

# Passport Sustainability

Drive your growth  
with sustainability  
intelligence





**Understand which sustainability claims matter most to consumers, validate winning opportunities and make substantiated claims that avoid greenwashing.**

Products that make sustainability-related claims achieve better growth across multiple categories when compared with those that don't. But do you know which are the right sustainable product claims to make in the right markets at the right time?

Measure the sales and penetration of 75+ sustainability claims using a standardised taxonomy across 25 countries, 11 industries and 53 different categories; unlock global survey insights to help you deliver an impactful sustainability strategy and craft substantiated claims backed by data.



# Uncover the sustainable product claims that are most effective in your markets

## Analyse product claims

Compare the development of established and emerging sustainability claims globally.

## Benchmark against competitors

Measure your sustainability performance against competitors and identify the biggest opportunities.

## Stay ahead of emerging trends

Understand and act upon consumers' and business' evolving attitudes towards sustainability.

# Passport Sustainability: What's included?

Passport Sustainability measures the sales and penetration of 75+ sustainability claims using a standardised taxonomy across 25 countries, 11 industries and 53 different categories.

By combining SKU-data, industry research and expert analysis with consumer and industry surveys, we uncover sustainability insights and opportunities across product claims, business strategy and consumer sentiments and perceptions.

## **Sustainability Claims Tracker**

Shows levels of sustainability adoption across countries, product categories and brands

25 countries  
11 industries  
53 product categories  
75+ individual claims  
8 data types  
Updated annually

## **Quarterly Opportunity Tracker**

Measures change in prevalence and pricing strategies of sustainable products

25 countries  
11 industries  
53 product categories  
75+ individual claims  
3 data types  
Updated quarterly

## **Voice of the Consumer**

Explore consumers' evolving sustainability attitudes, expectations and adoption

40 countries  
1,000 responses per country  
7 topics  
12 consumer types  
Updated annually

## **Voice of the Industry**

Explores trends, strategies, investments and product launches

5 geographic regions  
6 topics  
More than 1,000 respondents  
Updated annually

## **Report analysis**

Actionable and engaging thought leadership identifying key sustainability trends



# Passport Sustainability: What's covered?

## Global markets: 25

Argentina  
Australia  
Brazil  
Canada  
Chile  
China  
France  
Germany  
Hong Kong  
India  
Indonesia  
Italy  
Japan  
Mexico  
Netherlands  
Poland  
Saudi Arabia  
Singapore  
South Africa  
South Korea  
Spain  
Sweden  
UAE  
United Kingdom  
USA

## Industries: 11

Beauty and Personal Care  
Consumer Health  
Cooking Ingredients and Meals  
Dairy and Milk Alternatives  
Hot Drinks  
Home Care  
Pet Care  
Snacks  
Soft Drinks  
Staple Foods  
Tissue and Hygiene

## Attribute groups and attributes: 75+

Including:

### Diets

Plant-Based  
Vegan  
Vegetarian

### Planet Friendly

1% for the Planet  
Locally Sourced  
No Palm Oil

## No Artificial Ingredients

Natural  
No Dye  
No GMO

## Safer/No Chemical Ingredients

BPA Free  
EWG Verified  
No Sulphates

## Sustainable Packaging

Biodegradable (Packaging)  
TerraCycle  
Efficient Packaging

## Sustainable Sourcing

Rainforest Alliance  
Organic  
Fairtrade

## Animal Welfare

Animal Friendly  
Cruelty Free  
Sustainably Fed/Raised





“

“Euromonitor has given us all the data from a sustainability claims perspective. Where are the high points on claims? Where are the most effective claims in sustainability? And then how to actually build a narrative out of those claims.”

”

Sam Bowen  
Partner, Four32



# Make your sustainability strategies more effective with Passport Sustainability

Speak to an expert today to see how you can drive your growth with sustainability intelligence.



## About Euromonitor International

Euromonitor International leads the world in data analytics and research into markets, industries, economies and consumers. We provide truly global insight and data on thousands of products and services to help our clients maximise opportunities, and we are the first destination for organisations seeking growth. With our guidance, our clients can make bold, strategic decisions with confidence. We have 16 offices around the world, with 1000+ analysts covering 210 countries and 99.9% of the world's consumers, and use the latest data science and market research techniques to help our clients to make sense of global markets.