

Affordable Sustainability: Making it Simple and Accessible

August 2023

Table of Contents

INTRODUCTION

Scope

Key findings

SUSTAINABILITY AS AN OPPORTUNITY, NOT A BURDEN

Sustainability emerges as a cost-cutting strategy amid inflationary pressures

Surging investment in overlooked areas amid product development decline

Product development hit by reluctance to pay premium for sustainability

Vegan, vegetarian and plant-based claims are experiencing the greatest impact

Global affordability is key to unlocking sustainable growth

EcoSoul: Making household essentials affordable to all

Multiple markets face affordability challenges for sustainable products

Consumer aspirations and economic realities are out of sync

However, consumer price sensitivity is not exclusive to sustainability

ACTIONS TO UNLOCK ACCESSIBLE SUSTAINABILITY

Simple actions to unlock accessible sustainability now

Enhancing energy efficiency for reduced operational costs

Cool Roof France: Oyster-based roof paint cuts cooling energy usage

Energy optimisation takes centre stage for retailers in 2023

Danfoss: Leading the way to energy-smart solutions in retailing

Circular economy: Cutting costs, boosting sustainability

Repairing gains favour, while renting faces challenges

France to launch clothing repair bonus scheme

Harnessing AI for sustainable cost savings

Rapid growth in AI investment in the food sector

Holland's Source.ag: "next level" AI for greenhouse agriculture

Cutting costs and carbon footprint with sustainable packaging

Consumer demand for business accountability in sustainable packaging is on the rise

However, costs are temporarily discouraging companies from making the switch

Coca-Cola bottlers: Plan recycling tech investments

DoorDash : Launches affordable sustainable packaging

"Greenwashing" and "greenhushing" can hamper truth-driven communication

Uncertified "environmentally friendly" claims lead in purchases and product development

ESG reporting gaining traction to communicate sustainability with stakeholders

University of Zurich: ChatReport's AI-powered disclosures assessment tool

CONCLUSION

Recommendations

Navigating financially appealing sustainability requires innovating for accessibility

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/affordable-sustainability-making-it-simple-and-accessible/report.