

Retailer Corporate Strategies in Sustainability

January 2024

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Key findings

Companies profiled in this briefing

GLOBAL TRENDS IN SUSTAINABILITY

Reputational risks at the heart of industry drive companies to shift towards green retail

Sustainability strategies are at the forefront of retailers' agendas

Consumers' influence remains a key driver of change

In sustainable choices, convenience and affordability often trumps ideology

The circular economy and climate positivity are shaping retailers' sustainability agendas

The circular economy is gaining momentum due to ongoing inflation and technological shifts

Brands and retailers employ various strategies to enter the resale market

Climate positivity : Environmental issues remain the top priority on the sustainability agenda

Retailers balance efforts and challenges across emission scopes

STRATEGIES OF LEADING RETAILERS

Amazon.com Inc: Sustainability overview

Amazon's sustainability strategy in context: Circular economy

Amazon's sustainability strategy in context: Climate positivity

Decathlon: Sustainability overview

Decathlon's sustainability strategy in context: Circular economy

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Recreational Equipment Inc (REI): Sustainability overview

REI's sustainability strategy in context: Circular economy

REI's sustainability strategy in context: Climate positivity

Vinted UAB Group: Sustainability overview

Vinted's sustainability strategy in context: Circular economy

Vinted's sustainability strategy in context: Climate positivity

KEY TAKEAWAYS

The outlook for sustainability

Sustainability lessons for retailers

Sustainability lessons for brand manufacturers

RETAILER CORPORATE STRATEGIES IN SUSTAINABILITY

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