

Passport Sustainability

Drive your growth
with sustainability
intelligence



Understand which sustainability claims matter most to consumers, validate winning opportunities and make substantiated claims that avoid greenwashing.

Products that make sustainability-related claims achieve better growth across multiple categories when compared with those that don't. But do you know which are the right sustainable product claims to make in the right markets at the right time?

Measure the sales and penetration of 75+ sustainability claims using a standardised taxonomy across 25 countries, 11 industries and 53 different categories; unlock global survey insights to help you deliver an impactful sustainability strategy and craft substantiated claims backed by data.

Uncover the sustainable product claims that are most effective in your markets

Analyse product claims

Compare the development of established and emerging sustainability claims globally.

Benchmark against competitors

Measure your sustainability performance against competitors and identify the biggest opportunities.

Stay ahead of emerging trends

Understand and act upon consumers' and business' evolving attitudes towards sustainability.

Passport Sustainability: What's included?

Passport Sustainability measures the sales and penetration of 75+ sustainability claims using a standardised taxonomy across 25 countries, 11 industries and 53 different categories.

By combining SKU-data, industry research and expert analysis with consumer and industry surveys, we uncover sustainability insights and opportunities across product claims, business strategy and consumer sentiments and perceptions.

Sustainability Claims Tracker

Shows levels of sustainability adoption across countries, product categories and brands

25 countries
11 industries
53 product categories
75+ individual claims
8 data types
Updated annually

Quarterly Opportunity Tracker

Measures change in prevalence and pricing strategies of sustainable products

25 countries
11 industries
53 product categories
75+ individual claims
3 data types
Updated quarterly

Voice of the Consumer

Explore consumers' evolving sustainability attitudes, expectations and adoption

40 countries
1,000 responses per country
7 topics
12 consumer types
Updated annually

Voice of the Industry

Explores trends, strategies, investments and product launches

5 geographic regions
6 topics
More than 1,000 respondents
Updated annually

Report analysis

Actionable and engaging thought leadership identifying key sustainability trends

Passport Sustainability: What's covered?

Global markets: 25

Argentina
Australia
Brazil
Canada
Chile
China
France
Germany
Hong Kong
India
Indonesia
Italy
Japan
Mexico
Netherlands
Poland
Saudi Arabia
Singapore
South Africa
South Korea
Spain
Sweden
UAE
United Kingdom
USA

Industries: 11

Beauty and Personal Care
Consumer Health
Cooking Ingredients and Meals
Dairy and Milk Alternatives
Hot Drinks
Home Care
Pet Care
Snacks
Soft Drinks
Staple Foods
Tissue and Hygiene

Attribute groups and attributes: 75+

Including:

Diets

Plant-Based
Vegan
Vegetarian

Planet Friendly

1% for the Planet
Locally Sourced
No Palm Oil

No Artificial Ingredients

Natural
No Dye
No GMO

Safer/No Chemical Ingredients

BPA Free
EWG Verified
No Sulphates

Sustainable Packaging

Biodegradable (Packaging)
TerraCycle
Efficient Packaging

Sustainable Sourcing

Rainforest Alliance
Organic
Fairtrade

Animal Welfare

Animal Friendly
Cruelty Free
Sustainably Fed/Raised



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“Euromonitor has given us all the data from a sustainability claims perspective. Where are the high points on claims? Where are the most effective claims in sustainability? And then how to actually build a narrative out of those claims.”

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Sam Bowen
Partner, Four32

Make your sustainability strategies more effective with Passport Sustainability

Speak to an expert today to see how you can drive your growth with sustainability intelligence.



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Euromonitor International leads the world in data analytics and research into markets, industries, economies and consumers. We provide truly global insight and data on thousands of products and services to help our clients maximise opportunities, and we are the first destination for organisations seeking growth. With our guidance, our clients can make bold, strategic decisions with confidence. We have 16 offices around the world, with 1000+ analysts covering 210 countries and 99.9% of the world's consumers, and use the latest data science and market research techniques to help our clients to make sense of global markets.