



**Euromonitor  
International**

# Unlocking Sustainability Opportunities in Health and Beauty

July 2024

## INTRODUCTION

Unlocking sustainability opportunities in health and beauty

Passport Sustainability: What's covered?

Key findings

Despite climate concerns, only half of companies will thrive with sustainability features

Providing substantiated proof is key to reinforce sustainability initiatives communication

Consumers are willing, but need support to embrace sustainability

Growing appetite for products carrying sustainability claims pushes revenues

Sourcing, packaging and recycling top health and beauty corporate sustainability plans

## BEAUTY AND PERSONAL CARE

Sustainability in beauty and personal care overview

Top trends impacting consumers' purchasing decisions

Sustainability spreads across categories driven by clean beauty demand

Corporates are showing real commitment on curbing virgin plastic use

Beauty and personal care sustainability examples

Affluent smaller countries lead in spend per capita, as sustainability offer is reasonably priced

Technology and digitalisation to enhance transparency and boost consumer education

## CONSUMER HEALTH

Sustainability in consumer health overview

Top trends impacting consumers' purchasing decisions

Multi-purpose demand paves the way for innovative cross-category solutions

The industry accelerates on sustainable sourcing, but still needs to address packaging

Consumer health sustainability examples

Spend per capita varies according to local treatment approach preferences

Lifestyle, digitalisation and channel shift to boost performance in the medium term

## CONCLUSION

Opportunities for growth

Evolution of sustainability in beauty and health

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/unlocking-sustainability-opportunities-in-health-and-beauty/report](http://www.euromonitor.com/unlocking-sustainability-opportunities-in-health-and-beauty/report).