



IDDBA WEBINARS | CALL-TO-ACTION WORKSHEET

WEBINAR: IDDBA + NIQ: The Evolving Business Case for Sustainability

DATE: April 18th, 2023

THE “BIG 5” TOPICS COVERED:

- #1** Consumers are shifting their spending toward products with ESG-related claims: Products making ESG-related claims averaged 28 percent cumulative growth over the past five-year period, versus 20 percent for products that made no such claims
- #2** Brands of different sizes making ESG-related claims achieved differentiated growth
- #3** No one ESG-related product claim outperformed all others—but less-common claims tended to be associated with larger effects
- #4** Brands with more sales from products making environmental, social, and governance-related claims enjoy greater loyalty
- #5** Combining claims may convey more authenticity: Making multiple environmental, social, and governance-related claims across claim types is associated with higher product growth

THE “BIG 5” TAKEAWAYS:

- #1** Companies will likely have a greater ESG impact and a better chance of achieving outside growth if they incorporate high impact ESG-related claims across multiple categories and products
- #2** Develop a product design process that embraces ESG-related claims alongside cost engineering
- #3** Invest in ESG through both existing brands and innovative new products.
- #4** Understand the ESG-related dynamics specific to each category and brand.
- #5** Embrace the holistic, interconnected nature of ESG by creating products addressing multiple concerns.