EUROMONITOR INTERNATIONAL | 50 YEARS

Sustainable Home

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Energy-efficiency is driving category performance in home products
T he pandemic has revealed the environmental impact of individual choices
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Despite changes in mindsets cost remains the main driver of consumer decision
The challenge for companies is to support consumers and what they demand of their homes

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More companies have started to see the cost-saving benefits of sustainability
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A full commitment to circularity in packaging is overdue but challenges remain
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Repair and design for deconstruction is gaining popularity in home and garden
Mars trials refill station for pet food aligned with France's National Pact on Plastic Packaging
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There is no alternative to mastering circularity and end-of-life

CONCLUSION

Sustainable home: How to win

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