



**Euromonitor
International**

Approach to Environmental Sustainability in Home Care

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INTRODUCTION

Scope

Key findings

Climate empowerment is growing among consumers

Environmental consciousness among consumers is growing

Affordability versus sustainability: a dilemma in times of crisis

Premium price tags hinder mass adoption (1)

Premium price tags hinder mass adoption (2)

Learning from other industries

Penetration of sustainable home care products by region

Reuse and refill solutions offer better plastic savings

Refillable solutions an approach to affordable sustainability

Despite challenges, sustainability is considered a priority for businesses

The strong link between sustainability and business resilience

INTRODUCTION

An inflection point: sustainability goals are now profitable goals

STRATEGIC FOCUS AREAS IN SUSTAINABILITY

Consumer goods companies investing in sustainable products

Paving the way towards a low-carbon economy

Aiming for responsible sourcing of ingredients

Packaging: reducing plastic footprint

Tackling the global water crisis

LEADING PLAYERS' ACTIVITIES

Procter & Gamble: sustainability commitments and policies

P&G includes water conservation in its "Ambition 2030" plan

Water scarcity has turned into a focus area for Procter & Gamble

A new line of laundry and home care products launched to combat water issues in the US

P&G addresses solutions to plastic packaging with "Ambition 2030" action plan

Black items cannot be identified by ultraviolet visual sorting systems

P&G placing sustainability at the forefront: a reprise for cold water washing strategy

Tide followed suit in the US with a clear cold wash message

Unilever: sustainability commitments and policies

Investing in renewable sources of carbon

New technology set to support Unilever in achieving net-zero ambition (1)

New technology set to support Unilever in achieving net-zero ambition (2)

Unilever Vietnam deploying greener sources of carbon

Seventh Generation reduces CO2 footprint through concentration and compaction

"Dirt is Good" rolls out concentrated formulation in dilute-at-home scheme

In-store refill stations propagate Unilever's "No Plastic" efforts

Tapping into computer-designed enzymes to offer more sustainable products

Henkel: sustainability commitments and policies (1)

Henkel: sustainability commitments and policies (2)

Henkel invests in switch to renewable feedstock in partnership with BASF

Brand incubator Love Nature launches new product development in Germany

Henkel improves on circularity and recyclability across its product portfolio

Henkel is working on multiple solutions to recycle black plastic

Henkel introduces cold wash claims to dishwashing category

Reckitt: sustainability commitments and policies (1)

Reckitt: sustainability commitments and policies (2)

Finish 0% turns to nature for delivering powerful cleaning

Sustainable innovation through formulation: Veja Power Nature

Sustainable innovation to reduce plastic: Lysol Smart

Reckitt develops paper-based dishwashing tablets packaging with global launch pending

Incentivising shoppers to help close the loop

In-store refill: refill options are spreading across the globe

LEGISLATION

Progress on sustainable development is slowing down

Key sustainability legislation drivers in Home Care

Zero pollution ambitions: Chemical Strategy for Sustainability (CSS)

Preserving water resources: an aspect of the European Green Deal (EGD)

Green claims rationalisation : a single market for green products and their verification

Defining “safe and sustainable” in home care: the task ahead

Key sustainability legislation drivers in packaging

Plastic regulations already require industries and retailers to find better packaging solutions

Singapore’s packaging reporting framework a step towards a circular economy

KEY TAKEAWAYS

Key takeaways

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