CONTENT SQUARE

Beyond Intent
The Imperative of Micro-Behavioral Analysis for Optimizing Eco-Label Performance in the Digital Age

Contentsquare Sustainability Insights, 2025

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Foreword

In recent years, sustainability has evolved from a corporate social responsibility (CSR) initiative to a key lever of long-term business success. Consumers routinely express a desire to shop responsibly, and companies have flooded the market with eco-labels to guide these choices. But a clear gap remains: while people consistently say they intend to buy sustainably, their actual purchasing behavior tells a different story.

At Contentsquare, we believe the answer lies in the digital experience. By analyzing how people truly behave online—what they click, scroll, or ignore—we can help brands better understand how sustainable intentions convert into real buying behaviors.

This white paper brings together macro-level evidence on consumer trust, label comprehension, and willingness to pay with **Contentsquare's micro-behavioral analysis** across multiple e-commerce sites and industries. The result is a data-driven framework for optimizing eco-label performance in the digital age—transforming good intentions into measurable impact.

— Contentsquare Sustainability Insights Team, 2025

Executive summary

Macro-level studies confirm a widespread desire among consumers to support environmentally responsible brands. According to the **European Commission's 2023 Consumer Conditions Scoreboard**[1] , over **70% of EU consumers** express a preference for eco-labeled products, and **62%** claim they are willing to pay a premium for certified goods. Yet, real-world conversion data tells a more nuanced story: enthusiasm for responsible choices doesn't always carry through to checkout.

This white paper explores this **intention–action** gap and proposes a solution grounded in **micro-behavioral data.** By combining macro understanding ("why consumers care") with micro evidence ("how they act"), brands can operationalize sustainability within digital experiences.

Using **Contentsquare tools**—notably *Zoning Analysis and Page Comparator*—we analyzed thousands of user sessions across eight e-commerce websites in sectors including fashion, home appliances, beauty, and grocery retail. This study examined where users interacted with sustainability cues, how eco-labels influenced their decision-making, and where friction reduced impact.

Seven major insights emerge:

1. **Score-based labels outperform all others** (e.g., energy classes, nutrition scores)

2. **Visibility is critical:** hidden labels or sustainability/traceability information don't work

3. **Too many labels at once dilute trust and effectiveness**

4. **Eco-label influence declines sharply above a certain price threshold** (e.g., €800 is a tipping point for large appliances, but this threshold depends greatly on the products)

5. **Binary badges often confuse** (e.g. product included in a sustainable selection without element allowing differentiation)

6. **Positive-only labels no longer differentiate products** (i.e. when all products fall within a range of good environmental performance)

7. **Labels are much less effective when displayed on third-party platforms**

Viewed side by side, these findings highlight the path forward: **macro research captures what people say they want; micro analysis identifies what truly moves them to act.**

[1]European Commission. (2023). Consumer conditions scoreboard 2023. Publications Office of the European Union. https://commission.europa.eu/system/files/2023-10/consumer_conditions_scoreboard_2023_v1.1.pdf

I. The macro foundation: establishing trust, intent, and supply chain context

A. Core drivers of consumer intent

For over two decades, researchers have documented the psychological and contextual drivers of sustainable consumption. Across OECD and EU studies, three factors consistently predict whether consumers intend to choose eco-labeled goods: trust, clarity, and affordability.

1. Trust as the primary predictor

Trust remains the single strongest driver of sustainable purchasing. A 2023 EU Joint Research Centre meta-review found that consumers' trust in certification authorities accounted for over 40% of the variance in willingness to pay (WTP). Government-endorsed labels—such as the EU Ecolabel or Nordic Swan—enjoy higher perceived credibility than private schemes. In Denmark, where the national organic label is state-backed, over 80% of households buy at least one organic product weekly.[3]

Trust extends far beyond labels and certification: credibility grows when brands consistently align with sustainability values and offer transparent reporting. In contrast, "greenwashing" or ambiguous claims erode confidence and suppress conversion, even when the label itself is legitimate.

2. Clarity and design: making sustainability legible

While intent is high, comprehension is low. A 2025 OECD study found that 56% of consumers struggle to interpret environmental information on packaging[2]. Simpler designs—especially color-coded formats like traffic-light systems—boost understanding and trust.

