



Euromonitor  
International

# Sustainability in the US

August 2025

Table of Contents

## Sustainability in the US

### SCOPE

Chart 1 - Sustainability Country Report Scope 2025

### KEY FINDINGS

Chart 2 - Sustainability Country Report Main Findings 2025

### INTRODUCTION

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

### CONSUMER BEHAVIOUR

Environmental awareness

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

Green actions

Chart 5 - Consumers' Environmental Action in the USA 2025

Trust in green labels

Chart 6 - Consumer Trust in Product Claims in the USA 2025

Shopping preferences

Chart 7 - Consumer Circular Shopping Preferences in the USA 2025

Sustainable consumer types

Chart 8 - Sustainable Consumer Types in the USA 2025

Chart 9 - Zero Wasters: Largest Consumer Type in the USA 2025

### MARKET SIZE AND PRODUCT PREVALENCE

Chart 10 - Sustainability Market Size by Industry in the USA 2020-2024

Chart 11 - Sustainability Product Prevalence by Industry in the USA 2020-2024

### SUSTAINABLE PRODUCTS

Chart 12 - Pet Care: Price Positioning vs Spend Per Capita and Product Prevalence of SKUs with the Top 10 Sustainability Attributes in the USA 2024

Chart 13 - Snacks: Price Positioning vs Spend Per Capita and Product Prevalence of SKUs with the Top 10 Sustainability Attributes in the USA 2024

Chart 14 - Beauty and Personal Care: Price Positioning vs Spend Per Capita and Product Prevalence of SKUs with the Top 10 Sustainability Attributes in the USA 2024

Chart 15 - Staple Foods: Price Positioning vs Spend Per Capita and Product Prevalence of SKUs with the Top 10 Sustainability Attributes in the USA 2024

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

Chart 17 - Cooking Ingredients and Meals: Price Positioning vs Spend Per Capita and Product Prevalence of SKUs with the Top 10 Sustainability Attributes in the USA 2024

Chart 18 - Dairy Products and Alternatives: Price Positioning vs Spend Per Capita and Product Prevalence of SKUs with the Top 10 Sustainability Attributes in the USA 2024

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

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

Chart 21 - Tissue and Hygiene: Price Positioning vs Spend Per Capita and Product Prevalence of SKUs with the Top 10 Sustainability Attributes in the USA 2024

Chart 22 - Hot Drinks: Price Positioning vs Spend Per Capita and Product Prevalence of SKUs with the Top 10 Sustainability Attributes in the USA 2024

### COMPETITOR ANALYSIS

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

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

### SEIZING THE OPPORTUNITY – BY INDUSTRY

Chart 25 - Pet Care: Market Size of Top 10 Sustainability Attributes in the USA 2020-2024

Chart 26 - Snacks: Market Size of Top 10 Sustainability Attributes in the USA 2020-2024  
Chart 27 - Beauty and Personal Care: Market Size of Top 10 Sustainability Attributes in the USA 2020-2024  
Chart 28 - Staple Foods: Market Size of Top 10 Sustainability Attributes in the USA 2020-2024  
Chart 29 - Soft Drinks: Market Size of Top 10 Sustainability Attributes in the USA 2020-2024  
Chart 30 - Cooking Ingredients and Meals: Market Size of Top 10 Sustainability Attributes in the USA 2020-2024  
Chart 31 - Dairy Products and Alternatives: Market Size of Top 10 Sustainability Attributes in the USA 2020-2024  
Chart 32 - Consumer Health: Market Size of Top 10 Sustainability Attributes in the USA 2020-2024  
Chart 33 - Home Care: Market Size of Top 10 Sustainability Attributes in the USA 2020-2024  
Chart 34 - Tissue and Hygiene: Market Size of Top 10 Sustainability Attributes in the USA 2020-2024  
Chart 35 - Hot Drinks: Market Size of Top 10 Sustainability Attributes in the USA 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-the-us/report](https://www.euromonitor.com/sustainability-in-the-us/report).