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# Sustainability Statistics Compendium 2020

The Sustainability Statistics Compendium is designed to be the largest collection of sustainability facts and figures available.

We have collected and curated hundreds of publicly-available information which you can use in presentations and documents. Whenever you need a data point to support your sustainability business case, you'll find it here.

The compendium is regularly updated by the Circklo Team so you can be sure you always have access to the latest information.

# The Circklo Sustainability Statistics Compendium

The Compendium is divided into five industry-specific sections so you can quickly discover the most relevant information:

- **FASHION** - From cultivation to design, manufacturing to recycling and resale. Understand the numbers that are changing the modern fashion industry.
- **FMCG/CPG** - Numbers and insight to help you move from Fast-Moving Consumer Goods, to Fast-Moving Sustainable Goods.
- **RETAIL** - Statistics that show consumer demand for a new retail responsibility.
- **PHARMACEUTICAL** - The world of public and private healthcare and research.
- **TECHNOLOGY** - Understand and share the growth and impact of blockchain, AI, VR and other disruptive technology in consumer markets.





# Fast Moving Consumer Goods

Circklo Sustainability Statistics Compendium 2020





The regions with the highest consumer goods spending are **East Asia** and **South Asia**, followed by **Sub-Saharan Africa**.



In Africa, FMCG household consumption is expected to grow at the rate of **3.8%** a year reaching **\$2.1 trillion** in 2025.

**Food and beverage categories are expected to grow the most.**





The growth rate for consumer spending in developing countries is expected to grow **three times faster than in developed countries**, and the majority is expected to be consumed by low-to-middle-income classes.





**75%** of millennials are  
willing to pay more for  
'sustainable offerings.'



The **top 300 cities** in emerging markets will contribute to **one-third** of the total growth in consumer spending



**84%** of consumers  
would switch their  
normal brand for  
one associated with  
sustainability





**Recycling rates for plastic packaging are relatively low.**

**In the United States, only about 28% of packaging and food-service plastics are recycled.**

<https://www.mckinsey.com/industries/paper-forest-products-and-packaging/our-insights/the-drive-toward-sustainability-in-packaging-beyond-the-quick-wins>





**In Europe, the plastic-packaging recycling rate is approximately 40%, compared to 80% for paperboard, and 75% for metal and glass.**





**FMCG companies have a key role to play in curbing over a third of global greenhouse emissions.**

**But face particular challenges: 90% of the sector's carbon emissions lie in the value chain, leaving companies exposed to raw material risks and product consumption risks.**



**More than half (56%) of Food & Beverage companies have no targets to reduce Scope 3 emissions in the supply chain.**



# 29%

of Household and Personal Goods  
companies have no targets to  
reduce emissions.

**Of the 16 largest and publicly listed Food and Beverage and Household and Personal Care companies 60% of companies are investing in biodegradable plastic.**





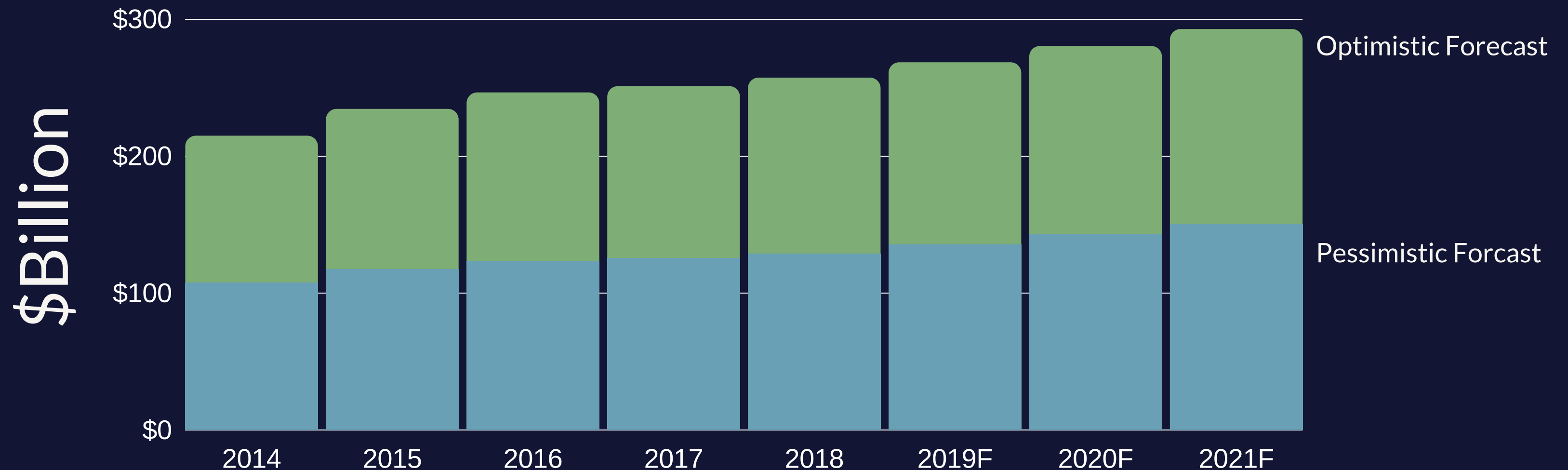
**The companies best prepared to deal with emission challenges include Danone and Nestlé in the Food and Beverage sub-sector and Unilever and L'Oréal in Household and Personal Care.**



