



Seizing the Opportunity in Sustainability

July 2022

Table of Contents

INTRODUCTION

Scope

Key findings

SUSTAINABLE BUSINESSES

Business priorities in sustainability

Good ESG intentions falling short in action

Increasing “say-do” gap in ESG

The environment remains high on the agenda

Climate empowerment is growing among consumers

Consumers are embracing green activities to positively impact the planet

“WHERE TO PLAY” AND “HOW TO WIN”

Claims are increasingly used to communicate sustainability

Sustainability claims in packaged food: where to play

Sustainability claims in packaged food: how to win

Understanding price positioning of claims alongside satisfaction levels

Sustainability is under threat from soaring inflation prices

Impact of product affordability across different markets

Plastic free and biodegradable claims among the fastest growing

Sustainable packaging is key in the shift to a circular and low-carbon economy

Collaboration to fight plastic waste and climate change

Major supply shortages of recycled plastic hindering sustainability goals

THE POWER OF CHOOSING THE RIGHT CLAIM

Packaged food: carbon neutral claims

Quorn: carbon footprint transparency through claims

Packaged food: sustainable packaging claims

H!P: plastic-free packaging

Packaged food: zero waste claims

Tyson Foods Inc: zero waste

Packaged food: biodynamic/ demeter claims

Holle Baby Food GmbH: biodynamic/ demeter

LOOKING AHEAD

Top sustainability investment areas: sustainable products

The launch of products with sustainability claims is on the rise

Does product certification matters?

Product claims to watch by industry

TAKEAWAYS

Takeaways

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.

- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/seizing-the-opportunity-in-sustainability/report.