



COMMONS

**Community
Impact Report**

2025

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A NOTE FROM OUR FOUNDER

Consumer spending accounts for more than two-thirds of the U.S. economy. That's more than \$14 trillion annually.

Consumers – especially Gen Z and Millennials – are increasingly concerned about understanding where their money is going.

From a value perspective, affordability and smart money management is critical. Spending less on impulse purchases, opting for the circular economy where possible, and finding deals are top of mind.

From a values perspective, consumers want to know that their dollars support ingredients, products, and companies they can trust. They seek out independent validation – not just marketing claims.

WHO ARE COMMONS USERS?

In 2025, the Commons community grew over 2.5x from 2024. The majority of our users are ages 25-35 and identify as female (70%-80%). Our app users, the focus of this report, are in the U.S. and Canada.

HOW IS COMMONS EVOLVING?

In 2025, the Commons app grew and evolved, focusing more sharply on supporting our community to make smart and sustainable choices with their money.

We launched new features to make it easier for users to see the breakdown of where they are spending and find ways to save money.

It's paying off. The average app user saved about \$5 a day after joining Commons and reduced their emissions by 10%. We're spending more of our money in the sustainable economy, growing our spend at sustainable brands by 16% and on secondhand and thrift by 20%.

We're inspired by the tangible ways our community is moving dollars into the sustainable economy. We're not waiting – we're buying into the future today.

Sanchali Seth Pal

CEO & FOUNDER



Our Community's Impact

In this report, we share the top ways Commons users took climate action through their spending in 2025 and how you can start, too.

SAVING MONEY AND THE PLANET

In 2025, Commons users saved money and reduced our carbon footprints.

AVERAGE ANNUAL SAVINGS PER USER

\$1,865

That's about \$5 back in our pockets every day

AVERAGE EMISSIONS REDUCTION

↓ 10%

Our Top Quartile of Users

AVERAGE ANNUAL SAVINGS

\$7,659

AVERAGE EMISSIONS REDUCTION

↓ 35%



MAKING OUR MONEY COUNT

We're spending more at sustainable brands, more often.

AVG INCREASE IN SUSTAINABLE SPENDING

↑ \$220

Users' spending at top-rated brands went up in 2025.

MORE PURCHASES AT TOP-RATED BRANDS

↑ 16%

Commons' users had more transactions at sustainable brands

THE SHIFT

We aren't just spending more dollars sustainably — we're choosing better, more often.



BREAKING DOWN OUR 2025 SPENDING



TRAVEL

32% of our community's emissions come from travel. Relative to the financial cost (just 8% of our total spending) this is a disproportionate amount of environmental cost. Paying for effective travel offsets can be an impactful first step.



SHOPPING & ENTERTAINMENT

18% of our community's emissions and 36% of our spend. Embedded carbon in our goods & services can be an area that is easy to overlook.



HOME & UTILITIES

17% of our community's emissions and just 6% of our annual spend. These are areas where one-time switches and investments can pay off over time.



HEALTH & FAMILY

3% of our community's emissions come from caring for our health, our children, and our pets. These categories make up a meaningful portion of our spending (11%), but have a low environmental impact.



DINING & GROCERIES

18% of our community's emissions and 26% of our annual spend. This is one of the top areas we face rising prices, and quality is top of mind.



CAR & DAILY TRANSIT

12% of our community's emissions and just 3% of annual spend. Changing transit habits isn't always within reach, but EVs and public transit are reducing costs and emissions.



