



Euromonitor
International

Global Sustainability Trends: Embracing a Lower Carbon Future

October 2025

EXECUTIVE SUMMARY

Why read this report?

Key findings

INTRODUCTION

Environmental challenges are becoming drivers of innovation and growth

Sustainability at the core: Redefining growth, reinforcing resilience

Translating sustainability into impact: Aligning strategy, execution and communication

CLIMATE

Emissions are expected to grow, even as companies step up their climate efforts

GHG emissions are increasingly concentrated, with Asia Pacific responsible for 53%

As climate commitments grow, product innovation is becoming a key driver of impact

Examples concerning climate impact

WASTE MANAGEMENT

Waste is a growing climate concern and a rising priority for companies and consumers

Recycling is gaining ground in Europe, but plastics remain the critical weak spot

Packaging is the frontline of waste management – recyclability is now the baseline

Examples of waste management

WATER STEWARDSHIP

Water stewardship is critical to secure resources for long-term business resilience

From risk to resilience: regional smart water strategies for global FMCG impact

Reigniting water-saving behaviours is critical for BPC and home care brands

Examples of waterless/water efficient products

NATURE

From overlooked to critical: Nature's new role in FMCG risk management

The urgency to build resilience through nature-positive sourcing

Beyond organic: Expanding claims for ecosystem stewardship

Examples of sustainably sourced products

CONCLUSION

Recommendations/opportunities for growth

Compliance is not enough, credibility is the new currency

Businesses need to stop seeing packaging only as a cost – it is its responsibility

Questions we are asking

About Euromonitor International

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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/global-sustainability-trends-embracing-a-lower-carbon-future/report.