

VISIBILITY REPORT

What 12 months of search behaviour reveals
about demand, discovery and
decision-making on Sustainability Tracker.



2026

A note from our founder

When AI went mainstream, I thought it could be the end of us.

The logic seemed simple. Why would anyone need a sustainability search platform if they could just ask the bots? We'd spent years building the place people came to for answers, and suddenly answering questions had been revolutionised without us.

What happened next, we never could have seen coming.

We didn't become less valuable when AI arrived... because we were the very asset AI needed. The bots aren't always as smart as we hope, but they're smart enough to know where to look. And they turn to the most comprehensive sustainability search platform on earth, Sustainability Tracker.

Overnight, our visibility exploded.

So why is sustainability search growing so fast? My best guess is that it suddenly got easy to ask the question. It used to be nearly impossible to know anything real about a company's sustainability efforts, which is why I built Sustainability Tracker in the first place.

Our purpose from day one has been to answer that question, anywhere, anytime, for any product or service on earth. Have we solved it once and for all? Not yet. Are we helping? Enormously, and this report shows how much.

What the data reveals is that people are searching for brands. By name. Over and over. Most of them are looking for reasons to feel good about a purchase they already want to make. They're looking for ways to validate their choices, and so they search. And when they find evidence a brand is genuinely trying to do better for people and planet, that brand wins. It earns the kind of trust that makes it easy to choose again, and again.

Which brings me to why we're publishing this report.

Most brands have no idea this is happening. If the searches aren't landing on your website, you never see them. And often they're not, because they're landing on ours. We win audiences and AI citations because our data is more complete, more credible and better evidenced than what's on your own website.

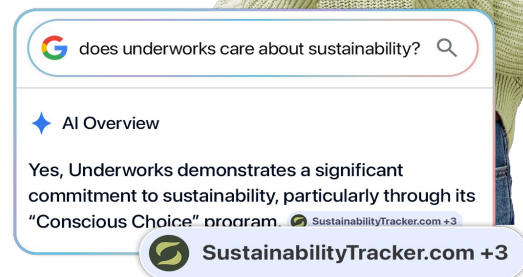
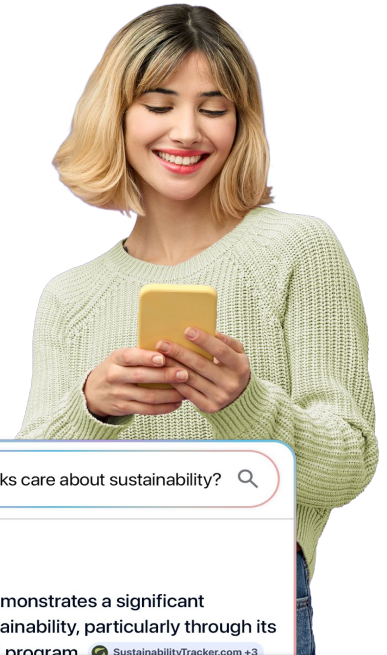
So if your sustainability page is quiet, don't read that as disinterest. People are asking about your brand. They're just not asking you.



Kiarne Treacy
Founder & CEO

Visibility nearly doubled in 12 months

Over the past 12 months, sustainability search has moved faster than anyone expected, driven by AI Overviews, young researchers and growing scrutiny of specific brands. This report captures what a year of Sustainability Tracker search data tells us about the state of the industry.



6.28M

IMPRESSIONS

Attributed to Sustainability Tracker in Google Organic Search



+97%

GROWTH YEAR-ON-YEAR

Visibility growth in Google search in 12 Months



39.9%

FASHION RELATED SEARCHES

39.9% of brand-related search traffic is driven by fashion and apparel brands



19.2K

DAILY IMPRESSIONS

By Aug 2026 Sustainability Tracker is surfaced/cited on average 19.2k times daily with the emergence of AI Answers.

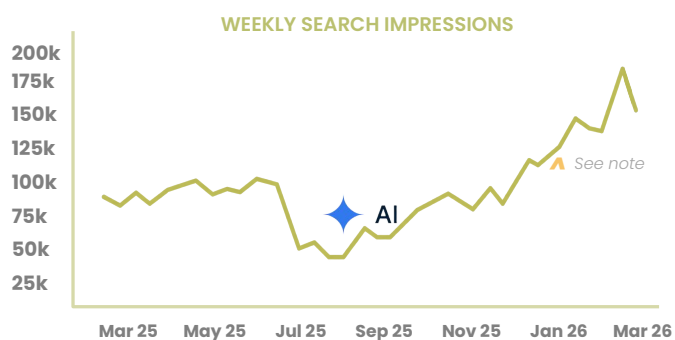
AI Overviews now write the first answer consumers see about sustainability, and it's pulling from Sustainability Tracker.

Google AI Overviews expanded in August 2025, reshaping how consumers get answers to sustainability questions. In the six months that followed, Sustainability Tracker's average search ranking rose 13 positions and weekly search visibility grew 97%.

**13**

Positions

Sitewide average search ranking lifted 13 positions after Google launched AI Answers.

**+97%**

Growth

Uplift in Google search visibility following the emergence of AI Overviews.

▲ For transparency: 18.9% of pages on Sustainability Tracker were subject to a content refresh on 29 Jan 2026. This page compares average weekly data before and after the rollout of AI Overviews in Google Search Console. It uses Mar 25–Mar 26 (not the report's default Aug–Aug window) to capture an honest snapshot of the 'before'.