GROCERIES +17% from 2024	20%	FLIGHTS & TRAVEL +11% from 2024	32%
SHOPPING +12% from 2024	20%	HOME & UTILITIES +20% from 2024	17%
ENTERTAINMENT +2% from 2024	16%	GROCERIES +16% from 2024	14%
OTHER -4% from 2024	9%	SHOPPING +12% from 2024	13%
FLIGHTS & TRAVEL +8% from 2024	8%	CAR & TRANSIT -6% from 2024	12%
DRINKS & DINING +32% from 2024	7%	ENTERTAINMENT -40% from 2024	5%
HOME & UTILITIES +25% from 2024	6%	DRINKS & DINING +29% from 2024	4%
CHILDCARE & EDUCATION +30% from 2024	4%	PETS +35% from 2024	2%
HEALTH & WELLNESS +19% from 2024	4%	HEALTH & WELLNESS +18% from 2024	1%
CAR & TRANSIT -6% from 2024	3%	OTHER +45% from 2024	1%
PETS +39% from 2024	3%	CHILDCARE & EDUCATION +13% from 2024	<1%
CHARITABLE DONATIONS +14% from 2024	2%		

*Excludes charitable donations, offsets, and financial transactions.

SPENDING WITH BRANDS THAT SHARE OUR VALUES

Our community is choosing to spend more with companies we can trust.

SUSTAINABLE SPENDING

38%






of users made at least one sustainable purchase

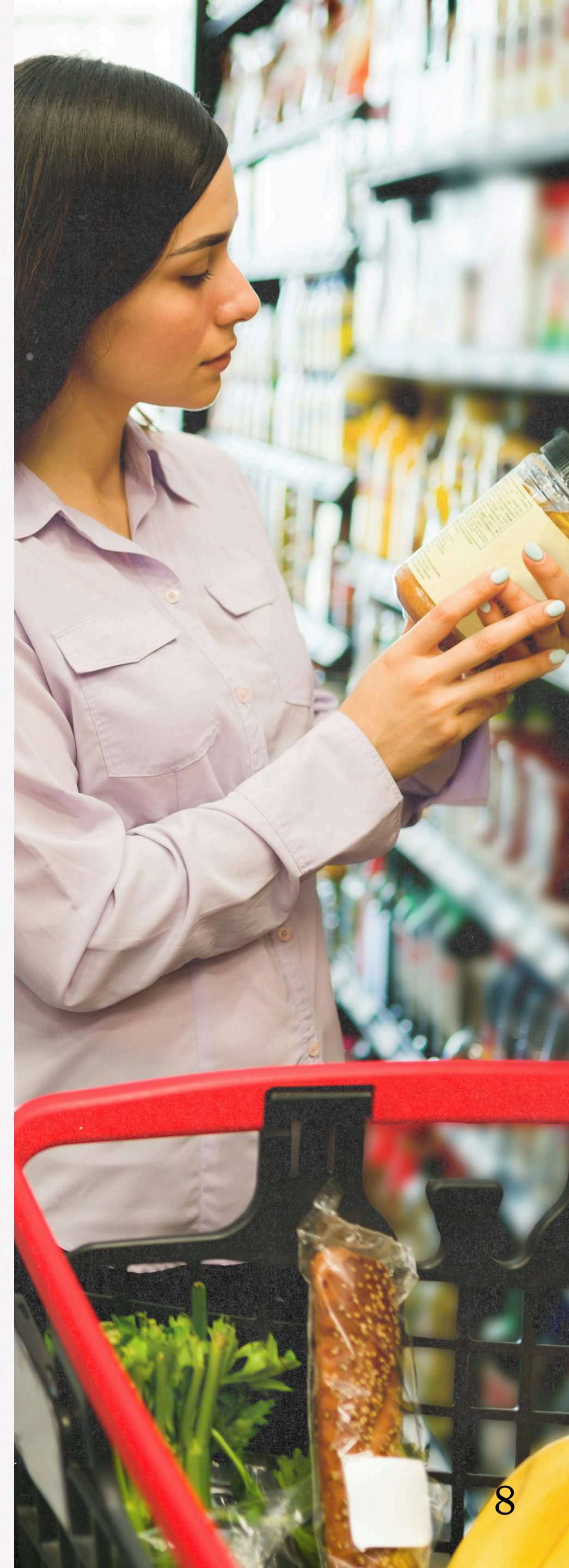
↑ **20%** since 2023

↑ **\$220**

increase in annual spend with sustainable brands

PERCENTAGE OF USERS WHO MADE A SUSTAINABLE PURCHASE BY CATEGORY IN 2025

	Cleaning Products	88%
	Personal Care	47%
	Clothing	31%
	Shoes	17%
	Bedding, Linens & Towels	9%













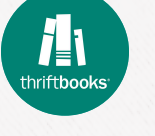








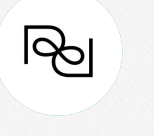

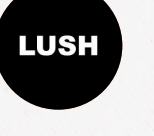





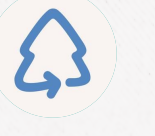



OUR MOST LOVED SUSTAINABLE BRANDS

Our users showed a lot of love to Commons' top-rated brands.



