



S U S T A I N A B L E
T R A N S F O R M A T I O N

SUSTAINABILITY SECTOR INDEX 2022

FROM AMBITION TO ACTION



PR Pitch Pack

Kantar Sustainable Transformation Practice



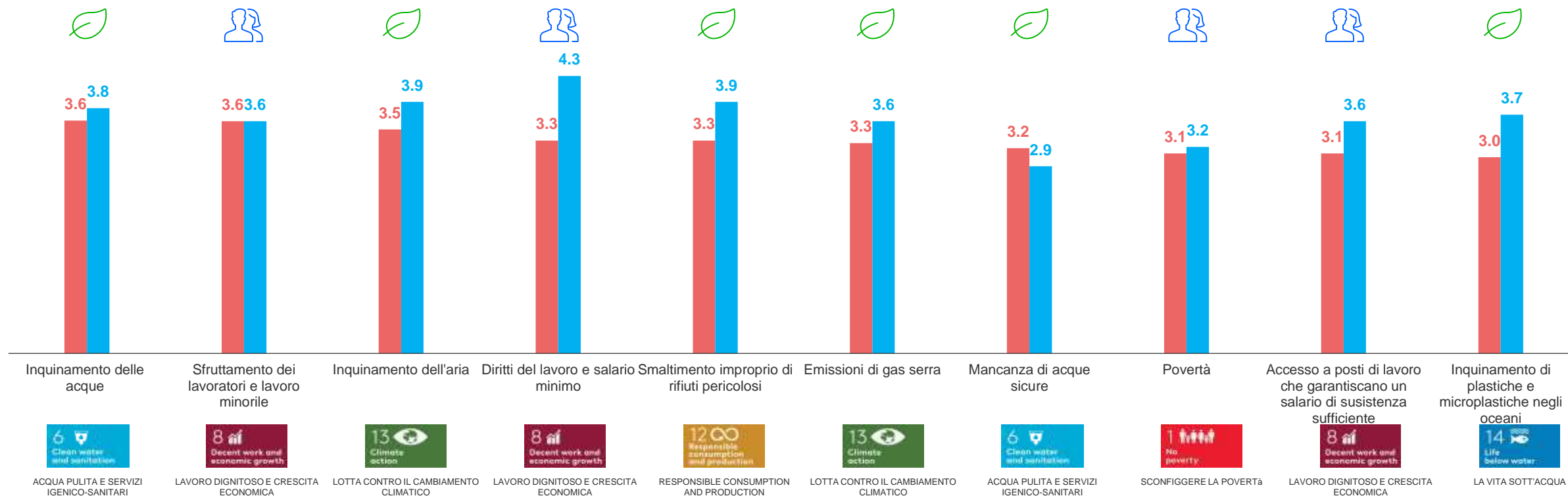
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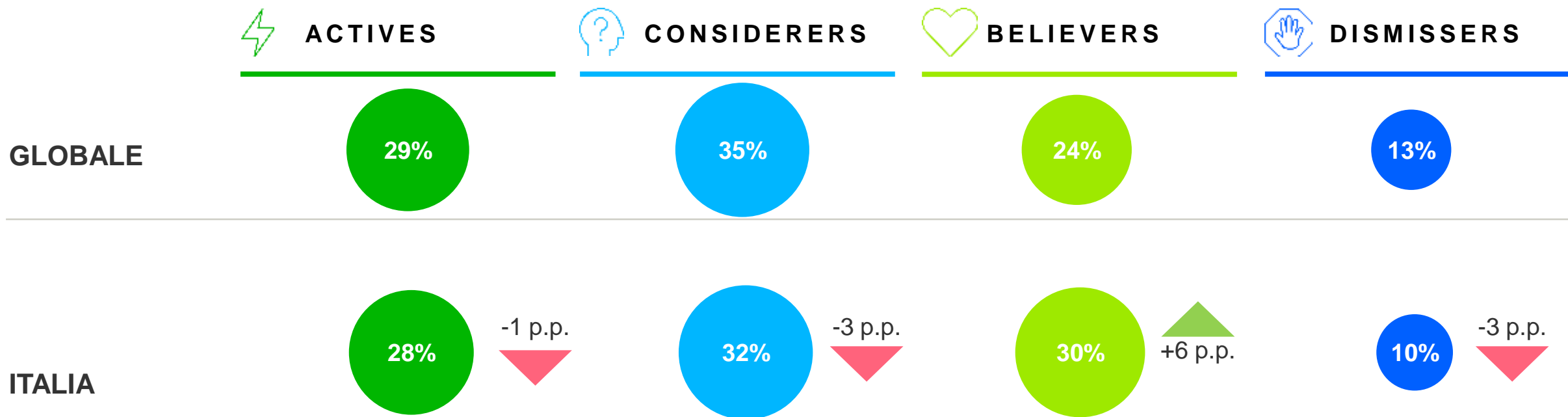
Principali preoccupazioni sulla sostenibilità (rispetto a 43 temi - punteggio medio di importanza derivante dall'analisi Max Diff)



