Euromonitor International

Innovation in Sustainability

December 2024

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Unlocking Innovation in Sustainability
Key findings

INNOVATION IN SUSTAINABILITY OVERVIEW

Embedding sustainability in the NPD process is crucial for staying competitive
Adapting to evolving consumer preferences through sustainability innovation
What is driving innovation in sustainability?
Innovation in sustainability across the fmcg supply chain

SOURCING

Diversify strategies to ensure ethical and environmentally responsible sourcing
Expanding ethical sourcing along with enhanced soil health and biodiversity
Spotlight on staple foods
Spotlight on dairy products and alternatives
Spotlight on snacks

MANUFACTURING

Addressing net zero commitments by focusing on operational emissions reductions
Explore different approaches to showcase authentic carbon reduction efforts
Spotlight on beauty and personal care
Spotlight on soft drinks
Spotlight on pet care

PACKAGING

Reimagining packaging to boost efficiency and lower environmental footprint
Focusing on detailed sustainability claims and reducing plastic in packaging
Spotlight on soft drinks
Spotlight on beauty and personal care
Spotlight on staple foods

LOGISTICS/DISTRIBUTION

Technology, local sourcing, and efficient packaging can alleviate complex supply chains
Optimise distribution, partnerships, and packaging to minimise emissions
Spotlight on local sourcing
Spotlight on optimised warehouse density
Spotlight on sustainable packaging for shipping

RETAIL

Streamlining sustainable shopping and elevating consumer awareness
Retailers hold a unique position to foster sustainable practices
Spotlight on e-commerce
Spotlight on in-store
Spotlight on commitments

CONCLUSION

Opportunities for growth
Evolution of Innovation in Sustainability
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