



How Creating Sustainable Value Drives Business Growth

July 2025

EXECUTIVE SUMMARY

Leveraging sustainability for profitability and competitive advantage

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Key findings

CREATING SUSTAINABLE VALUE OVERVIEW

Unlocking the power of sustainable value creation

Building the case for sustainable value creation

Three ways sustainability enhances value proposition

Finding the right claims to link sustainability and profitability

CLEAN BEAUTY: UNLOCKING GROWTH IN A MATURE MARKET

Three ways sustainability enhances value proposition in beauty and personal care

Rethinking packaging and formulation drives differentiation in fragrances

Sustainability communication in fragrances

Cutting virgin plastic and saving water through lightweight hair care

Sustainability communication in hair care

RESPONSIBLE SNACKING: TRENDS DRIVING GUILT-FREE CRAVINGS

Three ways sustainability enhances value proposition in snacks

Blending sustainability along nutrition and packaging in sustainable snacks

Sustainability communication in snacks in India

Sustainable confectionery in the UK: Aligning social and environmental priorities

Sustainability communication in Snacks in the UK

SUSTAINABLE PET CARE: REDUCING THE PAW PRINT

Three ways sustainability enhances value proposition in pet care

Sustainable sourcing rises to tap pet care potential in the US

Sustainability communication in pet care in the US

Brazilian consumers have tripled their spending on sustainable pet care products

Sustainability communication in pet care Brazil

CONCLUSION

Three areas that can unlock potential for sustainable value creation

Six steps to implement sustainability into corporate business strategy

CONCLUSION

Evolution of how creating sustainable value drives business growth

Questions we are asking

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