TOP 5 SUSTAINABLE BRANDS

-  REI
-  Thrive Market
-  Goodwill
-  Grove Collaborative
-  Amtrak

-  Poshmark
-  Depop
-  Mercari
-  Too Good To Go
-  ThredUp
-  Thriftbooks
-  Back Market
-  Arcadia
-  Prose
-  Credo Beauty
-  Everlane
-  Patagonia
-  The RealReal
-  Blueland
-  Reformation
-  Levi's
-  LUSH
-  Rothy's
-  Rothy's
-  Dropps
-  Wild
-  Bite
-  EarthHero
-  Allbirds
-  Zero Waste Store
-  OSEA Malibu

EMBRACING CIRCULAR FASHION

Our community is increasingly choosing more circular, sustainable clothing.

SECONDHAND CLOTHING

↑ 20%

more users are shopping vintage, secondhand, and thrift since 2024






2X since 2022

SUSTAINABLE CLOTHING






31%

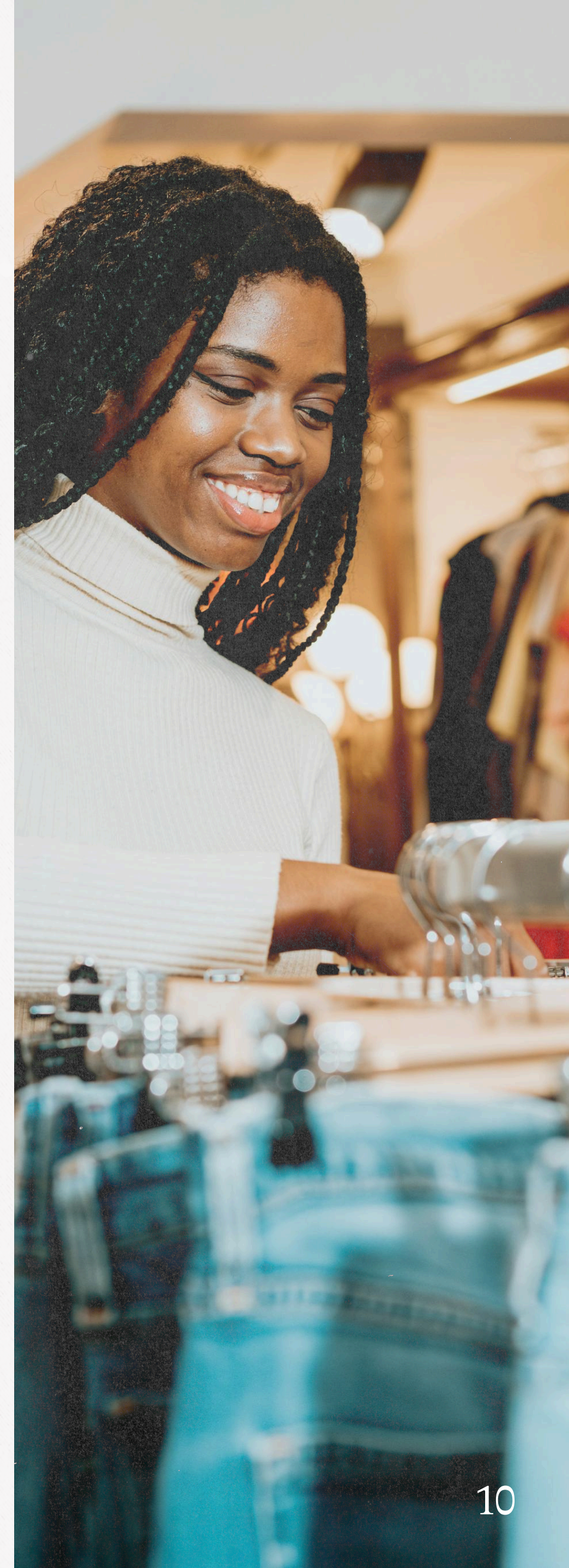
of all users bought from sustainable clothing brands in 2025

