



From Sustainability to Purpose: Realigning Corporate Priorities in Food and Nutrition

November 2020

Table of Contents

INTRODUCTION

Scope

Key findings

KEY SUSTAINABILITY THEMES

In-home eating surges; health concerns grow amidst COVID-19

Food manufacturers adapt sustainability efforts to the “new normal”

Immediate business needs and health overshadowing sustainability

PHG Lock redirects tech to create rice ATMs amidst food shortages

Restaurant supplier New Covent Garden Market embraces e-commerce

Immediate business needs and health are overshadowing sustainability

Four out of five sustainability themes set to accelerate post-pandemic

Sustainability themes: what should businesses focus on?

NEW CONSUMER VALUES

Younger consumers drive interest in brand sustainability online

Employee welfare prioritised in purpose-led agenda

COVID-19 re-orientates consumer sustainability values in the short-term

Employee welfare prioritised in purpose-led agenda

Five key areas for purpose-led innovation

Neolix offers contact-free green deliveries in China

Danone moves to become a purpose-orientated company

Global food players quick to restate sustainability agenda

New consumer values: What should businesses focus on?

DIGITAL INNOVATIONS

E-commerce accelerates digitalisation of consumer shopping habits

Three emerging purpose-led digital innovation areas

Ninjacart tracks fresh produce using RFID tech in India

Passporting food as COVID-19-free through blockchain

Singapore’s vertical farms: a glimpse into the future of food security

Traceability and food security for now, climate action for the future

Climate-friendly innovations pause as desire for traceability front-lines

Digital innovations: what should businesses focus on?

CONCLUSIONS

Purpose-led trends set to accelerate in the future

How to interpret the impact of COVID-19 on purpose-led trends

Sustainability efforts to remain largely intact

More corporate sustainability investment expected by 2025

What to focus on in Q3 2020 and beyond?

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/from-sustainability-to-purpose-realigning-corporate-priorities-in-food-and-nutrition/report.