Euromonitor International

Voice of the Industry: Sustainability Survey

June 2024

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Key findings

STRATEGY

Expressed engagement with sustainability falls amidst tightening legislation
Defining sustainability remains focused on environmental impact
Social and governmental aspects of ESG are considered increasingly important
Danone: The Danone Impact Journey sustainability roadmap
Sustainability becomes less important for business resilience compared to other factors
Sustainability is less of a priority to companies overall
Companies feel hindered by consumers' lack of willingness to pay more for sustainability
August: Environmentally-friendly menstrual care products with a social cause

CLIMATE CHANGE

Latin America values climate action more than the rest of the world
Consumers demand increased transparency over their purchases
Blue Bin: Planet-friendly lightweight wine
Companies are less inclined towards high-cost and long-term investments
New laws banning carbon offsetting cause uncertainty over net-zero carbon strategies
Governments ramp up the push towards climate action
Iberdrola: Committed to sustainable energy and a net-zero emissions future

SUSTAINABLE DEVELOPMENT GOALS

North America leads the loss of engagement with the SDGs
Forward Faster: UN Global Compact aims to speed up five SDGs
Social sustainable development goals lead the way

COMMUNICATION AND PRODUCT CLAIMS

Companies struggle to communicate sustainability initiatives effectively
Sustainability reports are increasingly integrated with financial reports
Rewe Group includes cocoa-free chocolate in its private label products
Companies choose to communicate sustainability initiatives through meaningful storytelling
Increasing innovation and regulation surrounding packaging impacts new launches
Tide Evo's innovative format in recyclable packaging

INVESTMENTS

Companies value investment in employee support over environmental initiatives
Aldi uses AI to track flexible plastic packing recycling
External stakeholder interests lead the way for sustainability initiatives
Global initiatives are attempting to remove the common barriers to investment
"It's Now for Nature" campaign to boost corporate nature strategies

CONCLUSION

Key takeaways

ABOUT VOICE OF THE INDUSTRY

About Euromonitor International's Voice of the Industry Survey series
Respondent job profile
Respondent geographical profile

About Euromonitor International

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