

R E P O R T

Sustainability Perception Index 2020

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Keep an eye
for these symbols for
the most interesting
and important insights



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INTRODUCTION

Why Sustainability?

Why Sustainability?

The world is changing more rapidly in a direction where sustainable practices have become paramount to the future of the planet. Companies and brands are now focusing on sustainable production and practices to meet this future need. Moreover, sustainable products are surpassing in sales than ones that are perceived as non-sustainable, furthering the argument that sustainable products and practices are not only good for the planet, but they are also good for company growth.

Building a Brand That is Perceived as Sustainable is Now a Requirement

“

CPG products that were seen as sustainable grew 6 times faster than those unsustainable

According to NYU Stern's Center for Sustainable Business

The Purpose of This Report

The Sustainability Perception Index (SPI) is the World's Largest Study on Sustainability Insights and Sustainable Brands

At Latana, we believe in the power of research and insights to solve some of the most pressing issues of our time. We believe that by highlighting the work of brands focusing on sustainable practices we can work together to create a greener future. This report features insights on some of the most sustainable brands and practices covering the widest segments of brands and countries.

Brand is Perception and Perception Drives Human Behavior



If you can understand human behavior, then you can predict consumer behavior. That understanding is the key difference between a company name and a legendary brand.

That Difference is Worth Trillions

Our Unique Take

How We Do It

Latana uses advanced mobile survey design to collect the brand perception of millions around the globe. In this report we have conducted research into:



11
Countries



100
Brands



4
Sustainability
Personas



**Deep Audience
Segmentation**

Research Methodology

This survey was conducted by Dalia Research between 25th June 2020 to 5th July 2020 in the United States, the United Kingdom, Australia, Canada, Germany, France, China, Russia, Brazil, India, and South Africa. The total sample size for the total sustainability attitudinal survey is n= 12,210 and n=6,828 for the brand index. Nationally representative results were calculated based on the official distribution of age, gender and, in certain countries, education level for each country's population, sourced from most recent and available data from Barro Lee & UNStat.

SEGMENTATION

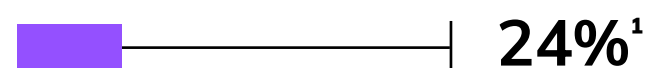
Sustainability Audiences

Our Sustainability Audiences

Based on our sustainability research, we divided our audience into four segments for deeper analysis. This chapter takes a closer look at the respondents from each of these groups, their priorities and traits, as well as how best to approach them.



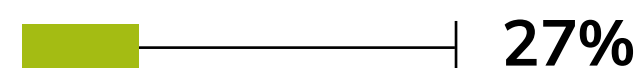
Enthusiastic Experts



Sustainability is not only a lifestyle but a conviction to this group. Knowledgeable about the topic and vocal about it with friends and family, they are willing to put their money where their mouth is when it comes to brands. They even believe that brands should face high tax penalties for not acting sustainably.



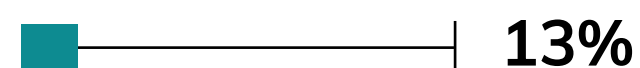
Inspired Innovators



Innovators by heart - they are usually the first to try and adopt new technology, topics, and trends. Their most recent discovery: sustainability. Not to be confused with hypocrisy, Inspired Innovators have understood that sustainability is among the most important topics of the decade - and they identify themselves as being ahead of the curve.



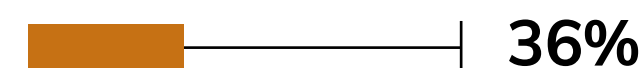
Considerate Conventionalists



This group consists of those who very much follow the mainstream in their sustainability attitudes. Along with the majority of the world, it is important to them when making purchasing decisions that brands they are buying from are known to be environmentally sustainable, and are somewhat willing to pay more for this.



Reserved Rationalists



This group is far more reserved than any of their peer groups. Sustainability is important to them when making purchasing decisions, but they are not willing to go as far as to pay more for it, unlike any other group. They are also not proactive in searching for sustainable brands, nor are knowledgeable about which are acting so.

¹ Percentage of respondents in our sustainability research.

Enthusiastic Experts

Priorities

Whole-system sustainable thinking

Characteristics

Generally this group spans all demographics. However, a slight lean towards young-to-mid age groups of 18-39-year-olds, with slightly more rural background and medium or high education.

Defining Traits

- A brand being environmentally sustainable is very important to them when making purchase decisions (more so than any other segment)
- Believes brands should pay premium taxes for environmental damage
- Ready to pay more for environmentally friendly goods
- Most knowledgeable about sustainability (more than their friends)
- Also most vocal about sustainability with friends/family
- Quite proactive in search for sustainable brands (but less so than innovators)
- Not overly knowledgeable about which brands are sustainable (on par with mainstream)
- Fairly strict about avoiding brands who do not act sustainably



Brand Messaging: Convince

Convince the Enthusiastic Expert that your brand is doing enough to address sustainability by using more than superficial messaging or light initiatives; these will not be enough to win over this group. They are willing to do their research and will not hesitate to boycott unconvincing brands.

Inspired Innovators

Priorities

Innovation and forward thinking

Characteristics

Youngest of the groups - Gen Z or earlier Millennials (18-24 and 25-35-year-olds). Higher income consumers from urban areas and from higher educational backgrounds.

Defining Traits

- Early adopters - first to try new ideas
- Most proactive in theory search for sustainable brands
- Most knowledgeable about which brands offer sustainable goods
- Willing to boycott brands not acting sustainably
- Most willing to pay more for environmentally friendly goods
- Believe environmentally sustainable brands are important when making purchasing decisions
- Somewhat knowledgeable and somewhat vocal about sustainability
- Anti-premium taxation on brands not acting sustainably though



Brand Messaging: Engage

Engage the Inspired Innovators by being at the forefront of sustainability. Thought-provoking messaging, interesting products and innovative thinking will win over this group who are curious about sustainability initiatives and are willing to support those they believe in.

Considerate Conventionalists

Priorities

Transparency, knowledge, and empowerment

Characteristics

Slightly older group of consumers, generally above 35, with a lean towards more rural inhabitants, earning less income than the previous groups (low or medium) and also from low or medium educational backgrounds.

Defining Traits

- Overall they are average in their sustainability attitudes (hence mainstream)
- Mainstreamers, not innovators or laggards
- This group believes environmentally sustainable brands are important when making purchasing decisions but less so than average
- They are somewhat knowledgeable about which brands offer sustainable goods, more so than segment one
- Somewhat willing to pay more for environmentally friendly goods
- Not knowledgeable about the topic in general
- Not strict about boycotting brands who do not act sustainably
- Do not believe brands should have to pay premium taxation for acting unsustainably



Brand Messaging: Inform

Inform the Considerate Conventionalists by highlighting the sustainable attributes of your brand and why they are important. Knowledge is empowering to this group so transparency, information and promotion will be key to adequately position your brand for the moderate mainstream.

