

Special Issue

Consumer Behaviour, Circular Economy, and Innovation: Driving Sustainable Consumption

Message from the Guest Editor

This Special Issue focuses on the evolving relationship between consumer behaviour, the circular economy, and innovation, highlighting how these dynamics drive sustainable consumption patterns. The critical roles of product innovation, circular design, business model transformation, and responsible consumption in shaping market trends and promoting sustainability are emphasized. This Special Issue spans a broad interdisciplinary scope, covering themes such as the following:

- Consumer behaviour and sustainable consumption choices;
- The influence of circular economy principles on purchasing decisions;
- Innovation in sustainable product and service development;

This Special Issue will provide an innovative and timely contribution to sustainability discourse, showcasing how consumer engagement with innovations within the circular economy can help reshape markets, expectations, and sustainability pathways. Empirical research, theoretical development, and applied insights are encouraged to ensure sustainability efforts remain adaptive, impactful, and forward-looking.

Guest Editor

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Message from the Editor-in-Chief

I encourage you to contribute a research or comprehensive review article for consideration for publication in Sustainability, an international open access journal which provides an advanced forum for research findings in areas related to sustainability and sustainable development. The journal publishes original research articles, reviews, conference proceedings (peer reviewed full articles) and communications. I am confident you will find the journal contributes to enhancing understanding of sustainability and fostering initiatives and applications of sustainability-based measures and activities.

Editor-in-Chief

Prof. Dr. Steve W. Lyon

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