In digital contexts, this insight translates into the principle of visual salience: labels must be instantly recognizable and easily comparable. Complex metrics (e.g., carbon footprint in grams) often backfire, being mistaken for pollution indicators or perceived as abstract.

Figure 1: Examples of Clear vs. Vague Label Designs

[2]Organisation for Economic Co-operation and Development (OECD). (2025). Protecting and empowering consumers in the green transition: Misleading green claims (OECD Digital Economy Paper). https://www.oecd.org/content/dam/oecd/en/publications/reports/2025/05/protecting-and-empowering-consumers-in-the-green-transition_c23ea601/12f28e4f-en.pdf

3. Willingness to pay: between intention and constraint

A study published in April 2025 by Blue Yonder, conducted across several OECD countries, found that 47% of consumers say they are willing to pay 5 to 10% more, but only 14% would accept a 10 to 20% increase, and barely 4% would go beyond that[3]. Product type heavily influences this elasticity[4]:

- For **organic food** and **personal care**, WTP is highest (average +7–10%).
- For **durables** such as appliances or furniture, the tolerance narrows to <5%.
- In lower-margin categories (detergents, household goods), consumers expect **price parity** between labeled and non-labeled options.

This finding underscores the strategic opportunity of **eco-labels positioned as value-neutral** rather than luxury features—especially as price competitiveness improves.

4. Financial accessibility: the emerging parity trend

Contrary to outdated assumptions, eco-labels are increasingly affordable. The **European Ecolabel price comparison project (2020–2024)** analyzed 28 product tests across detergents and cosmetics, finding that **82%** of labeled products were cheaper or equivalent in price to their non-labeled counterparts.[5]

Test number	Number of products tested	Number of European Ecolabel products	Price indicator	Average panel price	Average price of European Ecolabel products
1	12	3	Euros/L	0,27	0,37
2	10	2	Euros/L	1,63	1,62
3	24	4	Euros/L	0,24	0,31
Synthesis (sum and average)	46	9	Euros/L	0,71	0,77

Figure 2: Price Comparison Between Eco-Labeled and Conventional Products (2020–2024)

Aggregate category analysis (e.g., dishwashing liquids, multi-purpose cleaners) found **no significant price gap**, challenging the notion that sustainability necessarily costs more.

[3]Blue Yonder. (2025). 2025 Consumer Sustainability Survey: Consumers place an importance on sustainability when it comes to delivery, impacting demands on LSPs https://blueyonder.com/resources/consumer-sustainability-survey-key-learnings-for-lsps

[4]Al-Mamun, A., Surname, B., & Surname, C. (2014). Reflective willingness to pay: Preferences for sustainable consumption in a consumer welfare analysis (LawFin Working Paper No. 14). LawFin. https://www.econstor.eu/bitstream/10419/244694/1/lawfin-wp14.pdf

[5]Agence de la transition écologique (ADEME). (2025). Study of the prices of products bearing the European Ecolabel. https://librairie.ademe.fr/economie-circulaire-et-dechets/8147-study-of-the-prices-of-products-bearing-the-european-ecolabel.html

These macro data points collectively demonstrate that **trust, simplicity, and affordability** are the pillars of sustainable consumer intent. However, as the next section shows, intent alone does not drive behavior.

B. The supply chain context: why one size doesn't fit all

Macro studies also highlight that eco-label perception varies according to **supply chain structure**[6]**.**

Supply Chain Type	Trust Mechanism	WTP Drivers	Label Reliance
Short Food Supply Chains (SFSCs)	Relation trust through local visibility and direct producer contact	Personal transparency and local authenticity	Low: trust is embedded in the relationship
Export-Oriented Supply Chains (EOSCs)	Standardized regulatory trust	Third-party certification credibility	High: labels are essential for assurance

For example, in SFSC contexts like local farmers' markets, consumers rely more on *personal familiarity* than on certification marks. Conversely, in complex global supply chains—fashion, electronics, e-commerce—**standardized labels are essential trust signals.**

This contextual understanding is critical for brands designing global digital strategies: the label must carry trust **in the absence of proximity.**