 Problemi ambientali
  Globale

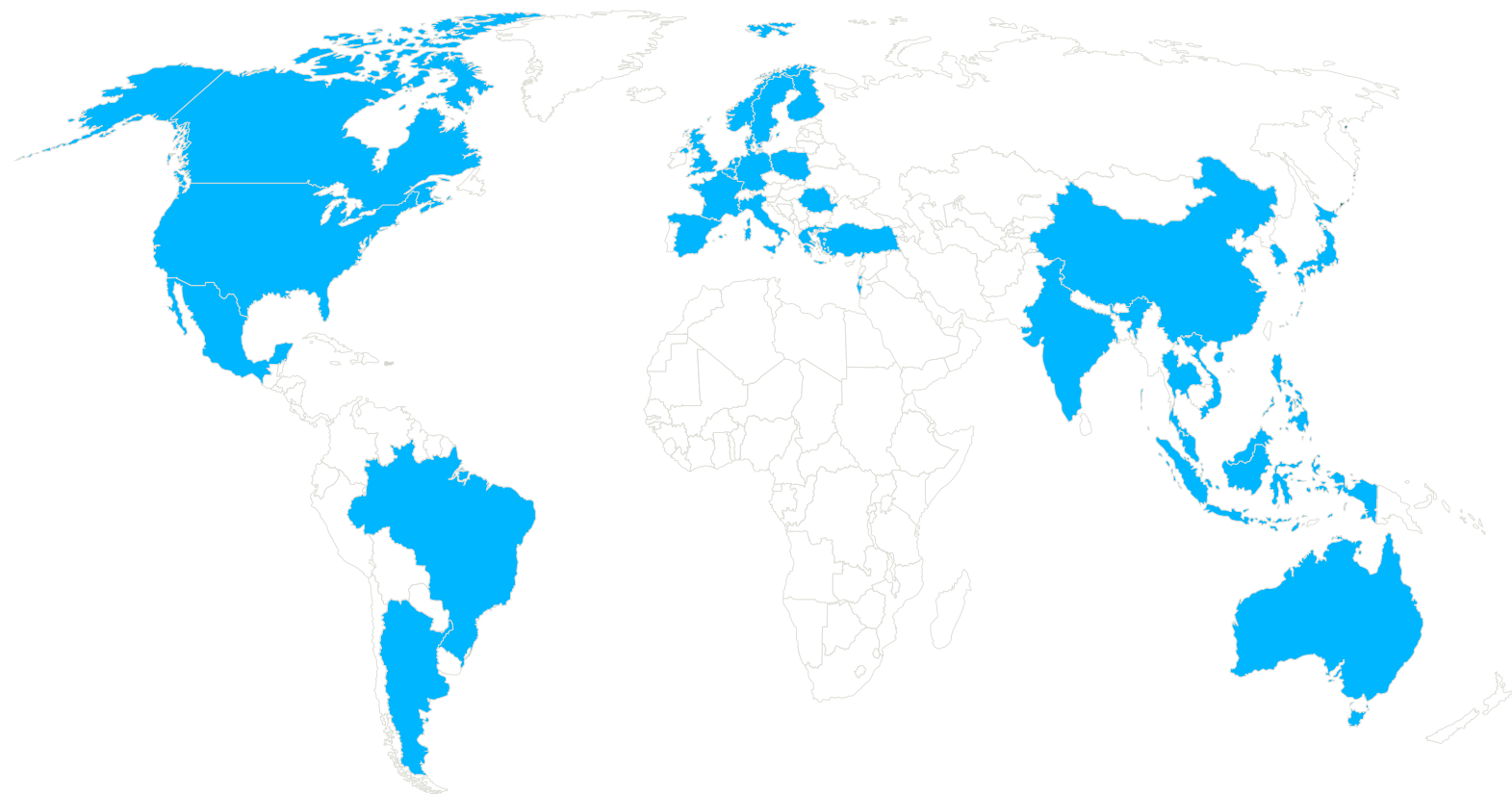
 Problemi sociali
  Italia

Segmentazione dei consumatori rispetto all'approccio verso la sostenibilità



I 32 Paesi coperti dal Sustainability Sector Index 2022

Il Sustainable Sector Index 2022 di Kantar si basa su interviste a 33.000 consumatori in 32 Paesi delle Americhe (6.007), dell'APAC (11.020) e dell'Europa (16.017 – di cui 1.003 in Italia). Aiuta i brand a scoprire cosa conta per le persone e, di conseguenza, come orientarsi nel loro percorso di sostenibilità.



I 38 settori coperti da Sustainability Sector Index

Beer and alcoholic beverages	Alcohol
Financial services, banking, and insurance	Financial Services
Baby food NEW	Food & Beverages
Chocolate and sweets	Food & Beverages
Coffee and tea	Food & Beverages
Fast food/casual restaurants	Food & Beverages
Flavoured beverages (e.g. soft drinks, juices, etc.) NEW	Food & Beverages
Fresh Fruit and vegetables NEW	Food & Beverages
Meat product	Food & Beverages
Milk & Dairy products	Food & Beverages
Packaged biscuits, chips and snacks	Food & Beverages
Packaged water (e.g. still, sparkling) NEW	Food & Beverages
Healthcare/ pharmaceutical products / Medicine or medical supplies	Health
Cleaning products	Household cleaning
Laundry detergents/soaps/tablets	Household cleaning
