

CIRCKLO

SUSTAINABILITY

STATISTICS

COMPENDIUM



FMCG /CPG



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.



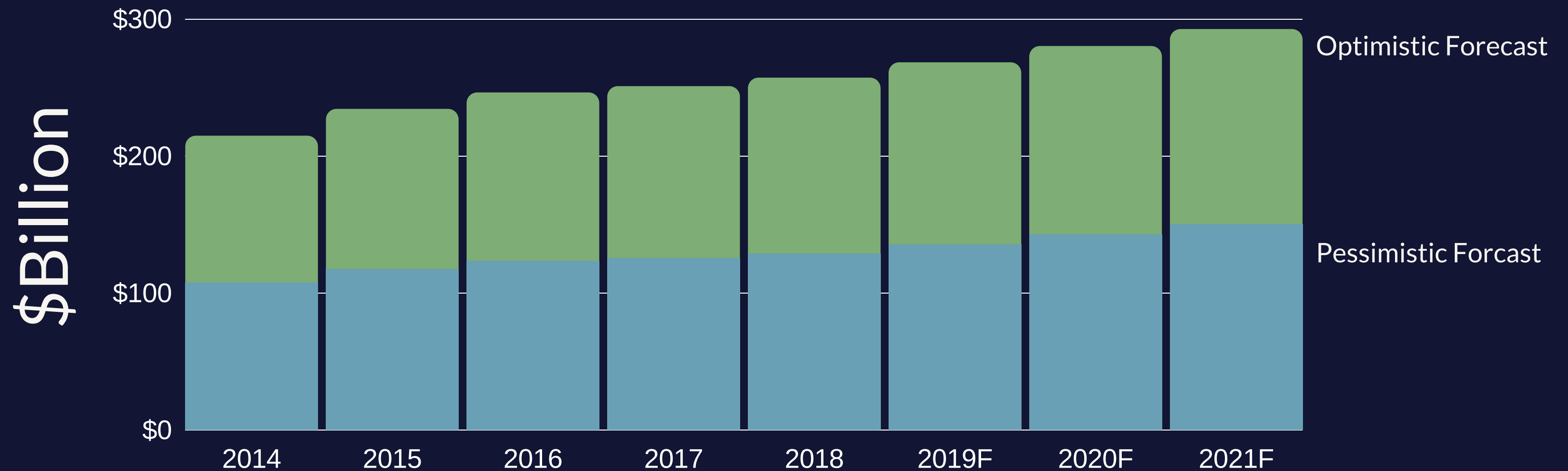
The companies best prepared to deal with emission challenges include Danone and Nestlé in the Food and Beverage sub-sector and Unilever and L'Oréal in Household and Personal Care.



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





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.