Reserved Rationalists

Priorities

Value-for-me

Characteristics

The oldest of the segments, mostly 40-years-old+, with a gender balance leaning towards men. This group is varied in region or education but likely to be from a medium or high income group.

Defining Traits

- This is the group most reserved when it comes to sustainability
- Along with other groups, they do believe environmentally sustainable brands are important when making purchasing decisions but less than all others
- They are laggards and unwilling to pay more for sustainable goods
- Inevitably, not at all knowledgeable about sustainability or vocal about it
- Not proactive in search for sustainable brands
- Not knowledgeable about which brands are acting sustainably
- Not strict about boycotting brands who do not act sustainably
- Do not believe brands should have to pay premium taxation for acting unsustainably



Brand Messaging: Nudge

Nudge the Reserved Rationalists through value-driven initiatives. Unlike the mainstream, it would not be enough to inform this group about the benefits of sustainability - they need persuading that they are not being sold a fad. If products can be value-driven and sustainable, that will be the winner for this group.

Our Sustainability Audiences

Now you know all about the sustainability audiences from our research, their priorities and traits, and most importantly, how best to approach them. In the next chapters we are going to introduce our Sustainability Perception Index 2020, dive into specific industries and share more insights from our research.



**Enthusiastic
Experts**



**Inspired
Innovators**



**Considerate
Conventionalists**



**Reserved
Rationalists**



**A U D I E N C E
I N S I G H T**

Don't forget to check out our Audience Insights throughout the report!

CHAPTER 1

The Sustainability Perception Index

The Sustainability Perception Index

Top 100 Brands Ranking List and Industry Specific Deep Dive

In this chapter, we are going to look at the top 100 brands perceived as sustainable according to our own Sustainability Perception Index - the world's largest study on sustainability perception of brands. We will also deep dive into the industries that are doing well and why.

What is the Sustainability Perception Index?

The brand Sustainability Perception Index (SPI) is a performance benchmark for the world's most valuable brands as rated by consumers.



11
Countries



100
Brands



12,000+
Respondents



9
Industries

The Sustainability Perception Index

Unprecedented in its size and scale, the Sustainability Perception Index 2020 evaluates the sustainability reputation of the world’s 100 best brands ¹, as chosen by Interbrand, across 9 industry sectors by surveying over 12,000+ consumers in 11 key markets representing 76% of world GDP.

01	100
Highest Ranking	Lowest Ranking




Top 100 Brands

01	Discovery	21	Nestle	41	Facebook	61	M&M's	81	Zara
02	Tesla	22	Lipton	42	Sainsbury's	62	Next	82	Mars
03	Hello Fresh	23	Barilla	43	Jack Daniel's	63	Pepsi	83	Coca Cola
04	Danone	24	Aldi	44	Skyscanner	64	Amazon	84	Hugo Boss
05	Netflix	25	AirBnB	45	Sony	65	Gillette	85	Audi
06	Google	26	ITV	46	JustEat	66	Heineken	86	Tommy Hilfiger
07	Evian	27	Disney	47	Apple	67	Milky Way	87	Dell
08	Activia	28	Booking.com	48	Lego	68	Budweiser	88	L'Oreal
09	Spotify	29	Uncle Ben's	49	GetYourGuide	69	Corona	89	Mercedes Benz
10	Dove	30	Samsung	50	Allbirds Inc	70	Jim Beam	90	Tassimo
11	Birkenstock	31	Becel	51	Expedia	71	Ferrero	91	Panasonic
12	Microsoft	32	Pampers	52	Intel	72	H&M	92	Nissan
13	TripAdvisor	33	Kayak	53	Adidas	73	GlaxoSmithKline	93	Monki
14	Nivea	34	Nescafe	54	Ebay	74	Slack	94	Boohoo
15	Patagonia	35	Nestea	55	Philips	75	Yoox	95	Ford
16	Kellogg's	36	Knorr	56	M&S	76	Mango	96	Volkswagen
17	Garnier	37	ShareNow	57	Uber	77	Sennheiser	97	Topshop
18	IKEA	38	Nike	58	Hennessy	78	Jacobs	98	Mini
19	LinkedIn	39	Colgate	59	Nintendo	79	Lacoste	99	BMW
20	Twinings	40	Johnson & Johnson	60	Oreo	80	ASOS	100	Red Bull

¹ Based on responses to the question: How environmentally sustainable do you think the following brand is?

The SPI: Winners & Losers

Top 10

01	Discovery	
02	Tesla	
03	Hello Fresh	
04	Danone	
05	Netflix	
06	Google	
07	Evian	
08	Activia	
09	Spotify	
10	Dove	



INSIGHT

Most of the
Top 10 brands
are from Tech,
Media, and
FMCG industries

The Sustainability Perception Index shows not only high discrepancies in brand performance across markets, but also helps to indicate large gaps between industries ¹.




01

Highest Ranking

100

Lowest Ranking

Bottom 10

91	Panasonic	
92	Nissan	
93	Monki	
94	Boohoo	
95	Ford	
96	Volkswagen	
97	Topshop	
98	Mini	
99	BMW	
100	Red Bull	

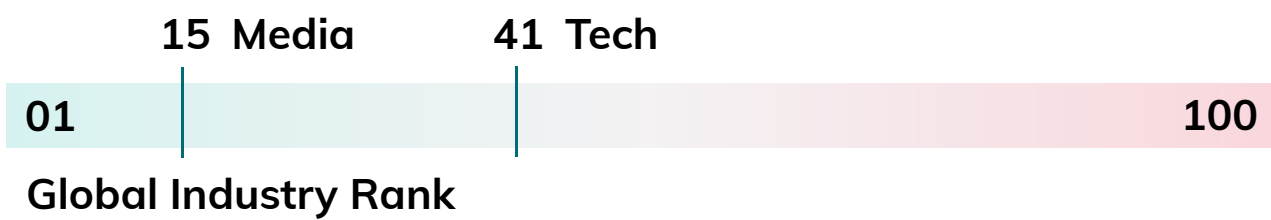


INSIGHT

Automotive and
Fashion are way
behind, at the
very bottom of
the ranking

¹ Based on responses to the question: How environmentally sustainable do you think the following brand is?