[6]Aminravan, M., Ahmadi Kaliji, S., Mulazzani, L., Rota, C., & Camanzi, L. (2025). Surveying consumer preferences for eco-labeled fruits and vegetables in short food supply chains and export-oriented supply chains: A cross-national study. Frontiers in Sustainable Food Systems, 9, Article 1576321.
https://doi.org/10.3389/fsufs.2025.1576321

II. The behavioral engine: micro-analysis for digital conversion

A. Methodology: measuring action over intent

To move beyond attitude-based limitations, this analysis draws on real user-behavior data from eight e-commerce websites (desktop and mobile) across multiple industries – fashion, home appliances, beauty, and food retail. Two digital experience intelligence tools were used:

1. Zoning Analysis

- Click distribution analysis measures the performance of labels and sections containing environmental information compared to other elements on a product page
- Click rate tracking measures engagement with environmental labels or sections compared to, for example, the average for product pages on the site or an industry benchmark.
- Time before first click allows you to measure the prioritization of user actions: what information are they looking for in priority?

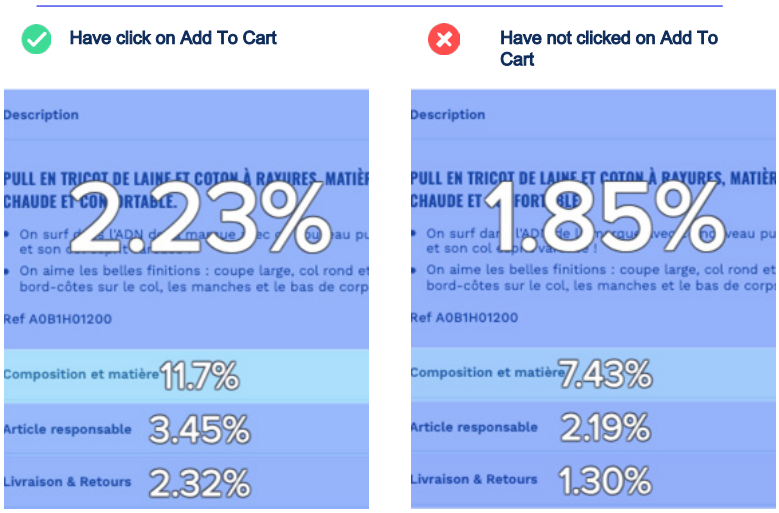

Figure 3: Add to cart percentage comparison between users that have clicked on sustainability info and those who have

2. Page Comparator

The Contentsquare team used Page Comparator to compare the performance of product pages featuring eco-labels.

Labels always have a text translation in the page code that can be **fed into custom variables.**

Once this data is tracked, it becomes possible to **compare the conversion rate of sessions that include a visit to product pages with label X vs. label Y.**
Comparisons become really insightful when done at the product category level.
Example: our analyses show a much clearer correlation between strong ecolabels and conversion when users shop for refrigerators compared with smartphones
What about other factors that may influence the purchase decision?

The team then used price data (also tracked via custom variables) to perform cross-analyses. The challenge is to identify whether there are price thresholds above which the eco-label loses or gains influence.

Classe Énergétique	Vues	Rebond	Temps passé	Conversion
A	559k	**55.5%**	**136s**	**3.46%**
B	85k	57.4%	135s	**3.61%**
C	109k	56.8%	132s	**3.43%**
D	179k	**55.6%**	129s	**3.74%**
E	436k	55.8%	120s	3.13%
F	152k	57.6%	122s	2.37%
G	116k	57.8%	116s	2.25%

Figure 4: Example of page comparator analysis on appliances categorized by energy class.

Note: In categories subject to the EU energy label, the relevant visual standard since 2021 is the **rescaled A–G scale** (rather than A+++ to D).This explains the high conversion score observed on D category[7].

B. Key takeaways: operationalizing sustainability

1. Established score-based labels outperform all others

Across industries, **quantified and comparative labels** are the only ones that consistently drive meaningful behavioral differentiation.