TOP 5 SUSTAINABLE CLOTHING BRANDS

-  REI
-  Reformation
-  Everlane
-  Patagonia
-  Levi's

TOP 5 SECONDHAND RETAILERS

-  Goodwill
-  Poshmark
-  Depop
-  Mercari
-  ThredUP



WEARING BRANDS WE LOVE

Tried, tested, and loved by our community, these brands earned our trust and our dollars.

OVERALL FAVORITE



“With a wide variety of brands, rewards, and resale, REI is the most versatile catch-all for outdoor recreation. I’ve found they have good transparency and provide options for everyone.”

– Allison M.

MOST LOVED SECONDHAND



“I love that I can find anything I need refurbished, used or new. It’s an excellent replacement for Amazon!”

– Nicole K.



“You can get really personalized things here without the guilt, as they’ve been pre-loved. There are also no seller fees, which I appreciate”

– Ella B.



DISCOVERING NEW POTENTIAL

We're shifting and adapting with the fashion industry.

CULT FAVORITE



Cotopaxi

👍 100%

“Love Cotopaxi since I first discovered them years ago. I’ve had the same laptop bag for over 6 years (teacher) and it is still in perfect condition. And obviously the colors!”

– Jean Marie W.

MOST POTENTIAL



Gap

With a resurgence in purchases in 2025 among our users, Gap has made specific SBTi emissions targets that are on track — a strong foundation. But it has weakened materials commitments and high product turnover remains a concern. We'd like to see stronger slow fashion and circularity commitments in 2026 as Gap repositions itself with a younger generation.

ONE TO WATCH



Nuuly

Nuuly, owned by Urban Outfitters (1/5), is a subscription rental service built for circularity. The jury's still out on rental vs. secondhand impact, but it signals consumers are embracing new models for sharing and reuse. Our expert team will be watching closely to see if the promise of shared and rental models will pay real dividends in cost and emissions savings for consumers.



INVESTING IN OUR PERSONAL CARE


We're spending more on quality products in our daily routines.

SUSTAINABLE PERSONAL CARE

47%

of users purchased sustainable personal care in 2025

TOP 10 SUSTAINABLE PERSONAL CARE & BEAUTY BRANDS

- | | | | | | |
|---|---------------------------------------------------------------------------------------|----------------|----|---------------------------------------------------------------------------------------|-------------------|
| 1 |  | Prose | 6 |  | OSEA Malibu |
| 2 |  | LUSH | 7 |  | Zero Waste Store |
| 3 |  | Credo Skincare | 8 |  | The Earthling Co. |
| 4 |  | Bite | 9 |  | Aesop |
| 5 |  | Wild | 10 |  | Kiehl's |

MAKING THE BUSINESS CASE FOR QUALITY

It's not just about small brands – we're shaping big brands and retailers through our dollars.

AFFORDABILITY IS TOP OF MIND



ULTA
👍 96%

Ulta Beauty was slightly more popular than Sephora among our community – showing affordability still matters. Our users spent an average of \$63 per purchase at Ulta Beauty vs. \$78 for Sephora.

FAVORITE ALTERNATIVE TO SEPHORA



Credo Skincare

Shoppers spend more on purchases at Credo than at Sephora (\$95 vs \$78), but the quality and standards pay off.

