



**Euromonitor  
International**

# Affordable Sustainability

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Table of Contents

## INTRODUCTION

Scope

Key takeaways

Exploring affordable sustainability

Drivers of affordable sustainability

Affordable sustainability uncovered

## EMBRACING SUSTAINABILITY AMID THE RISING COST OF LIVING

Consumers need support to close the sustainability say-do gap

Sustainability emerges as cost-effective option

Sustainability momentum unlocks market performance

Nestlé partners with Algramo to pilot refillable vending machines in Indonesia

Tesco collaborates with Faerch Group on ready meal circular initiative

Rising prioritisation of value and sustainability in purchasing decisions

## MAKING SUSTAINABILITY SIMPLE AND ACCESSIBLE

Embrace sustainability on a budget for thrifty consumers

Manage internal levers to walk consumers through sustainability adoption

Affordable sustainability remains a challenge for all categories

Walmart's clean beauty addresses affordability and transparency in the US

Unilever partners with Too Good To Go to provide doorstep delivery to help fight food waste

Foster the path towards sustainable living

## DIFFERENTIATE WITH THE RIGHT CLAIMS

Transparent communication of sustainability can be achieved with reliable claims

Data-driven insights help you understand how to win with sustainability claims

Blockchain technology is enhancing transparency in beauty and personal care (BPC)

Papercycle : UK's recyclability assessment and certification service for fibre -based packaging

Improve your sustainability game with data-led claims

## CONCLUSION

Key takeaways

Affordable sustainability: How to win

Evolution of affordable sustainability

Questions we are asking

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