[7]European Commission. (2021). Energy label rescaling: A–G scale framework.
https://energy.ec.europa.eu/topics/energy-efficiency/energy-labelling_en

For **one major French household appliances and electronics retailer,** products rated **A–B** on the EU Energy Label achieved an average **conversion rate of 3.54%**, compared with **2.25%** for **G-rated** appliances — a **+57% higher conversion rate** for top energy classes.

Consumers appear to **weigh upfront cost against long-term savings**, often paying more initially for lower energy bills. The Energy Label thus succeeds because it turns environmental data into **clear economic value.**

By contrast, the **Repairability Index**—a much newer regulatory display in France—shows **no measurable impact on conversion.** Conversion rates remained flat across all repairability brackets (2.78% → 3.59% desktop; 1.05% → 1.71% mobile).

Two behavioral hypotheses explain this gap:

1. **Recency:** the index lacks long-term consumer familiarity.
2. **Framing:** it signals a potential risk ("ease of repair") rather than a guaranteed benefit (energy savings).

A similar contrast emerges in **the food retailer analyzed** as part of this study digital ecosystem, where users encounter **Nutri-Score** and **Planet-Score** on food products.

- The **Nutri-Score** filter attracted **4.06%** of desktop visitors and **1.59%** on mobile—placing it among the most-used filters.
    - » Visitors who interacted with it converted at **7.34%**, matching top-performing filters such as "En ce moment" (seasonal) or "Format".
    - » At product-page level, **a very strong positive correlation (r = 0.76)** was found between better **Nutri-Score (A–C)** and **higher conversion rates.**
- The **Planet-Score filter**, however, was used by only **1.83%** of desktop visitors (0.55% mobile) and showed **no correlation (r = 0.2)** with conversion.

These results reinforce a broader principle: **when a label communicates a simple, intuitive benefit—health, cost, or efficiency—it drives higher engagement and sales.** When it represents abstract or complex concepts (planetary impact, repair potential), its behavioral effect weakens until literacy and trust mature.

2. Binary badges: when they confuse and when they work

Binary or selection-based badges (e.g., "Sélection engagée" or "Committed Selection," "Responsible Choice") perform inconsistently d**epending on the clarity of the underlying criteria and the level of confidence users have in the badge.**

In our Fashion & Sportswear brand analysis, inclusion in the "Committed Selection" correlated with **+0.26 pts add-to-cart** and +0.32 pts transaction rate—**about +11.5% uplift** overall.

Yet this correlation fell from **91% alignment** at broad category level to 6% in sub-segments, indicating that apparent gains mostly stem from **product-mix bias,** not the badge itself. Engagement with the filter stayed low—**10–50 pageviews/day.**

In contrast, **a major French player in the retail of household appliances and electronics 's "Choix Durable" (Sustainable Choice)** badge works precisely because it **complements regulated labels** (Energy Class and Repairability Index). Anchored in official standards, it achieved conversion uplifts of **+0.9 to +1.75 coefficient increments** across nine price bands, even beyond €800.

Binary badges succeed only when **backed by objective, verifiable criteria** and **embedded in an ecosystem of trust.**

Moreover, Contentsquare's analysis shows that **most users don't explore the "Choix Durable" details**, yet labeled products still convert better. Trust in the label allows its mere presence to influence purchase decisions.

3. Positive-only labels no longer differentiate products

When every product looks "good," users stop noticing what makes one stand out.

Our study of the **Environmental Display** of one **French company selling furniture and decorative items** illustrates this phenomenon clearly: a proprietary eco-score (brand-specific sustainability index), visible across multiple product categories, showed **virtually no impact on conversion** (Pearson r = 0.31)[8].

Although all products displayed a positive eco-score rating, behavioral analysis revealed **no systematic link** between score level and purchase rate.

User interaction was minimal—**0.13% of mobile users** and **0.23% of desktop users** clicked or hovered over the score—suggesting l**ow visibility and limited understanding.**

Only a few categories showed a **strong positive correlation (r > 0.7)** between higher eco-score rating and higher conversion. In all other categories, conversion remained **flat**, despite uniformly positive scores.

This highlights a common pattern: when all sustainability messages are positive, **they stop standing out**, and consumers revert to simpler decision cues like **price, design, or brand familiarity.**

Eco-labels must therefore create **contrast and meaning** to influence choice.

