

Sustainability Product Claims Tracker



We support businesses, governments and investors to bring change, gain competitive advantage and create sustainable value and growth by providing insights and data on where to play and how to win with sustainability. Our objective is to help organisations launch the right sustainable products with the right claims in the right markets at the right time.

The Sustainability Product Claims Tracker is one of several data-driven products within our Sustainability practice. It provides a unified measurement for sustainability adoption across countries and product categories, helping you identify the most attractive sustainability product claims to inform product innovation, positioning, and pricing strategies, and create growth opportunities for your business.



METHODOLOGY

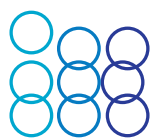
The Sustainability Product Claims Tracker uses web data extraction and advanced data science techniques to capture and classify information for products with sustainability claims. It covers dozens of claims across the themes of sustainable sourcing, sustainable packaging, animal welfare, diets, environmentally friendly, no artificial ingredients and safer/no chemical ingredients. It tracks products with these claims in 50 product categories, across 25 countries and for 800 online retailers.

For each sustainability claim, our tracker provides estimated retail sales, number of SKUs, share of digital shelf, average star ratings from online shoppers and median online SKU price in each country and product category tracked. All these metrics feed into a scorecard that helps you identify and prioritise growth opportunities for sustainable products by country, product category and individual product claim.



EXTRACT

We extract SKU-level data from 800 online retailers in 25 countries, including detailed information from online product descriptions on the use of dozens of different sustainable product claims identified by our research experts.



STANDARDISE AND MAP

We use data science and machine learning to identify which SKUs use at least one sustainable product claim. We also map each sustainable SKU to our globally standardised category, company and brand taxonomy. Our research experts then check and validate the data.



TRANSFORM

We then count the number of SKUs using each claim, measure their average star ratings and calculate their median prices. We also use the share of digital shelf for each claim to estimate retail sales by claim relative to overall country/category sales.



SCORE

We validate and weight all our standardised and transformed sustainability metrics to score, rank and compare the strength of sustainability product activation across each country, product category and sustainability claim covered.

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