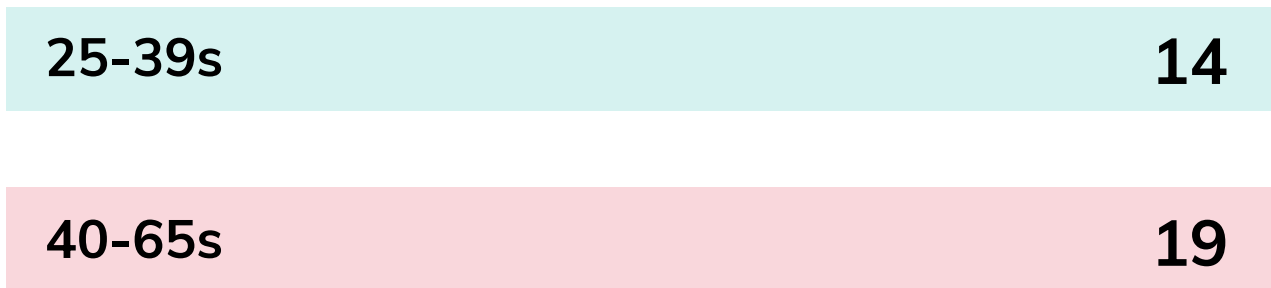
Deep Dive: Tech & Media



Tech is doing better with men than women



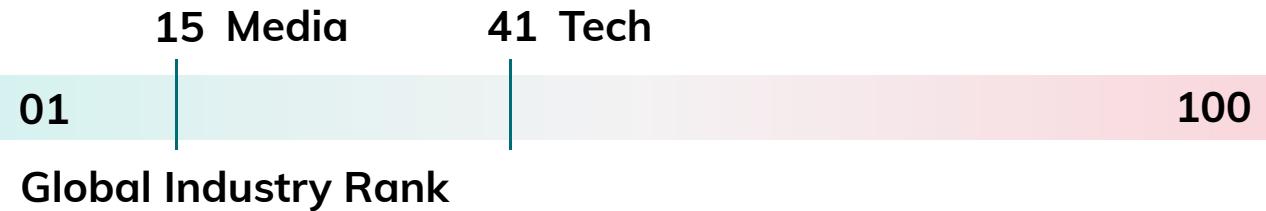
Perception by different age groups



AUDIENCE INSIGHT

Experts and Rationalists are both in agreement for Tech perception, while Innovators are sceptical about the industry.

Deep Dive: Tech & Media



Winners

01 Discovery



Losers

64 Amazon



74 Slack



INSIGHT

Why Tech & Media Do So Well?

Brands driving this include Discovery, second year in a row winner, as people associate it with nature.



INSIGHT

Why Some Tech & Media Do Badly?

Bad press around manufacturing processes and a strong association with the business industry.

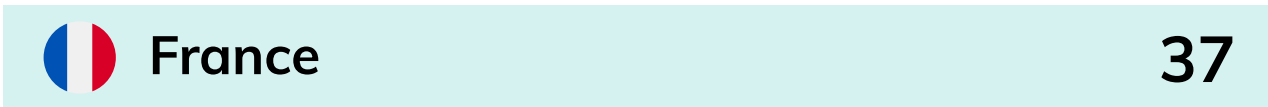
Deep Dive: FMCG

Fast Moving Consumer Goods

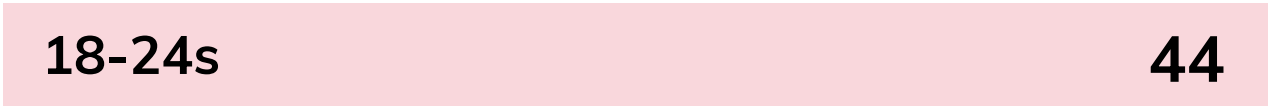
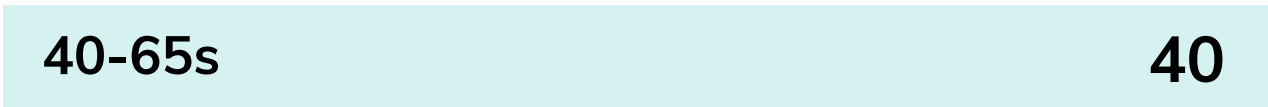


The FMCG industry is perceived best in France

This is largely driven by a home advantage for a lot of the FMCG brands such as Danone, Evian, Activia, Garnier etc.



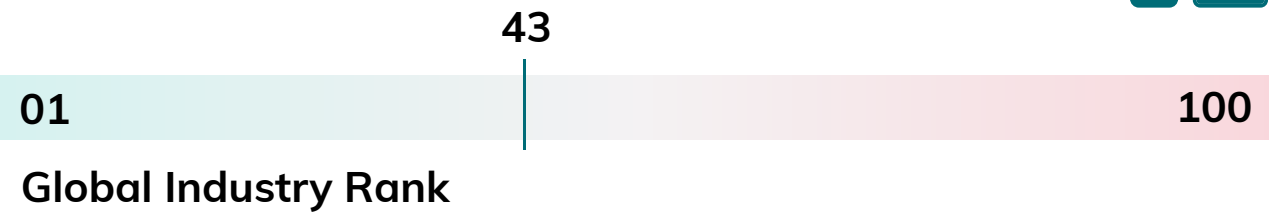
The industry does best amongst the 40-65-year-old age group



AUDIENCE INSIGHT

The more mainstream segments of Conventionalists and Rationalists are most supportive of the FMCG industry.

Deep Dive: FMCG Winners & Losers



Winners

04 Danone



Losers

90 Tassimo



100 Red Bull



INSIGHT

Healthy and Natural Produce

Is driving performance promoted by brands like Danone, Evian and Dove.

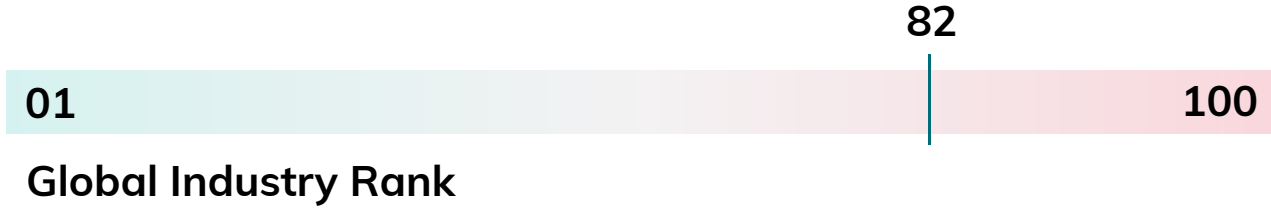


INSIGHT

Why Some FMCG Do Badly?

They are associated with unhealthy lifestyle.

