



Euromonitor  
International

# Setting Aside Myths For Achieving Sustainable Transformation in Latin America

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## INTRODUCTION

Scope

Key findings

## SETTINGTHESCENE

Latin American consumers are more willing to act

Companies are launching products with sustainable attributes

However, the region remains among the world's most unequal

An evolving regulatory framework will further incentivise sustainability

## PRICING AND THE CIRCULAR ECONOMY

Sustainability is gaining ground among the top attributes to pay more for

But how much is too much? the mark-up dilemma

The circular economy is key to make sustainability affordable

Circular consumption in Latin America

Circularity is strongly present in packaging preferences

Case studies: transitioning towards circular packaging

The use of recycled content is a growing trend in packaging

Algramo: pay for the content not the packaging

Nivea: "Climate neutralised" skin care range

Breaking circular economy barriers in Latin America

## CONNECTING SUSTAINABILITY WITH BRAND PURPOSE

Connecting sustainability with brand purpose

Case studies: purpose driven sustainability examples

Carulla: the first carbon neutral supermarket in Latin America

Cero Market: first supermarket without packaging in Argentina

The New Denim Project: responsible innovation within apparel

Building back better in soft drinks: reuse revolutionaries

Reducing household water use requires high levels of collaboration

Home seclusion-driven boom in wipes calls for sustainable innovation

Replicable sustainable development through product innovation

## THE E-COMMERCE BOOM

Booming e-commerce performance push for cleaner deliveries

Foodservice delivery during the pandemic causes an explosion of waste

Sustainable packaging for delivery is a must

Leveraging technology and data to drive sustainability

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/setting-aside-myths-for-achieving-sustainable-transformation-in-latin-america/report](https://www.euromonitor.com/setting-aside-myths-for-achieving-sustainable-transformation-in-latin-america/report).