



# Voice of the Industry: Sustainability Survey

June 2024

Table of Contents

## INTRODUCTION

Scope

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

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/voice-of-the-industry-sustainability-survey/report](http://www.euromonitor.com/voice-of-the-industry-sustainability-survey/report).