A close look at supply chain transparency in the Retail 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.
- 63% of consumers believe ethical procurement practices show more brand loyalty towards the retail industry.
- 35% of consumers believe the retail industry should increase efforts to promote supplier diversity and inclusion.
- 33% of consumers believe the retail industry needs to demonstrate healthy living and improved well-being.
- 31% of consumers believe the retail industry must work to reduce its environmental footprint.
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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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