CORPORATIONS BETTING ON SUSTAINABILITY



L'Oréal



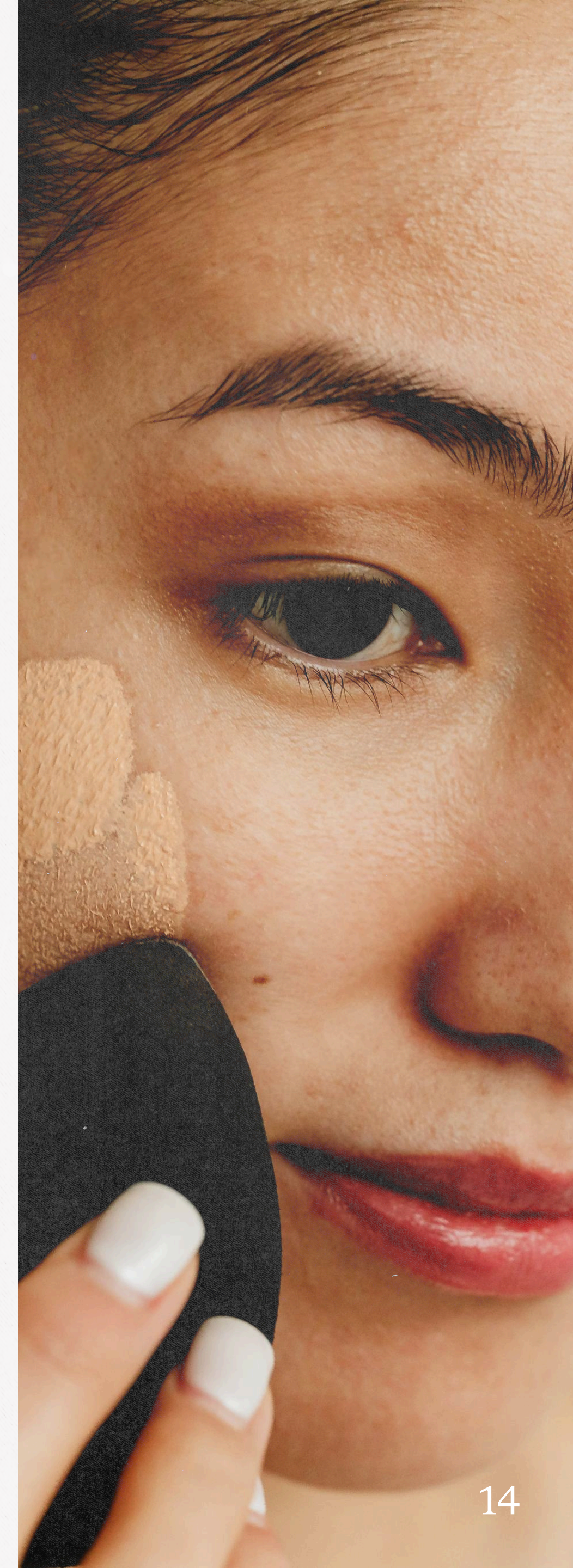
Unilever

Most of the sustainable brands in our top 10 are independently owned and operated. However, three of them – Aesop (L'Oréal), Kiehls (L'Oréal), and Wild (Unilever) are owned and operated by some of the 500 largest companies in the world.

Perhaps not coincidentally, both are headquartered in Europe (L'Oréal in France, Unilever in the UK).

FOLLOWING THE MONEY

At Commons, we pay attention to how and where money is flowing into sustainability. Our community is making the business case to bet on the future.



LOOKING FOR VALUE, NOT JUST VALUES

We're getting savvy about which personal care brands deserve our loyalty.

COMMUNITY FAVORITE



96% thumbs up from our community and a 4/5 sustainability rating. LUSH is proof that choosing the planet doesn't mean sacrificing on quality.

BROKE OUR HEARTS



Glossier is among our most popular brands by spend and community reviews, but it received our lowest sustainability score.

NOT WORTH THE HYPE



Both Prose & Wild were among the most purchased sustainable brands, but have some of the lowest community review scores.



CLEANING UP OUR HOMES

Sustainable cleaning brands have broken through by using ingredients consumers can trust.

