A close look at supply chain transparency in the Consumer Products Industry

The UN Global Compact has called on businesses to apply their creativity and invention to create a positive change by 2030 through seventeen Sustainable Development Goals. SAP Ariba conducted a study to understand consumer preferences and perception of brands practicing transparent and sustainable supply chain management.

- 65% of consumers across five key markets show more brand loyalty towards brands adhering to the UN SDGs.
- 48% of consumers would be more willing to pay a premium for brands and companies that have greater openness and clarity in their purchasing practices.
- 59% of consumers believe ethical supply chain practices represent a challenge for the consumer products industry.
- 38% of consumers believe the consumer products industry should increase efforts to promote supplier diversity and inclusion.
- 36% of consumers believe the consumer products industry needs to demonstrate healthy living and improved well-being.
- 31% of consumers believe the consumer products industry must work to reduce its environmental footprint.

Making a difference while making a profit

Having a positive impact on society is heavily influencing consumer purchasing decisions.

Through SAP Ariba’s solutions that enable greater supply chain transparency and adherence to the UN SDGs, your business can make a positive difference with real business impact.

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