One possible explanation is **recency:** the Good Living Score is a relatively new label, and users may not yet understand its meeting or appreciate its relevance. As with France's Repairability Index, **new sustainability displays require time and communication to gain trust and cognitive value.**

In short: *when eco-scores are both uniformly positive and poorly understood, they fail to guide behavior. Differentiation—and familiarity—create impact.*

[8]The Pearson correlation coefficient (PCC) is a correlation coefficient that measures linear correlation between two sets of data.

4. Label overload dilutes trust and effectiveness

When too many sustainability signals coexist on the same page, even strong and credible initiatives risk losing impact.

One of France's most established brands in sustainable cosmetics which **has long demonstrated leadership in reducing environmental and health impacts** gives a consistent illustration.

The company's introduction of a voluntary sustainability index based on the Afnor Spec 2215 standard, represents a serious, methodologically sound effort to quantify product sustainability.

However, each product page combines **a variety of overlapping eco-indicators**, including:

- Pictograms such as "Vegan Formula", "produced locally" or "95% of natural ingredients"
- Detailed claims on **biodegradability, lightweight packaging, recyclable formula**

This **proliferation of sustainability attributes** makes correlation analysis almost impossible: two pages from the same category (e.g., shampoo) may each feature a completely different mix of icons and textual assurances, preventing statistical comparability.

From a user perspective, we can assume that such diversity of eco-messages—**covering environment, health, and proximity goals simultaneously**—also introduces cognitive overload.

The scientific literature is full of references[9] showing that when faced with too many heterogeneous signals, consumers tend to revert to simpler decision heuristics: price, availability, or brand familiarity. The behavioral logic observed across industries reappears here: **beyond a certain threshold, more information leads to less impact.**

In essence: *This French Cosmetics' player initiative illustrates both the promise and the complexity of digital eco-transparency. Strong methodology alone cannot guarantee clarity—coherence and hierarchy of information are just as critical.*

[9]Peng M, Xu Z and Huang H (2021) How Does Information Overload Affect Consumers' Online Decision Process? An Event-Related Potentials Study. Frontiers in Neuroscience, 15, 695852. https://doi.org/10.3389/fnins.2021.695852

5. Visibility is critical: hidden labels don't work

Even the most credible sustainability cues lose power when they are hidden or visually understated.

An analysis conducted with **a major French children's fashion brand** demonstrates that **placement and exposure are decisive factors** for user engagement.

Between **1–15 September 2024**, Contentsquare analyzed thousands of desktop sessions focusing on two sustainability indicators:

- **"Composition & Materials"** (product material breakdown)
- **"Responsible Product"** (eco-labeled product badge)

The findings are clear:

- **"Composition & Materials"** attracted **around 20% of all clicks** on product pages, making it the **most interacted-with informational section** of the site.

- **"Responsible Product,"** placed significantly lower in the layout, received **less than 2% of clicks**, despite its high relevance for sustainability-minded users.

- Users who clicked Responsible Product showed **+41% higher conversion rates** and **spent five additional minutes** on average before purchasing.

- Exposure analysis revealed that while Composition & Materials was not always seen, **half of the users who did see it clicked on it**, confirming that interest is strong when visibility is ensured.

This behavioral asymmetry highlights a key operational truth: **interest in sustainability exists—but visibility unlocks it.**

Two hypotheses emerged from the study:

1. Interpretation gap – the label Responsible Product may lack clarity; users do not fully understand precisely what it means.

2. Placement issue – the section is positioned too low on the page, drastically reducing exposure and engagement opportunities.

These results also align with broader market observations under France's **AGEC Law (Anti-Waste and Circular Economy Act)**[10] , which requires brands to disclose environmental and traceability information on product pages.

[10]République française. (2020). Loi n° 2020-105 du 10 février 2020 relative à la lutte contre le gaspillage et à l'économie circulaire (AGEC). https://www.legifrance.gouv.fr/jorf/id/JORFTEXT000041553759/

While the regulation defines which information must be displayed, it provides **very little guidance on how to present it.** Contentsquare's analyses across multiple French fashion brands subject to AGEC obligations revealed **extreme heterogeneity in sustainability displays**—differences in placement, design, and labeling structure make it difficult for consumers to locate and compare relevant information.