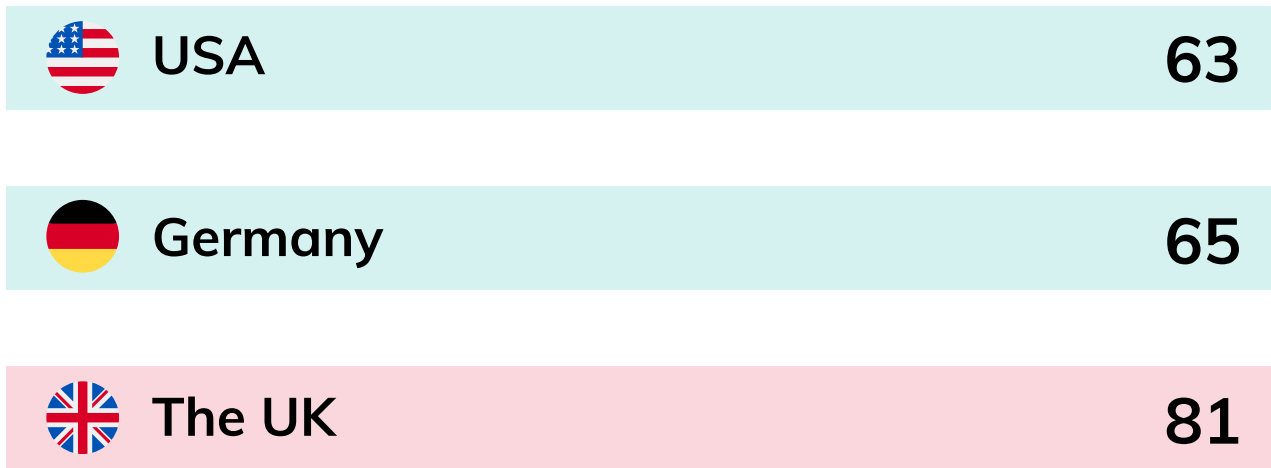
Deep Dive: Automotive



Younger generation and women are driving down the perception of the automotive industry

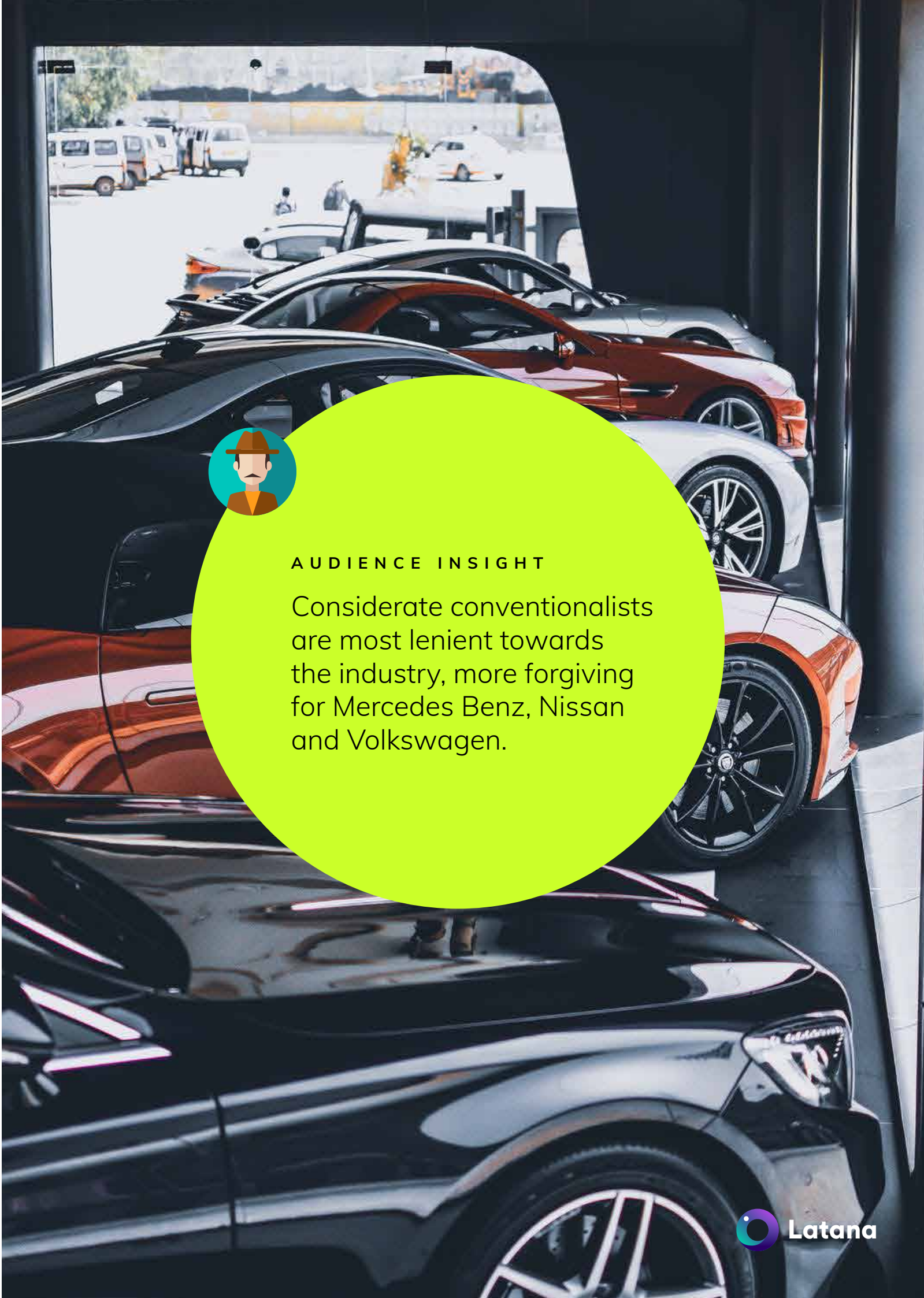


Perception by country

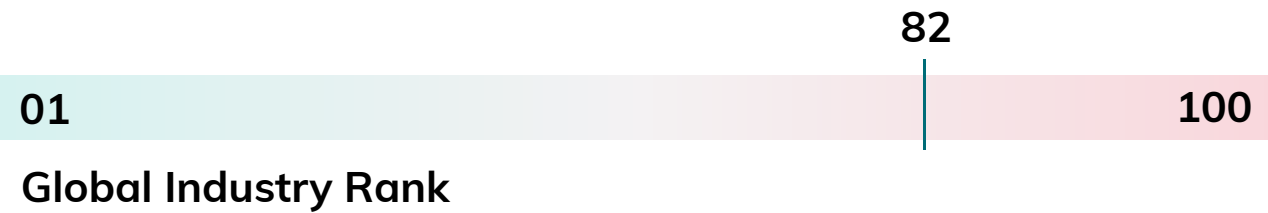


AUDIENCE INSIGHT

Considerate conventionalists are most lenient towards the industry, more forgiving for Mercedes Benz, Nissan and Volkswagen.