SUSTAINABLE CLEANING

88%

of users made a sustainable cleaning product purchase in 2025, with laundry detergent being the most popular item

↑ 28%

increase in spending on sustainable cleaning brands since 2024

↑ 55% since 2022

TOP OVERALL BRAND



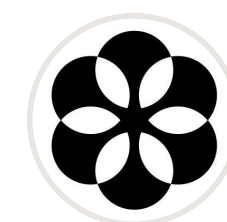
Blueland
👍 96%

TOP RETAILER



Grove Collaborative

CULT FAVORITE



Dirty Labs
👍 100%

WHAT ARE SUSTAINABLE INGREDIENTS?

Commons scores brands higher when they avoid ingredients derived from fossil fuels and deforestation.

NO PARABENS

NO PHTHALATES

NO PFAS

NO PETROCHEMICALS

NO UNCERTIFIED PALM OIL



EATING LOCALLY, WASTING LESS

We're aligning our spending and our values by supporting local farmers, reducing food waste, and finding savings along the way.

FAVORITE WAY TO AVOID FOOD WASTE



Too Good To Go

Also popular: Martie, Misfits Market

FAVORITE TOP-RATED GROCERY RETAILERS



Re_Grocery



MOMs organic

When they can, users are directing grocery dollars away from big box stores.

TRENDS TO WATCH

Zero waste stores, refill options, and composting services are still early in adoption, but growing quickly. Users choosing bulk options are seeing real cost savings at local shops and larger grocery chains.

Farmers markets and CSAs have increased in popularity since 2022, especially in California, New York, Massachusetts, Illinois, and Washington.



COMMUNITY ON THE MOVE

Our community is returning to public transit, embracing micromobility, and going electric.

BIKE & SCOOTER RENTALS

↑ 30%

increase in spending since 2024. Citibike, Lyft, and Lime leading the micromobility shift