Since **1 October 2025**, France has introduced a new **Planet-Score** for apparel, covering a broader set of criteria (including climate impact, biodiversity, and resource use) to **harmonize sustainability labeling** and make comparisons easier for consumers.

However, this new scoring system remains **voluntary**, meaning that the current landscape of sustainability information remains fragmented, and is still dependent on brand initiative rather than standardized visibility.

Ultimately, the findings demonstrate that even among sustainability-driven brands, **digital presentation and regulatory clarity determine behavioral impact.** Visibility, hierarchy, and standardization are key to transforming sustainability information into actionable value for consumers.

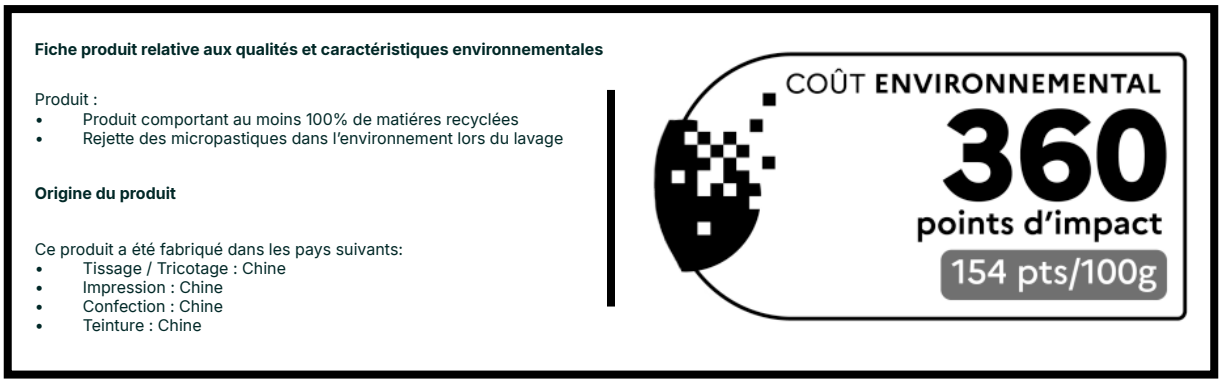

Figure 5: Example of actual sustainability info on a product page (under AGEC law) vs new French environmental score for apparel, official since 1 October 2025.

6. Labels are much less effective when displayed on third-party platforms

When environmental data are hosted on external websites, their effectiveness drops sharply.

An analysis carried out with **a leading French accessible-luxury brand** illustrates how **off-site eco-information dramatically limits engagement.**[9]

The brand—compliant with the French **AGEC Law** on product transparency—chose to display environmental characteristics for each product through **a link leading to a third-party platform.**

This platform aggregates **life-cycle assessments (LCAs)** and presents detailed environmental indicators (CO_2, water, biodiversity, recyclability).

However, behavioral analysis of the **"Environmental Characteristics"** section on the product page revealed:

- **Very low click rates,** both on desktop and mobile—confirming that u**sers rarely go beyond the main product interface** to consult external information.
- Each layer of interaction (click to open the bloc, click to open the external site) **adds friction** and reduces the likelihood of consultation.
- Once the user leaves the brand's domain, **tracking continuity is lost**, preventing the brand from knowing whether users actually viewed or understood the sustainability data.

This situation is typical of brands in the early stages of AGEC compliance. Many rely on third-party solutions that both compute environmental impacts and host the resulting information. While this ensures regulatory coverage, it introduces **a structural UX limitation**: the sustainability narrative becomes **fragmented** and **technically disconnected** from the purchase path.

Contentsquare's analysis indicates that this double-click architecture **severely curtails engagement**, even among sustainability-minded consumers.

When compared with brands integrating similar data natively within their product pages, click-through rates to sustainability content were **multiple times lower** in off-site configurations.

The underlying behavioral principle is straightforward:

Every additional click divides attention—and external links dissolve trust.

