

## BUILD A WINNING SUSTAINABILITY STRATEGY

Put your consumers' environmental and social demands at the heart of your plan for growth



### The world is at an inflection point.

To be truly future-proof, brands need to respond to the sustainable revolution and to the changing values of society and the marketplace. Only those that take action will be able to build stronger, more valuable brands.

Most people recognise they have a part to play in addressing environmental and social challenges, but they also expect brands to take action. Yet, getting sustainability right is a challenge for businesses and brands. It's not easy, currently many brands have little relevance to the actions people take while general cynicism also poses a significant risk to brands.

### Kantar's Global Sustainability Sector Index

is a landmark study that empowers you to build the foundation of your brand sustainability strategy and activation plan in a consumer-relevant way – by identifying what really matters to consumers, how they behave and how they currently perceive your sector. It enables you to unlock engagement and reap commercial rewards, while also connecting your strategy with the UN's Sustainable Development Goals (SDGs).

### Why Kantar's Sustainability Sector Index?

Opportunities differ on a sector basis, and you will need to think about where and how your brand can credibly play. The Sustainability Sector Index 2025 offers a consistent foundational understanding of sustainability across 22 of the world's biggest markets.

It will give you a powerful framework that will enable you to deliver on the UN's SDGs and become a sustainability leader.

### When you need the Sustainability Sector Index?

- Find your marketing strategy focus and define overarching and country portfolio management by understanding the broader picture
- Sharpen your marketing strategy by pinpointing your sector performance with diagnostics: marketing levers, licence to operate, and greenwashing perceptions
- Identify the most relevant sustainable concerns for your sector and understand what needs to be addressed by your business
- Uncover consumers' behaviours in your sector, size the value-action gap and zero in on the consumer pain points you need to fix
- Enhance your brand impact with activation tools

### Get in touch

To find out more contact your **Kantar representative** or [SustainableTransformation@kantar.com](mailto:SustainableTransformation@kantar.com)

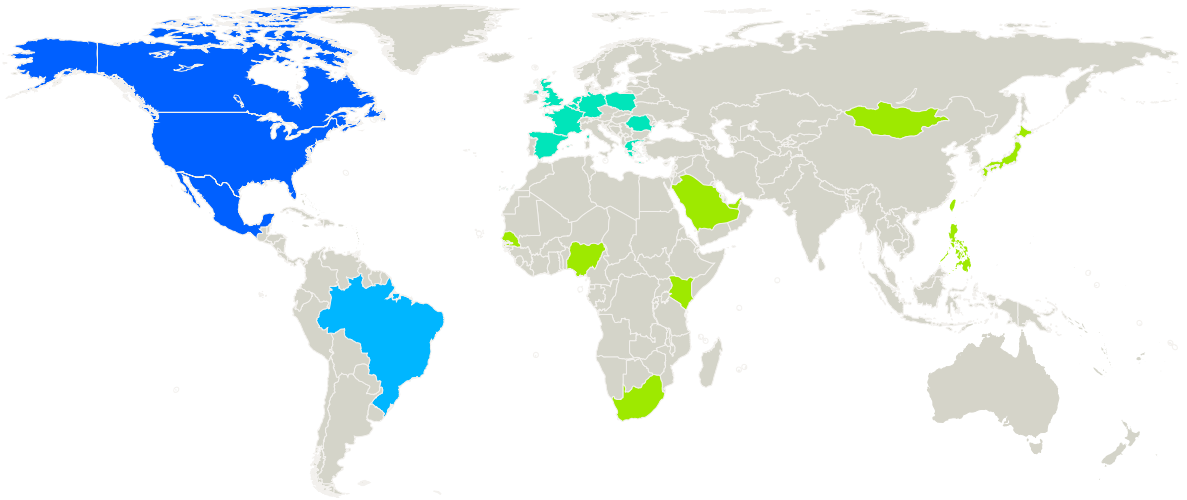
[Kantar.com/sustainability](https://www.kantar.com/sustainability)