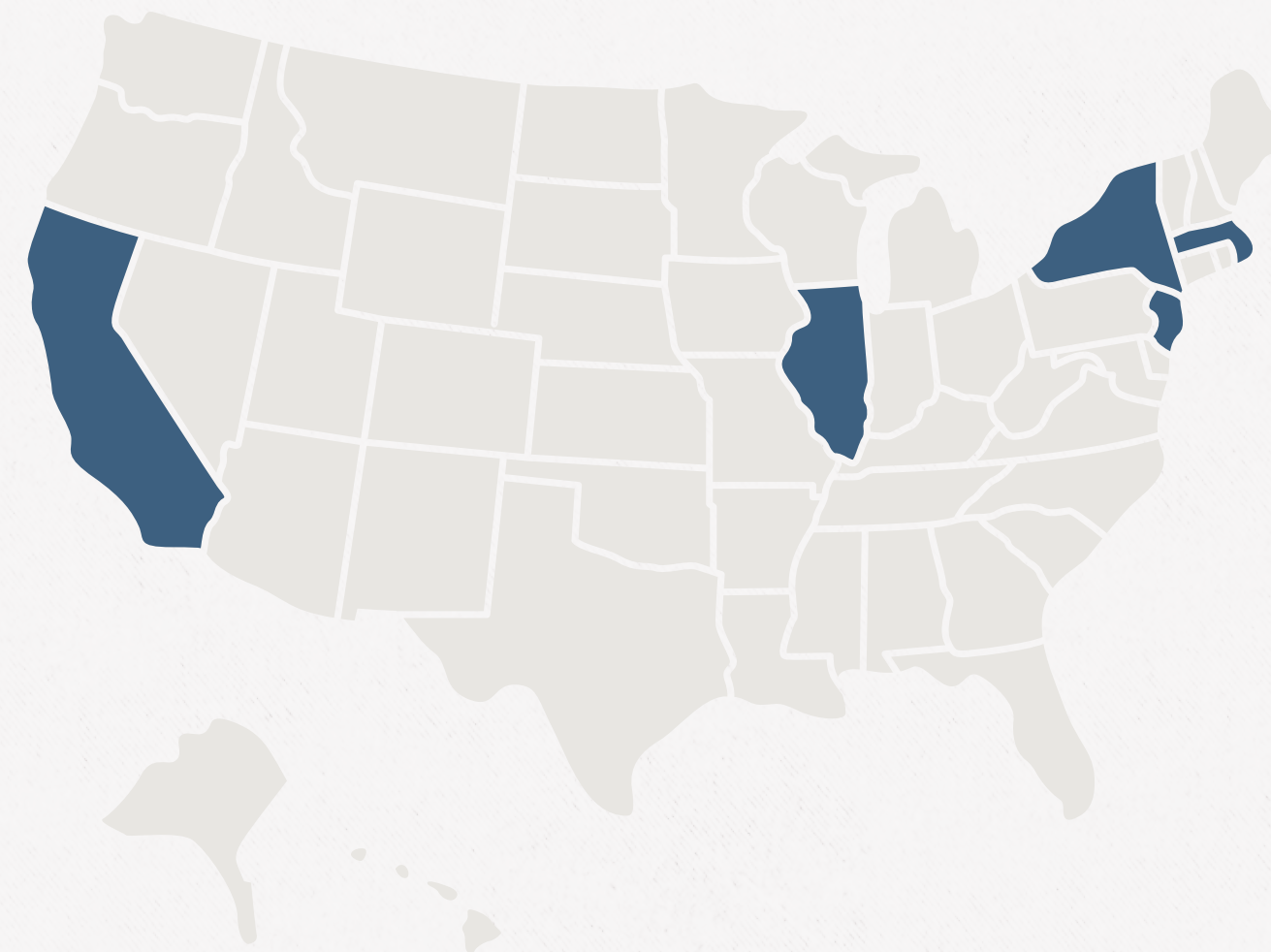
EV CHARGING

↑ 15%

increase in spending since 2024. Tesla Supercharger and CharPoint are the most popular.

↑ 235% since 2022

LEADING THE CHARGE



NY, MA, CA, IL, and NJ are the states leading the growth in public transit use among Commons users.



ADVENTURING LOCALLY

Our community is saving money and emissions by spending less on flights and more time outdoors.

FLIGHTS & HOTELS

↓ 50%

decrease in spending since 2022. This is an all-time low relative to total spending

PARKS, MUSEUMS & ZOOS

↑ 89%

increase in spending since 2024. These options are cheaper and closer than the alternatives

THE GREAT OUTDOORS, MADE ACCESSIBLE

Two of this year's top 50 sustainable brands on Commons are making it easier to get outside by connecting our community to public lands, private campgrounds, and local adventures.



Recreation.gov





Hipcamp



SPENDING LESS, LIVING MORE

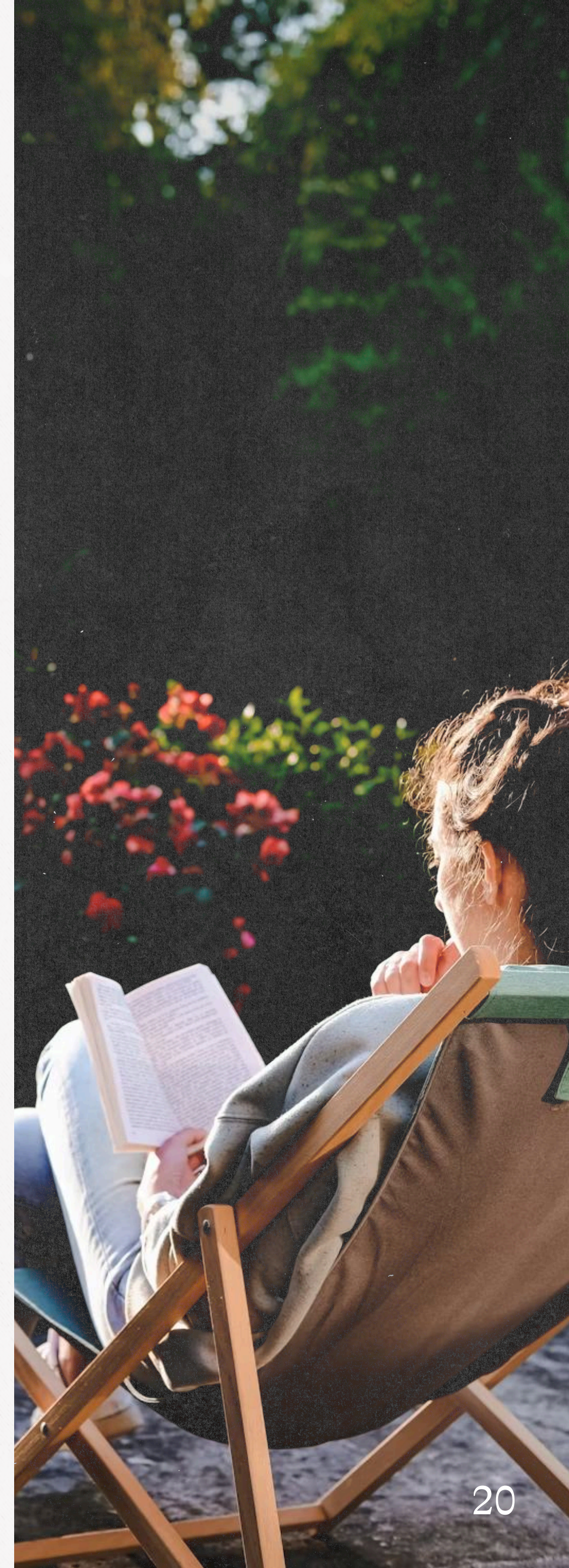
In 2025, we aligned our money with our intentions and saved real money doing it.