Beyond the practical barrier of effort, users often perceive a loss of continuity and legitimacy once they leave the brand's ecosystem. This disconnect disrupts the cognitive and emotional flow that underpins comprehension and conversion.

For brands **at the early stages of implementing eco-labels**, partnering with third-party providers that combine **factory audits, life-cycle assessment (LCA) calculations, and off-site hosting** can be an **efficient and credible way to get started.** These solutions ensure methodological rigor and regulatory compliance with minimal operational disruption.

However, in the **longer term**, brands that wish to make environmental performance a core **element of their commercial and digital strategy** should move toward **greater internalization of eco-label management.**

Integrating sustainability data directly within the brand's own product pages and digital channels—through dynamic modules or native visual components—enables **higher user engagement, full data ownership**, and a **coherent, trust-building brand narrative.**

7. Revisiting price sensitivity

Price continues to be a central anchor in purchase behavior—especially in categories where users can cross-analyze cost, product features, and eco-credentials. A review of the literature shows that consumer price sensitivity often overrides other decision cues when information is abundant or complex (Al-Mamun et al., 2014).[4]

Durable goods: the €800 threshold
In the case of one major French home appliances retailer, the category context—high ticket, long lifespan, typically single-item carts— allows a clear comparison between price and energy class.

Price	< 300 €	300 € → 400 €	400 € → 500 €	500 € → 600 €	600€ → 700 €	700 € → 800 €	> 800€
Conversion ❌ Sustainable Choice	2.83%	4.10%	4.16%	3.20%	**2.54%**	1.81%	4.72% Multidoors + Americans
Conversion ✅ Sustainable Choice	5.70% Réfrigérateur + congélateur !	4.71%	4.60%	4.19%	**4.54%**	2.50%	2.71%
Increm. Conversion	2.01	1.15	1.11	**1.31**	**1.79**	**1.38**	0.57

Below €800, products rated A–B show significantly higher conversion than G-rated ones. Beyond €800, the conversion gap shrinks: the "€800 effect" appears, suggesting that in premium segments, buyers rely more on brand, features, or design than energy efficiency.

The brand even voiced a strategic takeaway during restitution:

"If products with better environmental performance sell better, we should expand that portion of our catalog and phase out poorly rated items."

Fast-moving goods: a major French player in the sale of food products and Basket Complexity

In contrast, this company operates in fast-moving consumer goods, where carts are multi-item and purchase frequency is high. Because decisions are made at basket level, not the product level, it is much harder to link price differences to label performance using session-based analysis.

Nevertheless, filter-level data show that users interacting with Nutri-Score convert at 7.34%, supporting that visible, trusted labels still influence aggregate behavior.

Strategic Insight

Across both cases, price doesn't negate the power of eco-labels—rather, it frames their influence.

In durable goods, labels help users justify modest premiums; in fast-moving goods, labels support brand differentiation rather than economic justification.

Pairing price and label data is among the most promising approaches to inform catalog evolution and product lifecycle strategy in a sustainable commerce roadmap.

III. Synthesis: bridging micro insights and macro strategy

- Macro-level studies explain why consumers value eco-labels—trust, simplicity, transparency.

- Micro-behavioral data show how those drivers convert into measurable actions.

A. Strategic recommendations

1. Adopt quantified, comparable systems: Adopt recognized labeling systems that provide clear, comparative information (e.g., graded scales or score-based frameworks aligned with your markets' standards, like A–G scale or Nutri-Score in the EU). Prioritize formats that convey immediate meaning and tangible benefits to the user.

2. Clarify binary selections: Retailer badges succeed only when linked to objective, explained criteria.

3. Design for visibility: Treat label exposure as a KPI; optimize placement, prominence, and contrast—test above-the-fold and ensure consistent visual hierarchy to drive engagement.

4. Simplify the label Landscape: Streamline to at most two complementary labels per product. Reduce redundancy and overlap to avoid cognitive overload and preserve differentiation.

5. Leverage brand trust: use established brand credibility to reinforce sustainability signals, especially those with lower interaction. Pair labels with succinct, credible explanations to convert trust into action..

