



Euromonitor
International

Sustainable Home

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Exploring sustainable home

Relevant areas of the sustainable home pertaining to home products

Resource scarcity is driving the sustainable home

The relative importance of sustainability issues varies across home product industries

Sustainable home uncovered

SUSTAINABLE HOME ISSUES IN FOCUS

The home is crucial to achieving sustainability

Energy efficiency sits at the core of sustainable agendas

Preserving water resources: An important aspect of the future sustainable home

Circularity and end-of-life are coming into focus

The climate crisis will lead to profound changes in how we use resources in our homes

A LEGISLATIVE FRAMEWORK

Home product industries are increasingly affected by legislation

Legislation on sustainability reporting will expose the good and the bad

Recent EU legislation relevant to home products and the sustainable home

Legislation on extended producer responsibility

Legislation plays a crucial role in establishing and promoting sustainability

CONSUMER PRIORITIES

Energy-efficiency is driving category performance in home products

The pandemic has revealed the environmental impact of individual choices

What consumers demand of their homes has changed

Despite changes in mindsets cost remains the main driver of consumer decision

The challenge for companies is to support consumers and what they demand of their homes

COMPANY ACTIVITY

More companies have started to see the cost-saving benefits of sustainability

Solutions are being developed across all sustainability issues

Sustainability action from leading home products companies

Scope 3 GHG emissions are the main source of businesses' carbon footprint

The main GHG emission sources from a home products perspective (1)

The main GHG emission sources from a home products perspective (2)

Leroy Merlin introduces Home Index rating products based on their environmental footprint

P&G is tackling Scope 3 emissions at use stage: A reprise for cold water washing strategy

The 50L Home: An alliance aiming at reinventing the future of water use in the home

Being ahead of the curve in a rapidly changing world pays off

CIRCULARITY AND END-OF-LIFE

A full commitment to circularity in packaging is overdue but challenges remain

Consumer mindsets are changing in favour of product longevity and repair

Biodegradable end-of-life solutions are emerging, and not just within predictable categories

Repair and design for deconstruction is gaining popularity in home and garden

Mars trials refill station for pet food aligned with France's National Pact on Plastic Packaging

Lasso Loop: The first home recycling appliance

There is no alternative to mastering circularity and end-of-life

CONCLUSION

Sustainable home: How to win

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