

Sustainability in India

August 2025

Table of Contents

Sustainability in India

SCOPE

Chart 1 - Sustainability Country Report Scope 2025

KEY FINDINGS

Chart 2 - Sustainability Country Report Main Findings 2025

INTRODUCTION

Chart 3 - Sustainability Market in India: Key Metrics by Industry 2024

CONSUMER BEHAVIOUR

Environmental awareness

Chart 4 - Consumers' Sustainability Awareness and Actions in India 2020-2025

Green actions

Chart 5 - Consumers' Environmental Action in India 2025

Trust in green labels

Chart 6 - Consumer Trust in Product Claims in India 2025

Shopping preferences

Chart 7 - Consumer Circular Shopping Preferences in India 2025

Sustainable consumer types

Chart 8 - Sustainable Consumer Types in India 2025

Chart 9 - Zero Wasters: Largest Consumer Type in India 2025

MARKET SIZE AND PRODUCT PREVALENCE

Chart 10 - Sustainability Market Size By Industry in India 2020-2024

Chart 11 - Sustainability Product Prevalence by Industry in India 2020-2024

SUSTAINABLE PRODUCTS

Chart 12 - Cooking Ingredients and Meals: Price Positioning vs Spend Per Capita and Product Prevalence of SKUs with the Top 10 Sustainability Attributes in India 2024

Chart 13 - Dairy Products and Alternatives: Price Positioning vs Spend Per Capita and Product Prevalence of SKUs with the Top 10 Sustainability Attributes in India 2024

Chart 14 - Snacks: Price Positioning vs Spend Per Capita and Product Prevalence of SKUs with the Top 10 Sustainability Attributes in India 2024

Chart 15 - Beauty and Personal Care: Price Positioning vs Spend Per Capita and Product Prevalence of SKUs with the Top 10 Sustainability Attributes in India 2024

Chart 16 - Hot Drinks: Price Positioning vs Spend Per Capita and Product Prevalence of SKUs with the Top 10 Sustainability Attributes in India 2024

Chart 17 - Staple Foods: Price Positioning vs Spend Per Capita and Product Prevalence of SKUs with the Top 10 Sustainability Attributes in India 2024

Chart 18 - Soft Drinks: Price Positioning vs Spend Per Capita and Product Prevalence of SKUs with the Top 10 Sustainability Attributes in India 2024

Chart 19 - Consumer Health: Price Positioning vs Spend Per Capita and Product Prevalence of SKUs with the Top 10 Sustainability Attributes in India 2024

Chart 20 - Home Care: Price Positioning vs Spend Per Capita and Product Prevalence of SKUs with the Top 10 Sustainability Attributes in India 2024

Chart 21 - Pet Care: Price Positioning vs Spend Per Capita and Product Prevalence of SKUs with the Top 10 Sustainability Attributes in India 2024

Chart 22 - Tissue and Hygiene: Price Positioning vs Spend Per Capita and Product Prevalence of SKUs with the Top 10 Sustainability Attributes in India 2024

COMPETITOR ANALYSIS

Chart 23 - Top 10 Companies: Company Sales of SKUs with Sustainability Attributes in India 2020-2024

Chart 24 - Top 10 Companies: Sustainability Product Prevalence in India 2020-2024

SEIZING THE OPPORTUNITY - BY INDUSTRY

Chart 25 - Cooking Ingredients and Meals: Market Size of Top 10 Sustainability Attributes in India 2020-2024

Chart 26 - Dairy Products and Alternatives: Market Size of Top 10 Sustainability Attributes in India 2020-2024

Chart 27 - Snacks: Market Size of Top 10 Sustainability Attributes in India 2020-2024

- Chart 28 Beauty and Personal Care: Market Size of Top 10 Sustainability Attributes in India 2020-2024
- Chart 29 Hot Drinks: Market Size of Top 10 Sustainability Attributes in India 2020-2024
- Chart 30 Staple Foods: Market Size of Top 10 Sustainability Attributes in India 2020-2024
- Chart 31 Soft Drinks: Market Size of Top 10 Sustainability Attributes in India 2020-2024
- Chart 32 Consumer Health: Market Size of Top 10 Sustainability Attributes in India 2020-2024
- Chart 33 Home Care: Market Size of Top 10 Sustainability Attributes in India 2020-2024
- Chart 34 Pet Care: Market Size of Top 10 Sustainability Attributes in India 2020-2024
- Chart 35 Tissue and Hygiene: Market Size of Top 10 Sustainability Attributes in India 2020-2024

SEIZING THE OPPORTUNITY - BY KEY ATTRIBUTE GROUP

- Chart 36 No Artificial Ingredients Claims: Market Size of Sustainable Products Across Selected Countries 2020-2024
- Chart 37 Diets Claims: Market Size of Sustainable Products Across Selected Countries 2020-2024
- Chart 38 Sustainable Sourcing Claims: Market Size of Sustainable Products Across Selected Countries 2020-2024

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer
 trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with
 country-specific local insight and comprehensive data, unavailable elsewhere.

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