



# Retailer Corporate Strategies in Sustainability

January 2024

Table of Contents

## INTRODUCTION

Scope

Key findings

Companies profiled in this briefing

## GLOBAL TRENDS IN SUSTAINABILITY

Reputational risks at the heart of industry drive companies to shift towards green retail

Sustainability strategies are at the forefront of retailers' agendas

Consumers' influence remains a key driver of change

In sustainable choices, convenience and affordability often trumps ideology

The circular economy and climate positivity are shaping retailers' sustainability agendas

The circular economy is gaining momentum due to ongoing inflation and technological shifts

Brands and retailers employ various strategies to enter the resale market

Climate positivity : Environmental issues remain the top priority on the sustainability agenda

Retailers balance efforts and challenges across emission scopes

## STRATEGIES OF LEADING RETAILERS

Amazon.com Inc: Sustainability overview

Amazon's sustainability strategy in context: Circular economy

Amazon's sustainability strategy in context: Climate positivity

Decathlon: Sustainability overview

Decathlon's sustainability strategy in context: Circular economy

Decathlon's sustainability strategy in context: Climate positivity

F ast Retailing Co Ltd: Sustainability overview

FRC's sustainability strategy in context: Circular economy

FRC's sustainability strategy in context: Climate positivity

Natura &Co: Sustainability overview

Natura &Co's sustainability strategy in context: Circular economy

Natura &Co's sustainability strategy in context: Climate positivity

Recreational Equipment Inc (REI): Sustainability overview

REI's sustainability strategy in context: Circular economy

REI's sustainability strategy in context: Climate positivity

Vinted UAB Group: Sustainability overview

Vinted's sustainability strategy in context: Circular economy

Vinted's sustainability strategy in context: Climate positivity

## KEY TAKEAWAYS

The outlook for sustainability

Sustainability lessons for retailers

Sustainability lessons for brand manufacturers

## RETAILER CORPORATE STRATEGIES IN SUSTAINABILITY

About Euromonitor's Syndicated Channels Research

### 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/retailer-corporate-strategies-in-sustainability/report](http://www.euromonitor.com/retailer-corporate-strategies-in-sustainability/report).