

# Setting Aside Myths For Achieving Sustainable Transformation in Latin America

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## INTRODUCTION

Scope

Key findings

## SETTINGTHESCENE

Latin American consumers are more willing to act

Companies are launching products with sustainable attributes

However, the region remains among the world's most unequal

An evolving regulatory framework will further incentivise sustainability

## PRICING AND THE CIRCULAR ECONOMY

Sustainability is gaining ground among the top attributes to pay more for

But how much is too much? the mark-up dilemma

The circular economy is key to make sustainability affordable

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Nivea: "Climate neutralised" skin care range

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Foodservice delivery during the pandemic causes an explosion of waste

Sustainable packaging for delivery is a must

Leveraging technology and data to drive sustainability

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