Younger consumers are the most active sustainability researchers.

Under-35s show the strongest engagement with sustainability search on Sustainability Tracker. They research with intent and the majority of what they search for names a brand outright.

75.6%

of Sustainability Tracker site visitors come to review a specific brand

62.2%

of engagement comes from users under 35 — the generation projected to control \$12 Trillion by 2030.*

SNAPSHOT OF SEARCH QUERIES BEING ANSWERED BY SUSTAINABILITY TRACKER

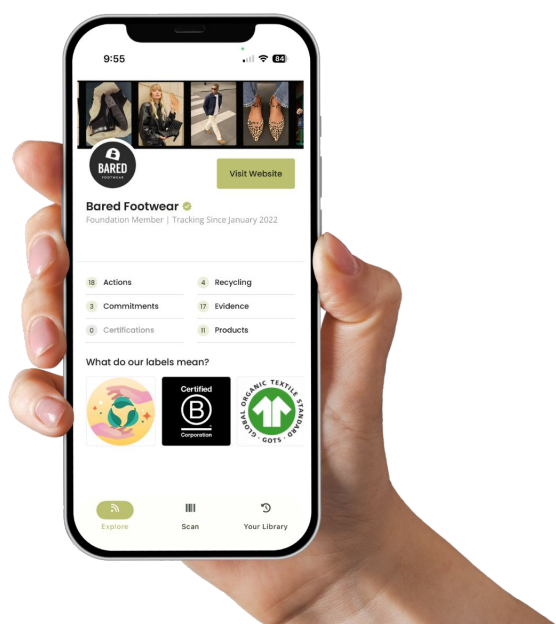


Aug 2025 → Aug 2026 Sustainability Tracker user behaviour via Google Analytics and Search Console The word cloud represents a selection of brands most commonly searched and some of the real search terms used.

*Spend Z global report by NielsenIQ (NIQ) and World Data Lab's 2024.

Over one third of brand search traffic comes from queries about fashion.

Fashion and apparel accounts for 39.9% of all sustainability-related search traffic on Sustainability Tracker, more than the next two categories combined.



Most Searched Categories



1. Fashion & Apparel

39.9%

of all sustainability search traffic is related to fashion and apparel



2. Food, Drink & Grocery



3. Beauty & Personal Care



4. Services & Tech



5. Home & Household

Based on tens of thousands of users landing directly on brand profiles from Google organic search, Aug 25 to Aug 26. Fashion and apparel accounts for 6,666 of 25,330 brands listed on Sustainability Tracker, or 26.3%, meaning the category over-indexes on search traffic by a factor of 1.5.



Sustainability Tracker reaches a global audience.

Sustainability Tracker appears in search results across 149 countries.

Search interest is strongest in Australia, the United States and the United Kingdom, with the US representing the largest total audience.



149

COUNTRIES REACHED

TOP 3 MARKETS



USA: Largest audience pool globally, and growing



AUS: Strongest search intent across all markets



UK: Strong engagement with a growing SEO ranking

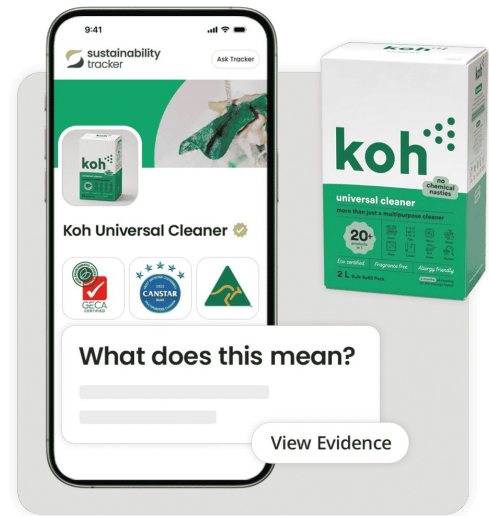
Aug 2025 → Aug 2026 Sustainability Tracker user behaviour via Google Analytics. Countries whose actual traffic represents <5 seconds average time on site have been excluded to avoid inflated bot data.



So what does this mean for brands?

Search has changed, for good. Your customers are searching for brands by name and getting an answer whether you wrote it or not.

Having transparent, public information about your sustainability efforts matters far more than it used to.



Three things you can do about this, starting today:

1

PUBLISH YOUR CREDENTIALS PUBLICLY

Be clear about your sustainability efforts and use evidence and dates. Certifications, targets, materials, disposal pathways. Specific information gets found and cited.

2

KEEP DIGITAL CONTENT UP TO DATE

Information goes stale faster than you think, and AI reads whatever is most recent and most credible. Brands that refresh see the difference within weeks, not years.

3

KNOW WHAT MATTERS IN YOUR INDUSTRY

Material issues differ by sector. What counts in fashion is not what counts in food or finance. If you are not sure where yours sit, [take the 1 min quiz](#) to find out.

METHODOLOGY

Data sources

This report draws on two sources. Google Search Console provides organic search performance data: impressions, rankings and query-level detail. Sustainability Tracker's internal platform data, including Google Analytics, provides user behaviour and traffic data (page-level engagement, session activity, which brand pages and which categories are most visited) and content depth on verified subscriber profiles.

Reporting period

Google Search Console and internal platform data cover August 2025 – August 2026.

Scope

This report covers organic Google search and AI chatbot citation behaviour. Paid search, other search engines and social platforms are outside its scope.

