

The Promise and Difficulties of Sustainability in Consumer Health

April 2022

Table of Contents

INTRODUCTION

Key findings

WHY IS THE INDUSTRY CONSIDERING SUSTAINABILITY NOW?

Consumer health's rising commitment to sustainability

Why is increasing focus on sustainability critical now?

Consumers increasingly worried about climate change

What can consumer health companies actually control?

Consumer health companies' exposure to scope 3 emissions

Consumers' engagement with sustainability measures are a mixed bag

Consumers have varied perspectives on sustainability

Who are "eco-conscious consumers"?

Consumer health needs to accelerate current sustainability initiatives

What does sustainability mean in consumer health?

Consumer health's self-identified sustainability priorities

Sustainability claims: Consumer health behind in recycling

Sustainability claims: "Made from sustainable sources" non-existent in consumer health

Consumer health lags other consumer goods in sustainability

Influences from other consumer goods: Beauty and personal care

Beauty brands experiment with eco-friendly packaging materials

Beauty and personal care taking the lead with refillables

Influences from other consumer goods: Packaged food

Packaged food's leaders evolving with recycled materials and sustainably-grown ingredients

Home care extends consumer goods' commitments to ethical packaging

Breaking down approaches to sustainability in consumer health

GSK upstream activities

GSK downstream activities

Johnson & Johnson upstream activities

Johnson & Johnson downstream activities

Bayer upstream activities

Bayer downstream activities

Partnerships to accelerate sustainability goals: The influence of TerraCycle

Expectations in vitamins and dietary supplements

Swisse Earth and the promise of differentiation through sustainability

Building brand equity through commitment to sustainability

What to expect moving forward from sustainability in consumer health

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/the-promise-and-difficulties-of-sustainability-in-consumer-health/report.