Deep Dive: Automotive Winners & Losers



Winners

02 Tesla



Losers

81 Mini



83 BMW



INSIGHT

Tesla is Breaking the Industry Trend

Due to promoting sustainable solutions like electric vehicles and solar batteries.



INSIGHT

Overall Automotive is Not Doing Well

Due to historically being associated with pollution.

Deep Dive: Fashion



Fashion is a Mixed Bag

From well-received brands Birkenstock at #11 and Patagonia at #15 to failing brands Monki at #93 and Topshop at #97. A recurring theme of the bottom three is fast-fashion credentials.

Fast-fashion brands are rated higher by younger people

MONKI

T O P S H O P

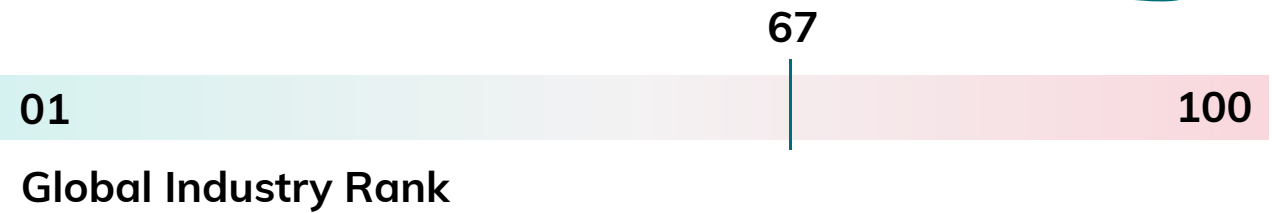
25-39s	62	18-24s	89
40-65s	96	25-39s	99



AUDIENCE INSIGHT

The fashion industry perception is highest for Experts and Innovators, driven by sustainable brands Birkenstock and Patagonia.

Deep Dive: Fashion Winners & Losers



Winners

11 Birkenstock

BIRKENSTOCK®

Losers

94 Boohoo

boohoo

97 Topshop

T O P S H O P

INSIGHT



Why Fashion Does Well?

Brands like Birkenstock have a heavy association with sustainability and whole-system attitude to it.

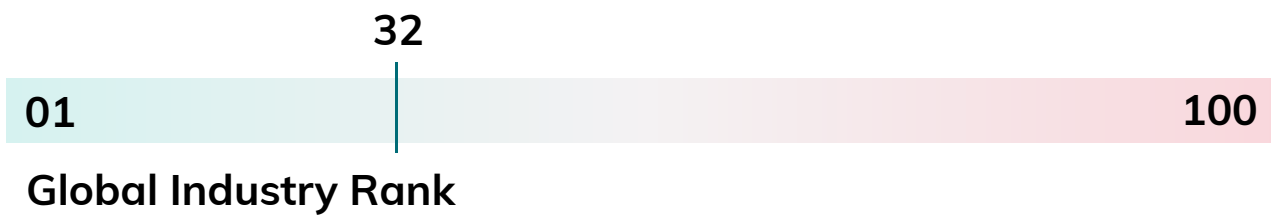
INSIGHT



Why Some Fashion Does Badly?

Fast fashion has a bad reputation, and Boohoo was recently hit by modern slavery scandal.

Deep Dive: Grocery



The Industry Performs Better
With Older People



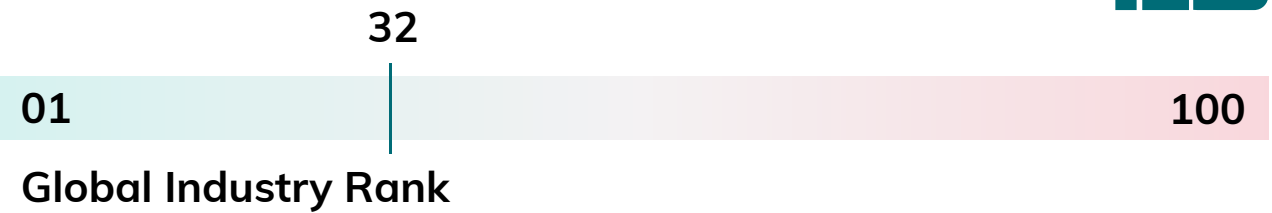
The UK rates the grocery industry higher than
other countries do, at #24 vs #32 globally



AUDIENCE INSIGHT

Innovators are not convinced by the grocery industry, being most cynical about brands Hello Fresh and M&S.

Deep Dive: Grocery Winners & Losers



Winners

03 Hello Fresh



Losers

42 Sainsbury's



56 M&S



INSIGHT

Why Grocery Does Well?

Brands like Hello Fresh drive this with innovative approach to no-waste grocery delivery and a solid approach to recyclable packaging.



INSIGHT

Why Some Grocery Does Badly?

Bigger retail stores have higher associations with big manufacture and more wasteful produce.

CHAPTER 2

Sustainability is No Longer a Luxury

Sustainability is Truly Global

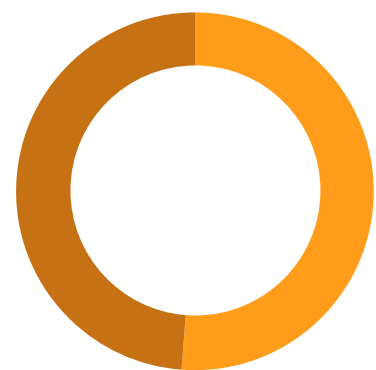
And This Trend is Here to Stay

Sustainability proved to influence purchasing decisions. The importance of brand's good reputation for being sustainable is a general societal trend.



