

SEIZING THE OPPORTUNITY

Euromonitor acted as a strategic partner to our client's C-suite team with an expert-led presentation and question session on the future of sustainability to drive their product portfolio strategy.



Challenge

With sustainability an increasingly important driver of the future of the home, a global home goods player wanted to better understand investment opportunities present in the market. Within the leadership team, sustainability had often been discussed more as a risk than as an opportunity. The client wanted to turn the tables and lay the focus on sustainability as a foundation for growing the bottom line.

Approach

Euromonitor had the necessary expertise to team with the client to inspire and empower the C-suite to really understand the full potential of sustainability in their sector and to lay the groundwork for the development of the company's future vision.

We worked with the client to develop a tailored presentation for their strategy day, which focused on providing the answers to questions such as:

- » How is consumer behaviour evolving?
- » What markets matter most?
- » How can I win sales through sustainability?
- » How can I assess the full potential of sustainability in my sector?

We worked to understand the audience and the needs of the key decision-makers in the business. We then aligned around a vision for the day that was inclusive, engaging and thought-provoking.

Our expert-led, bespoke presentation and interactive Q&A answered the client's questions but also gave room for debate amongst the audience and prompted a targeted and meaningful discussion to develop.

Impact

- » Our client's leadership team were able to apply our insights in a meaningful way to their challenges today, but also to their opportunities tomorrow.
- » Our work was a steppingstone to enable the client to develop a vision for sustainability within the company, one that both managed the risks and seized the opportunities that sustainability was bringing their sector.
- » The data-driven nature of our work enabled the team to distinguish between short-term fads and long-term shifts and now provides an ongoing stimulus to the leadership team's focus on sustainability and their desire to embed it within their strategy, mission and vision.

18% of consumers would include sustainable materials as one of their top 5 features in their ideal home

Source: Euromonitor International

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