# Markets covered in the 2025 edition

- United States
- Mexico
- Canada
  
- Brazil
  
- Belgium
- France
- Germany
- Greece
- Romania
- Netherlands
- Poland
- Spain
- United Kingdom
  
- Japan
- Mongolia
- Philippines
- Taiwan
  
- Saudi Arabia
- Kenya
- Nigeria
- South Africa
- Senegal

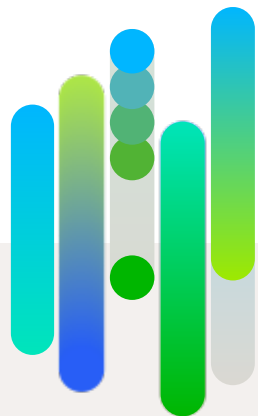
In 2025, SSI offers a consistent foundational understanding of sustainability across 22 countries around the globe.



**SAMPLE:** 1000 interviews per country (\*2000 in the USA)

**WHO:** Nationally Representative Sample (Males and females, age 18+) \*\* MEA Digital representative

**WHEN:** Fieldwork in November 2024/December 2024/January 2025 (varies per country)



# Sectors covered in the 2025 edition

Beer, wine and alcoholic beverages	Alcohol	Energy providers	Home
Financial services, banking, and insurance	Financial Services	DIY and Home improvement stores and products <b>NEW</b>	Home
Confectionery (Chocolate, sweets, etc.) <b>UPDATED</b>	Food and Beverages	Property to buy or build	Home
Coffee <b>UPDATED</b>	Food and Beverages	Cars <b>UPDATED</b>	Mobility
Fast food/casual restaurants	Food and Beverages	Tyres <b>NEW</b>	Mobility
Flavoured beverages	Food and Beverages	Cosmetics make-up	Personal Care
Bottled water	Food and Beverages	Skin care <b>NEW</b>	Personal Care
Packaged biscuits, packaged cakes <b>UPDATED</b>	Food and Beverages	Personal Care (e.g. oral hygiene, shampoo, etc.)	Personal Care
Crisps, savoury snacks <b>UPDATED</b>	Food and Beverages	Online shopping sites	Retail
Milk, cream, butter, yogurts, cheese <b>NEW</b>	Food and Beverages	Drugstores <b>NEW</b>	Retail
Dried pasta, rice, noodles, couscous, etc. <b>NEW</b>	Food and Beverages	Supermarkets/hypermarkets/department stores	Retail
Ready meals <b>NEW</b>	Food and Beverages	Delivery services (post, parcel, food, etc.) <b>NEW</b>	Retail
Bread and bakery products <b>NEW</b>	Food and Beverages	Big technology companies (e.g. Google, Microsoft, Facebook, Amazon, Nvidia, etc.) <b>NEW</b>	Tech, Media
Pet food	Pet Food	News media (e.g. newspapers, magazines, television, radio, social media) <b>NEW</b>	Tech, Media
Over-the-counter medicine, pharma. Products or food supplements <b>UPDATED</b>	Health	Electronics devices (smartphones, TVs, computers, cameras, etc.) <b>UPDATED</b>	Tech, Media
Cleaning and home care products	Household Cleaning	Large household appliances such as refrigerators, washing machines, etc. <b>UPDATED</b>	Tech, Media
Laundry, washing detergent and fabric care	Household Cleaning	In-home entertainment	Tech, Media
Oil and gas (including petrol/diesel)	Oil and Gas	Telecom service providers (fixed line, internet, mobile)	Tech, Media
Clothing and footwear	Fashion	AI Tools <b>NEW</b>	Tech, Media
Luxury products	Fashion	Travel (airlines, railways, cruise lines, etc.) <b>UPDATED</b>	Travel
Out of home entertainment (e.g. theatres, amusement parks) <b>NEW</b>	Entertainment	Hospitality (hotels, accommodations, etc.) <b>UPDATED</b>	Travel