66%

say sustainability is important when buying products ¹

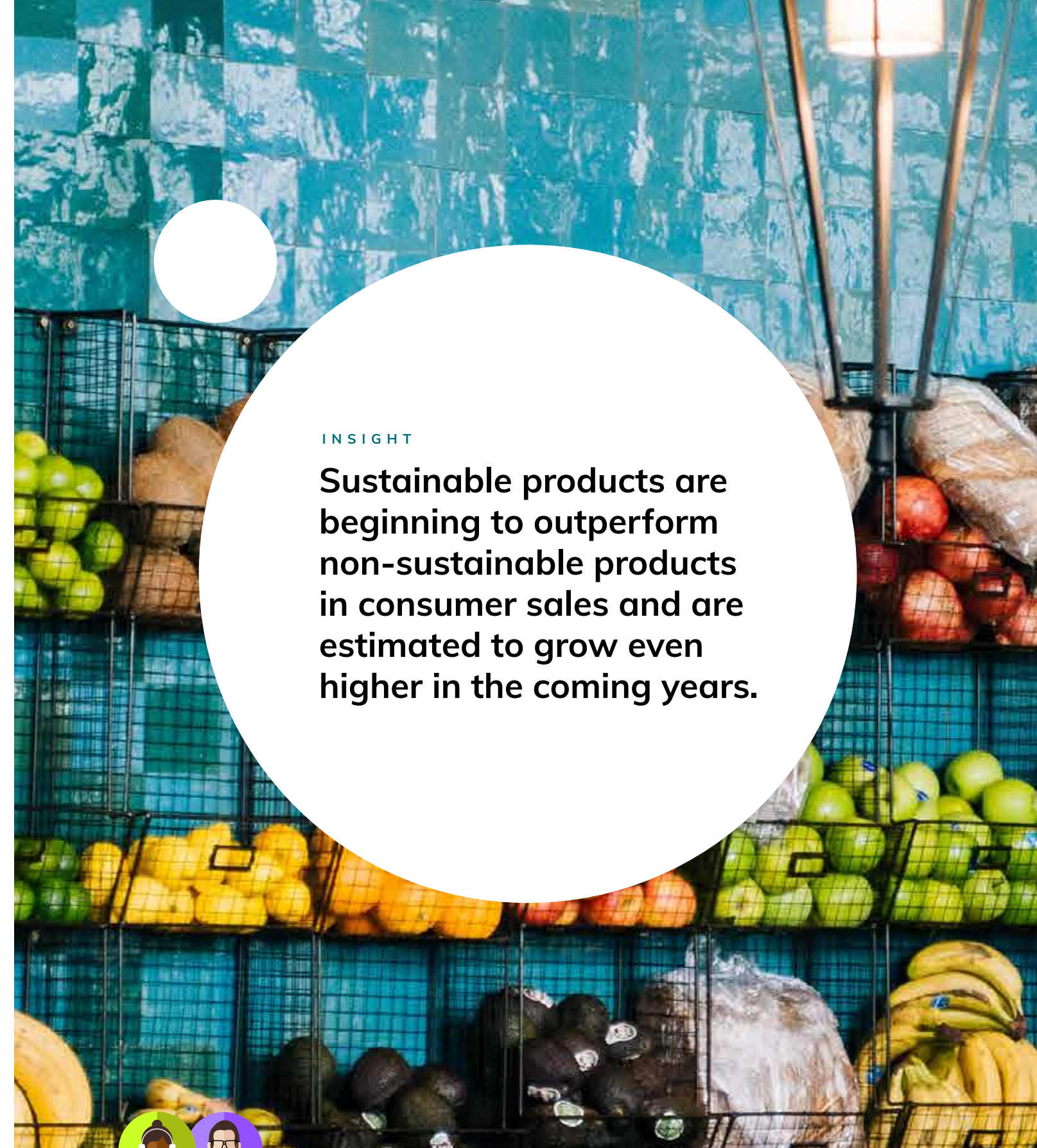


51%

are willing to pay for sustainable products ²

¹ Based on responses to the question: When making a purchase decision, how important is it to you that the brand you are choosing has a good reputation for being environmentally sustainable?

² Based on responses to the question: Would you be willing to pay more for products from brands you know to have a good reputation for being environmentally sustainable?



INSIGHT

Sustainable products are beginning to outperform non-sustainable products in consumer sales and are estimated to grow even higher in the coming years.



AUDIENCE
INSIGHT

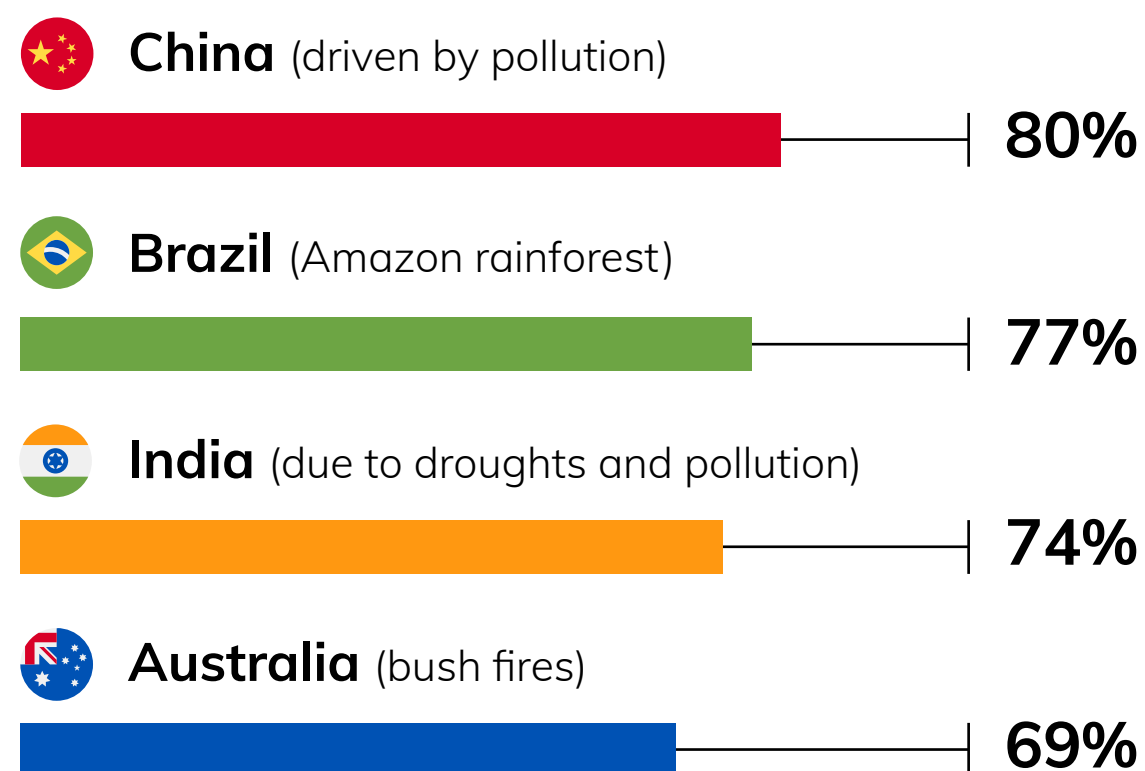
Both Enthusiastic Experts and Inspired Innovators are the segments most willing to pay for sustainability - Inspired Innovators being the ones who follow through with this intention most.

