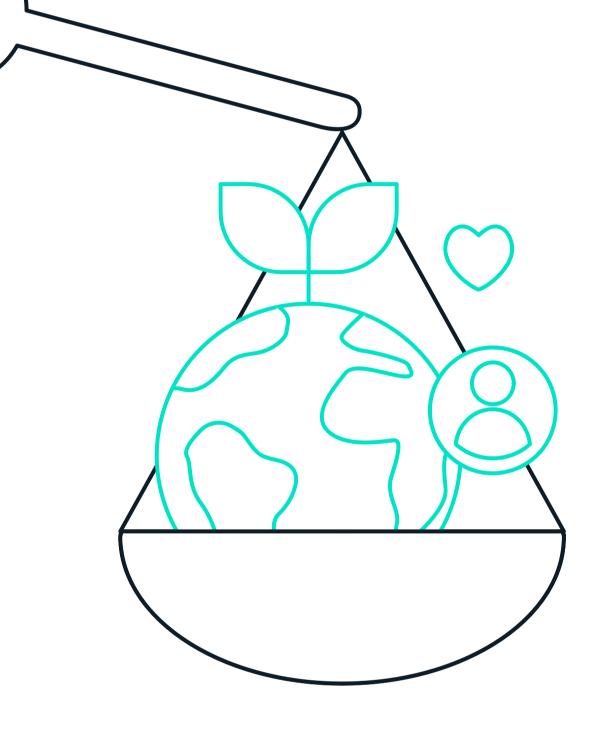
Predictions for 2025

As environmental consciousness continues to grow in 2025, brands will increasingly prioritize advertising on platforms and channels that emphasize sustainability and inclusivity. Vendors offering transparency in carbon footprint tracking and initiatives to offset emissions will see heightened demand, becoming essential partners for forward-thinking advertisers.

The Impact on Ad Tech Vendor Selection

Sustainability-related features are a key factor in deciding whether or not to partner with an ad tech vendor with





indicating it as important or very important.²

report progressive topics, including sustainability, DEI, or multicultural inclusivity as an important factor in their decision to partner with an ad tech vendor.²

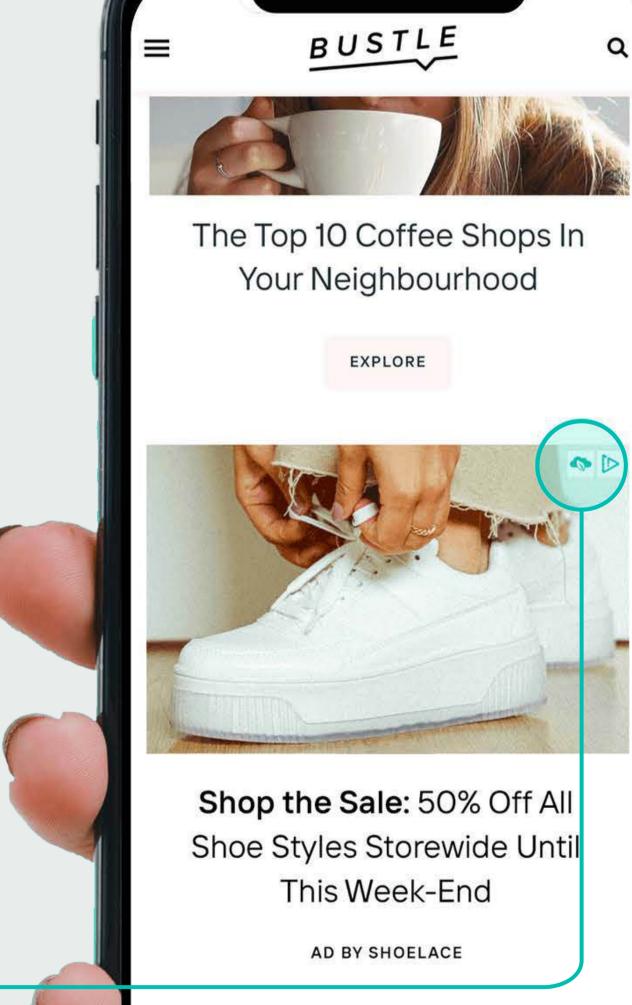
We Must Act Now

Sharethrough OOO SCOPE3

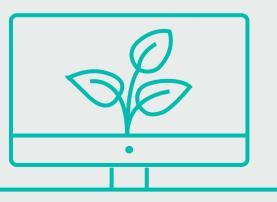
Decarbonize the Programmatic Supply Chain With GreenPMPs[™] by Sharethrough

Sharethrough launches **GreenPMPs™**, part of the initiative to decarbonize digital advertising with Green Media Products in partnership with Scope3, becoming the first SSP to offer media with net zero carbon emissions.

The **Green Icon** identifies advertising creatives that are delivered through a supply path neutralized via **carbon removal projects**.



Let's Work Together to Build a Clean Media Ecosystem



¹ Source: Equativ & Sharethrough, Pollfish Survey on 1,000 Consumers: "Consumer Outlook on Sustainability", November 2024. ² A commissioned study of 200+ directors at brands or agencies with \$250M+ in annual revenue in the US conducted by Forrester Consulting on behalf of Equativ and Sharethrough, May 2024.