**In the US, 16 states have enacted statewide regulations around packaging waste, which tend to target single-use plastics, shopping bags, and increasing recycling targets.**

<https://www.mckinsey.com/industries/paper-forest-products-and-packaging/our-insights/the-drive-toward-sustainability-in-packaging-beyond-the-quick-wins>

# Sustainable Product Sales in the US are forecast to reach **\$150Bn** by 2021







**In 2018, US consumers spent \$128.5 billion on sustainable fast-moving consumer goods, according to Nielsen.**

**Sales have risen nearly 20% since 2014 with a compound annual growth rate of 3.5% and a push from millennials.**

<https://www.foodbusinessnews.net/articles/13133-sustainable-product-market-could-hit-150-billion-in-us-by-2021>







**"It's no longer a matter of whether you adapt to sustainable business practices, but how you meet and drive the sustainable agenda that will determine your commercial success."**

**Maria Morais,**  
Circklo Co-Founder



The FMCG sector has been slow to respond to calls to use sustainable sources, with **less than 45%** of supplies coming from certified sources and only Danone and L'oréal having **100%** certified supplies.

Sales of products with  
sustainable attributes make up

**22%**

of store sales

Packaging is one area where companies can introduce circularity to their business models.

**63% of companies** are investing to advance depolymerization and recycling infrastructure.





# 60%

of the highest-revenue  
generating brands\* have  
failed to deliver low  
carbon innovation in the  
past five years

\*data from top 16 publicly-traded businesses

[https://6fefcbb86e61af1b2fc4c70d8ead6ced550b4d987d7c03fcdd1d.ssl.cf3.rackcdn.com/cms/reports/documents/000/004/150/original/CDP\\_Consumer\\_Goods\\_2019\\_Exec\\_summary.pdf?1550855903](https://6fefcbb86e61af1b2fc4c70d8ead6ced550b4d987d7c03fcdd1d.ssl.cf3.rackcdn.com/cms/reports/documents/000/004/150/original/CDP_Consumer_Goods_2019_Exec_summary.pdf?1550855903)







Every year...  
**\$690Bn** is lost on food spoilage  
before reaching a consumer

**Up to \$270Bn** can be saved by  
having an unbroken and  
tracked supply chain.







**60% of Americans fall into the “Sustainable Mainstream” category.**

**They want to be more sustainable, but they are also searching for added benefits, such as improving health or cost and environmental savings.**

<https://www.mckinsey.com/industries/paper-forest-products-and-packaging/our-insights/the-drive-toward-sustainability-in-packaging-beyond-the-quick-wins>





# 73%

of consumers say they  
would definitely change  
their consumption  
habits to reduce their  
environmental impact





Buyers want sustainable products, and over **one-third** will pay **25%** more for them.





Consumers are most likely to return to a brand for the product's quality. However, the **second highest reason consumers return** to a brand is its sustainable/ethical business practices.



