



Affordable Sustainability

July 2023

Table of Contents

INTRODUCTION

Scope

Key takeaways

Exploring affordable sustainability

Drivers of affordable sustainability

Affordable sustainability uncovered

EMBRACING SUSTAINABILITY AMID THE RISING COST OF LIVING

Consumers need support to close the sustainability say-do gap

Sustainability emerges as cost-effective option

Sustainability momentum unlocks market performance

Nestlé partners with Algramo to pilot refillable vending machines in Indonesia

Tesco collaborates with Faerch Group on ready meal circular initiative

Rising prioritisation of value and sustainability in purchasing decisions

MAKING SUSTAINABILITY SIMPLE AND ACCESSIBLE

Embrace sustainability on a budget for thrifty consumers

Manage internal levers to walk consumers through sustainability adoption

Affordable sustainability remains a challenge for all categories

Walmart's clean beauty addresses affordability and transparency in the US

Unilever partners with Too Good To Go to provide doorstep delivery to help fight food waste

Foster the path towards sustainable living

DIFFERENTIATE WITH THE RIGHT CLAIMS

Transparent communication of sustainability can be achieved with reliable claims

Data-driven insights help you understand how to win with sustainability claims

Blockchain technology is enhancing transparency in beauty and personal care (BPC)

Papercycle : UK's recyclability assessment and certification service for fibre -based packaging

Improve your sustainability game with data-led claims

CONCLUSION

Key takeaways

Affordable sustainability: How to win

Evolution of affordable sustainability

Questions we are asking

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/affordable-sustainability/report.