



Euromonitor
International

Affordable Sustainability

July 2023

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EMBRACING SUSTAINABILITY AMID THE RISING COST OF LIVING

Consumers need support to close the sustainability say-do gap
Sustainability emerges as cost-effective option
Sustainability momentum unlocks market performance
Nestlé partners with Algramo to pilot refillable vending machines in Indonesia
Tesco collaborates with Faerch Group on ready meal circular initiative
Rising prioritisation of value and sustainability in purchasing decisions

MAKING SUSTAINABILITY SIMPLE AND ACCESSIBLE

Embrace sustainability on a budget for thrifty consumers
Manage internal levers to walk consumers through sustainability adoption
Affordable sustainability remains a challenge for all categories
Walmart's clean beauty addresses affordability and transparency in the US
Unilever partners with Too Good To Go to provide doorstep delivery to help fight food waste
Foster the path towards sustainable living

DIFFERENTIATE WITH THE RIGHT CLAIMS

Transparent communication of sustainability can be achieved with reliable claims
Data-driven insights help you understand how to win with sustainability claims
Blockchain technology is enhancing transparency in beauty and personal care (BPC)
Papercycle : UK's recyclability assessment and certification service for fibre -based packaging
Improve your sustainability game with data-led claims

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/affordable-sustainability/report.