



**Euromonitor
International**

Innovation in Sustainability

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Unlocking Innovation in Sustainability

Key findings

INNOVATION IN SUSTAINABILITY OVERVIEW

Embedding sustainability in the NPD process is crucial for staying competitive

Adapting to evolving consumer preferences through sustainability innovation

What is driving innovation in sustainability?

Innovation in sustainability across the fmcg supply chain

SOURCING

Diversify strategies to ensure ethical and environmentally responsible sourcing

Expanding ethical sourcing along with enhanced soil health and biodiversity

Spotlight on staple foods

Spotlight on dairy products and alternatives

Spotlight on snacks

MANUFACTURING

Addressing net zero commitments by focusing on operational emissions reductions

Explore different approaches to showcase authentic carbon reduction efforts

Spotlight on beauty and personal care

Spotlight on soft drinks

Spotlight on pet care

PACKAGING

Reimagining packaging to boost efficiency and lower environmental footprint

Focusing on detailed sustainability claims and reducing plastic in packaging

Spotlight on soft drinks

Spotlight on beauty and personal care

Spotlight on staple foods

LOGISTICS/DISTRIBUTION

Technology, local sourcing, and efficient packaging can alleviate complex supply chains

Optimise distribution, partnerships, and packaging to minimise emissions

Spotlight on local sourcing

Spotlight on optimised warehouse density

Spotlight on sustainable packaging for shipping

RETAIL

Streamlining sustainable shopping and elevating consumer awareness

Retailers hold a unique position to foster sustainable practices

Spotlight on e-commerce

Spotlight on in-store

Spotlight on commitments

CONCLUSION

Opportunities for growth

Evolution of Innovation in Sustainability

Questions we are asking

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