Euromonitor International

How Creating Sustainable Value Drives Business Growth

July 2025

EXECUTIVE SUMMARY

Leveraging sustainability for profitability and competitive advantage

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Key findings

CREATING SUSTAINABLE VALUE OVERVIEW

Unlocking the power of sustainable value creation
Building the case for sustainable value creation
Three ways sustainability enhances value proposition
Finding the right claims to link sustainability and profitability

CLEAN BEAUTY: UNLOCKING GROWTH IN A MATURE MARKET

Three ways sustainability enhances value proposition in beauty and personal care
Rethinking packaging and formulation drives differentiation in fragrances
Sustainability communication in fragrances
Cutting virgin plastic and saving water through lightweight hair care
Sustainability communication in hair care

RESPONSIBLE SNACKING: TRENDS DRIVING GUILT-FREE CRAVINGS

Three ways sustainability enhances value proposition in snacks
Blending sustainability along nutrition and packaging in sustainable snacks
Sustainability communication in snacks in India
Sustainable confectionery in the UK: Aligning social and environmental priorities
Sustainability communication in Snacks in the UK

SUSTAINABLE PET CARE: REDUCING THE PAW PRINT

Three ways sustainability enhances value proposition in pet care
Sustainable sourcing rises to tap pet care potential in the US
Sustainability communication in pet care in the US
Brazilian consumers have tripled their spending on sustainable pet care products
Sustainability communication in pet care Brazil

CONCLUSION

Three areas that can unlock potential for sustainable value creation
Six steps to implement sustainability into corporate business strategy

CONCLUSION

Evolution of how creating sustainable value drives business growth
Questions we are asking

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/how-creating-sustainable-value-drives-business-growth/report.