AVERAGE SAVINGS BY CHALLENGE

	Shop Less	\$226
	Buy Fewer New Clothes	\$65
	Skip Restaurant Delivery	\$48
	Avoid Amazon.com	\$46

AVERAGE NO-BUY STREAKS

	Skip Fast Fashion	148 DAYS
	No Walmart	128 DAYS
	Skip Food Delivery	118 DAYS
	No Target	113 DAYS
	No Amazon	100 DAYS



CUTTING BACK ON AMAZON

Our community spent the most at Amazon, while meeting goals to cut back.

GOAL SUCCESS RATE

80%

of users who set a goal to cut Amazon succeeded.

AVERAGE MONTHLY SAVINGS

\$46

Users who achieved their “No Amazon” goal had an average spend limit of \$66/month and cut spending by \$46 for a 70% overall reduction. Sustained all year, that’s \$552 saved.

AVG NO-BUY STREAK

100

 DAYS

↑ 20% longer than 2024

NO-BUY AMAZON

24%

of Commons users did not buy from Amazon at all

Where we shopped instead of Amazon

HOUSEHOLD



Grove Co



Zero Waste Store

CLOTHING



Depop



Poshmark

ELECTRONICS



Back Market



eBay

BOOKS



Bookshop.org



Libro.fm



OUT WITH THE NEW, IN WITH THE OLD

By choosing to repair over replace, our community is saving money and cutting waste.

COMPUTER REPAIR

↑ 38%

increase in spending since 2024, driven by Apple's repair & warranty policies

NEW COMPUTERS

↓ 21%

decrease in spending on new computer purchases since 2024

APPLIANCE REPAIR

↑ 146%

increase in spending since 2024. This is higher than ever

NEW APPLIANCES

↓ 21%

decrease in spending on new household appliances since 2024

TOOLS TO HELP

Marketplaces are helping our community keep track of home maintenance and find trusted repair professionals, making it easier than ever to choose fix over replace.



HomeServe



Thumbtack



METHODOLOGY

ABOUT THE REPORT

This report showcases a subset of the trends in consumer spending as found from our aggregate analysis of Commons users. The data and analysis outlined in this report was derived from a sample of millions of anonymized credit or debit card transactions made from January 1, 2025 to December 31, 2025.

To be included in this analysis, users needed at least 30 days of valid transaction data with a carbon footprint above 0 kg CO₂e before joining Commons and at least 90 days of valid transaction data with a carbon footprint above 0 kg CO₂e on a financial account they linked to Commons. This analysis did not adjust for inflation in the 2025 calendar year.

DISCLOSURE

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