



Euromonitor  
International

# Voice of the Industry: Sustainability Survey

June 2024

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## 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

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