

Price Still Rules as Urban India Balances Sustainability and Cost

Published on 17 Dec 2025 | By IFI Correspondent



Urban Indian consumers are increasingly conscious of sustainability, but when it comes to actual purchase decisions, **price still dominates shopping behaviour**. According to a new study by the Great Lakes Institute of Management, Gurgaon, many city shoppers want eco-friendly products but are cautious about paying a significant premium for them—revealing a growing “*conscious-but-practical*” consumer mindset.

Consumers Value Eco-Friendly Products, Yet Demand Affordability

The report highlights that sustainability is now firmly on the radar of urban shoppers, with a significant proportion expressing an interest in environmentally responsible products. However, nearly **58 % of respondents indicated they were only willing to pay up to about 10 % more for greener alternatives**, pointing to cost sensitivity as a barrier to fully embracing sustainable goods.

This trend underscores an important nuance in the Indian market: *urban consumers care about the planet but expect brands to make sustainability affordable and accessible*. Authenticity and transparency in sustainability claims are increasingly important as well, with many shoppers seeking substantiated eco-credentials rather than marketing buzzwords.

Preferences Reflect Everyday Decisions

While sustainability matters, practical considerations like value, convenience and cost continue to guide purchase decisions. Other surveys show that while **around 84 % of urban shoppers express a preference for sustainable products when given a choice**, only around **27 % consistently follow through with responsible purchases**—illustrating a gap between intent and action.

Categories like **fast-moving consumer goods (FMCG)** see more frequent sustainability considerations, since these items form part of everyday life and offer clearer and immediate eco-benefits.

For fashion and lifestyle brands targeting urban India, the message is clear: **sustainability alone isn't enough to win customers** unless it comes with competitive pricing, transparency and convenience. Companies that can combine eco-friendly credentials with affordability and verified claims stand to gain customer trust and loyalty in this increasingly discerning market.

For more style updates & exclusive fashion stories follow indiafashionicon.com