Oil and gas (including petrol / diesel)	Oil and Gas
Clothing and shoes	Other
Fashion	Other
Furniture / home furnishing	Other

Households utilities (e.g. electricity/water/gas etc.)	Other
Luxury products (e.g. Haute couture, luxury cars, boats, luxury jewellery)	Other
Motor vehicles and related products/ services (e.g. cars, motorbikes, etc.)	Other
Pet food	Other
Baby products (e.g. diapers, etc.) NEW	Personal Care
Cosmetics (e.g. make-up, etc.) NEW	Personal Care
Hygiene products (e.g. adult diapers, toilet paper, etc.) NEW	Personal Care
Personal Care (e.g. toothpaste, soap, etc.)	Personal Care
Online shopping sites (e.g. Amazon, eBay)	Retail
Retailers of electronics and electrical appliances	Retail
Supermarkets/hypermarkets/department stores	Retail
Appliances (e.g. TVs, Fridge, vacuum cleaners, hairdryers, room heaters etc)	Tech, Media
Electronic Devices (e.g. Computers/Laptops/Phones/..) NEW	Tech, Media
In-home entertainment (e.g. TV/Music streaming, voice assistants, video games, etc.) NEW	Tech, Media
Online technology / social media (e.g. Google, Microsoft, Facebook etc)	Tech, Media
Telecom service providers (fixed line, internet, mobile)	Tech, Media
Tobacco or manufactured cigarettes, vaping, electronic cigarettes (e-cigs)	Tobacco
Airlines NEW	Travel
Travel and hospitality (e.g. travel, hotels, B&B, etc.)	Travel