Sustainability and Environment

Sustainability is Important Globally

Values are highest in countries already hit hard by climate change or other pressing environmental issues, like pollution in China or record bush fires in 2020 in Australia.

Sustainability importance by country ¹



¹ Based on responses to the question: When making a purchase decision, how important is it to you that the brand you are choosing has a good reputation for being environmentally sustainable?

INSIGHT

Consumers in countries already hit by environmental issues are most willing to pay a premium for sustainable goods above non-sustainable options and to boycott brands who do not comply.

Sustainability is No Longer a Luxury

It is Increasingly Important For All Levels Of Income

The study shows that sustainability is important for all levels of income when making purchasing decisions, and while it is already highly important to those from low income groups, it is even more so for those facing worsening incomes due to Covid-19.

Sustainability importance by income ¹

Income Impacted by Covid-19



Low Income



¹ Based on responses to the question: When making a purchase decision, how important is it to you that the brand you are choosing has a good reputation for being environmentally sustainable?

INSIGHT

Although high earners do prioritise luxury slightly more, the gap is not much between them and low earners, who are also prioritising sustainability.

Geography of Sustainability

Sustainability is a Rising Topic in BRICS and Industrialized Countries

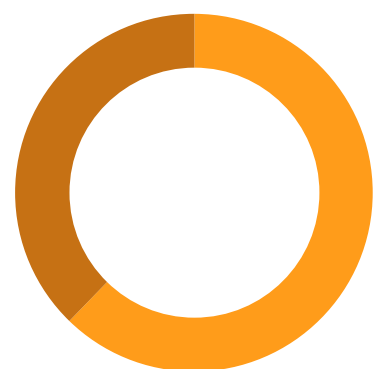
BRICS (Brazil, Russia, India, China, and South Africa) and industrialized countries are the regions that define the planet.

Sustainability importance by region ¹



72%

say sustainability is important when buying products in BRICS countries



61%

say sustainability is important when buying products in industrialized countries

¹ Based on responses to the question: When making a purchase decision, how important is it to you that the brand you are choosing has a good reputation for being environmentally sustainable?

INSIGHT

BRICS countries are the growing economies of the future containing the majority of the world's population.

Sustainability will become a major decision factor for brands and purchasing decisions.



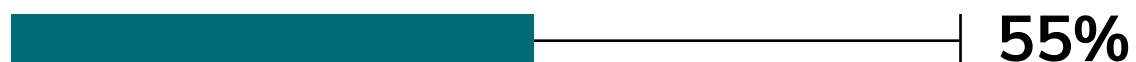
Generational Differences

Purchase Decision Makers of Tomorrow are Much Stricter and Less Forgiving in Terms of Sustainability Sins

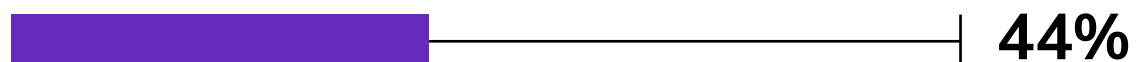
Sustainability is important for all age groups but younger people are much more informed and knowledgeable about brands and their sustainability behavior.

Age groups that would NOT buy from a brand they knew to be acting non-sustainably ¹

18-24s



40-65s



¹ Based on responses to the question: Agreement to statement: "I would NOT buy from a brand I knew to be acting in non-sustainable ways."

INSIGHT

Younger people are more vocal about sustainability and stricter about boycotting brands.



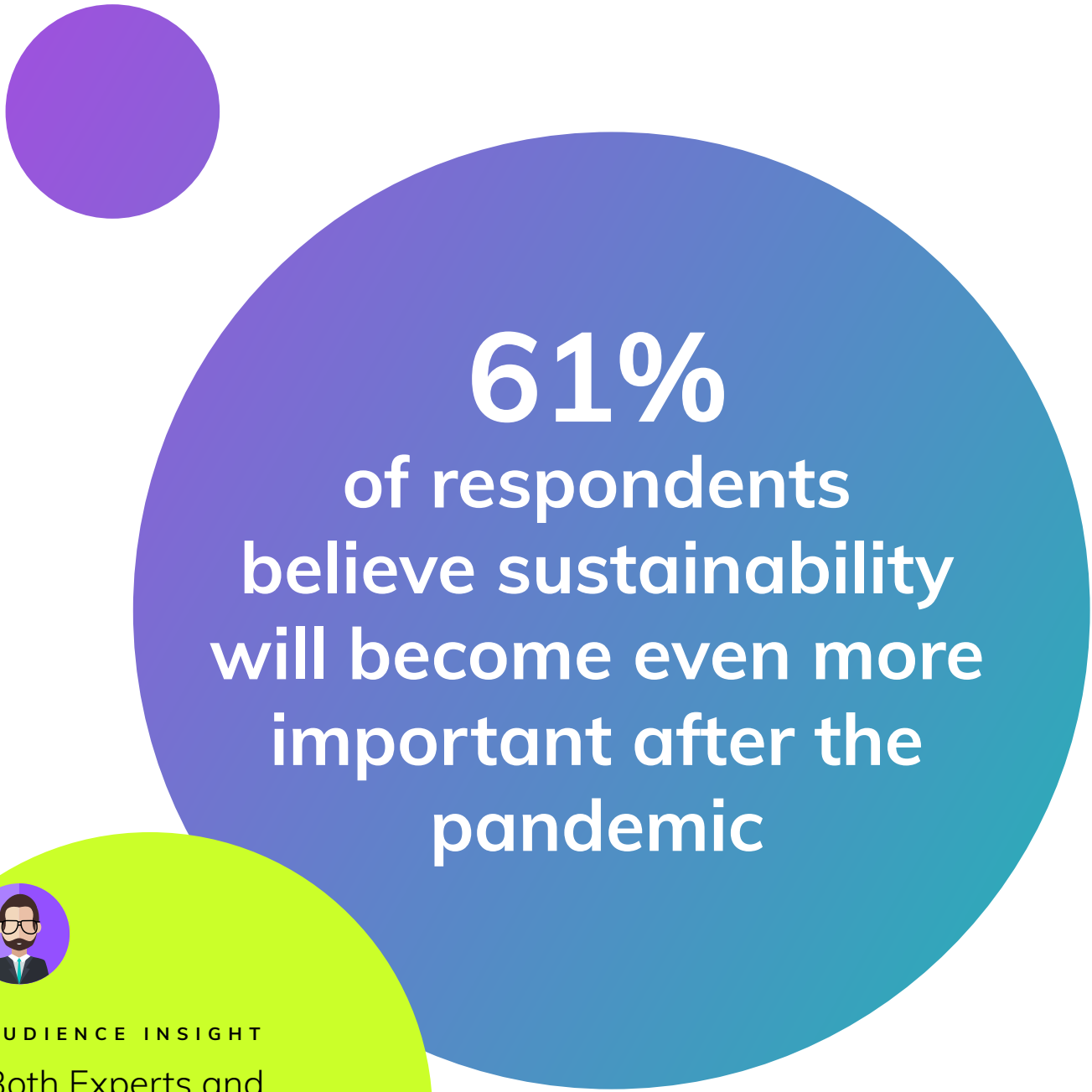
AUDIENCE
INSIGHT

Inspired Innovators is the segment with most influence over brand decisions and is made up of the youngest audience.