6. Ensure cross-channel consistency: Standardize label formats and positions on third-party platforms.

B. Conclusion: from declaration to optimization

If many brands observe a significant discrepancy between what consumers say in large-scale surveys and what they actually do on their websites, it is often because **eco-labels are not implemented optimally.**

This white paper demonstrates that the effectiveness of sustainability labeling depends as much on **digital placement, clarity, and contextual integration** as on the label's intrinsic credibility.

When sustainability cues are visible, well-structured, and easy to interpret, they generate measurable engagement and conversion uplifts.

When they are fragmented, overabundant, or buried deep within interfaces, even the most trusted certifications lose behavioral impact.

The analyses presented here are not exhaustive. They outline **key methodological avenues** to measure and optimize the business impact of eco-labels through micro-behavioral analysis.

Further exploration—across industries, countries, and digital environments—is essential to refine these insights and build a stronger evidence base for sustainable commerce.

We invite all brands interested in deepening these studies to connect with us.

Together, we can conduct tailored analyses that help **close the gap between stated intention and real-world behavior**—and contribute to a more transparent, data-driven discussion on the future of eco-labels.

Appendix — Methodology & Sources

1. Methodological Framework

This white paper combines macro-level research on consumer trust and label comprehension with micro-behavioral data collected through Contentsquare's digital analytics platform. The objective was to identify how different types of eco-labels affect user engagement and conversion in real e-commerce environments.

a. Scope of Analysis

- Industries covered: fashion, home appliances, beauty, grocery retail, furniture and interiors
- Digital environments: desktop and mobile websites
- Period of analysis: 2024–2025 - minimum window: 14 days
- Geographical scope: primarily France and Western Europe.

b. Behavioral Data Collection

- **Zoning Analysis:** measured user attention and engagement with sustainability elements.
    - » Metrics: click rate, click distribution, time before first click, scroll depth.
    - » Benchmark: users' segments comparison
- **Page Comparator:** compared conversion performance of product pages featuring different labels (A–G Energy Classes, Nutri-Score, Planet-Score, repairability index, brand badges).
    - » Metrics: conversion rate uplift, add-to-cart uplift, correlation coefficients (Pearson r) by label and price segment.
    - » Cross-variable analysis: included price data and product category to identify thresholds (e.g., €800 in durable goods)

All behavioral data were aggregated and anonymized in compliance with GDPR. The analyses are indicative of behavioral trends, not deterministic predictors.

c. Statistical Treatment

- Conversion rates and engagement metrics were computed per session type (desktop vs. mobile).
- Correlations between label score and conversion were established using Pearson correlation coefficients (r).
- Outliers were excluded where product mix or traffic anomalies could bias results.
- Observed differences are expressed as relative uplifts (%) compared to site-wide or category-level averages.

2. External Data Sources

a. Macro-Level Analysis

- Agence de la transition écologique (ADEME). (2025). Study of the prices of products bearing the European Ecolabel. https://librairie.ademe.fr/economie-circulaire-et-dechets/8147-study-of-the-prices-of-products-bearing-the-european-ecolabel.html

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3. Partner Data Contributions

The behavioral analyses presented in this report were made possible through collaboration with leading retail partners:

- **Major French player in the retail of household appliances and electronics** — analysis of EU Energy Label and Repairability Index.
- **A major French player in the sale of food products** — analysis of Nutri-Score and Planet-Score filters.
- **French fashion & sportswear brand** — analysis of "Committed Selection" badge.
- **A French company selling furniture and decorative items** — analysis of "Good Living Score"
- **Major French cosmetics brand** — analysis of Green Impact Index (GII).
- **French children's fashion brand** — analysis of visibility and placement of sustainability cues under AGEC law.
- **French accessible-luxury brand** — analysis of off-site environmental data display.

4. Limitations and Future Work

While this analysis provides strong directional insights, several limitations apply:

- Behavioral patterns may vary by region, device, and user demographic.
- The sample focuses primarily on French and EU markets.
- Longitudinal data on evolving label familiarity (e.g., Repairability Index, Planet-Score) will strengthen future models.

Future studies will aim to expand this dataset across more industries and explore **AI-driven clustering** to identify behavioral archetypes related to sustainability cues.