Post-Corona Effect

Expected Importance After the Pandemic is Huge

This is especially true for those affected by coronavirus. People expect sustainability to be even more important after the pandemic, surprisingly even more so people whose income is reduced by the pandemic. Did they have time to rethink priorities?



61%
of respondents
believe sustainability
will become even more
important after the
pandemic



AUDIENCE INSIGHT

Both Experts and Innovators expect to place sustainability as a greater priority post-Covid.

March 2020 April 2020 May 2020 June 2020 July 2020

CHAPTER 3

Environmental vs. Social Issues

The Issues Of Our Time

The most important sustainability issues ¹

● Environmental ● Social

1 Made without child or slave labor

2 The company is animal cruelty free

3 Made without harmful chemicals

4 Fair trade

5 Made with packaging that is recyclable

6 Made from 100% recycled materials

¹ Based on responses to the question: Which of the following environmental/social areas are most important to you when buying from a brand?



AUDIENCE
INSIGHT

Inspired Innovators align with issues that are more visible and present today: ingredients and materials for environmental and racial equality and modern slavery for social issues.



Environmental topics will drive purchasing decisions but **social topics** will impact brand reputation for the longer term

Environmental vs. Social Issues

Most important environmental issues come from things like the ingredient list of a product, the symbol for recycled materials, etc. The social issues, however, are more complex. For example, the top social issue is child / slave labor. The Boohoo scandal around modern slavery led to 94/100 on brand perception. These kind of issues are more likely to be tied to brand reputation for the longer term.

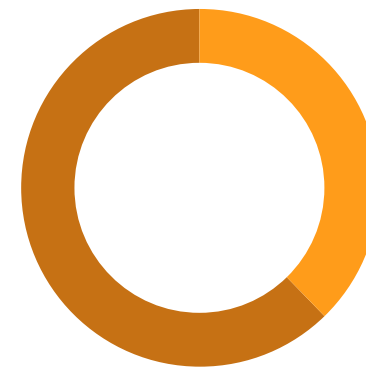
Environmental issues have strong influence on purchasing decisions



52%

of people surveyed would buy a specific product over others because it is more **environmentally** sustainable ¹

Social issues are tied to brand reputation for the long term



42%

of people surveyed would buy a specific product over others because it is more **socially** sustainable ¹



AUDIENCE
INSIGHT

Experts prioritize environmental purchase most, while both Innovators and Experts prioritize social purchase.

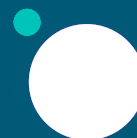
INSIGHT



Brands who offer only vague environmental credentials are failing to convince consumers

For example, both H&M and Zara have been hit by this claim and sit poorly on sustainability perception (#72 and #81 respectively)

INSIGHT



Brands can lose confidence with their consumers

Boohoo has experienced brand reputation backlash only recently, seeing their position in the sustainability perception index damaged by a recent scandal involving modern slavery.

¹ Based on responses to the question: Would you ever buy a specific product over others because it is more environmentally/socially sustainable?

B O N U S C H A P T E R

Online & Delivery

Covid-19 and Shopping



The Pandemic has Increased the Desire and Necessity for Online Shopping

Sustainable choice is most important in the FMCG industries. Personal care, household care, and food and beverages are the categories consumers look out for sustainable products - these are daily shopping categories.

Sustainability importance by category ¹

1 Personal Care

2 Household Care

3 Food and Beverages

¹ Based on responses to the question: From which of the following categories, if any, are you most likely to look for products that are environmentally and socially sustainable, above others?

INSIGHT

Despite consumer demand for more sustainability, 56% of Food & Beverage companies and 29% of Personal and Household Care companies had no targets to reduce emissions in the supply chain as of 2019



AUDIENCE
INSIGHT

Considerate Conventionalists are more likely to look for Food & Beverage sustainable products - likely due to higher visibility and awareness in this category.

What Has Changed?



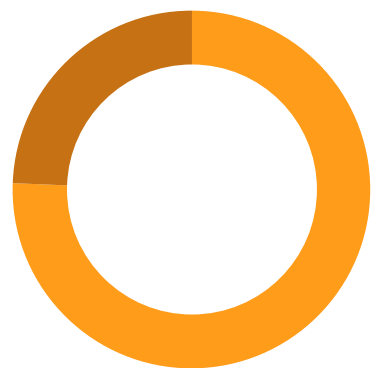
Transparency in Online & Delivery is Growing

Transparency around sustainable delivery and sustainable alternatives is growing. Here are a couple of examples of how the consumer preferences have changed after the pandemic.



50%

are willing to increase the delivery time of an online order for a more sustainable delivery route taken ¹



76%

would like an online retailer to make sustainable suggestions to them - people are demanding more transparency ²

¹ Based on responses to the question: With the exception of perishable products, would you be willing to increase delivery time for purchases made online if a more sustainable route was used?

² Based on responses to the question: Would you like your online retailer to give you information or suggestions about the most sustainable options available for purchase?

INSIGHT

Since the start of the Covid-19 pandemic, e-commerce sales have accelerated even further, +76% YoY in June 2020, increasing the need for brands to offer sustainable options and delivery means



AUDIENCE
INSIGHT

Experts and Innovators are more eager for sustainable suggestions to be made to them online than the average audience, while Rationalists and Conventionalists are resistant to this idea.

Priorities Buying Online



Reputation and Convenience are the Most Important

People are most concerned about an etailers reputation when considering purchases online, followed by delivery time (which is the convenience of a time slot). Less important are from where products come from, speed, and packaging.

Priorities when buying online ¹

1 Reputation

2 Delivery Time

3 Speed

4 Packaging

¹ Based on responses to the question: Which of the following, if any, delivery considerations are most important to you when making purchases online?

INSIGHT

Brand reputation is important to consumers in all aspects and this goes for sustainability too - 32% of people surveyed claim to know which brands offer sustainable options



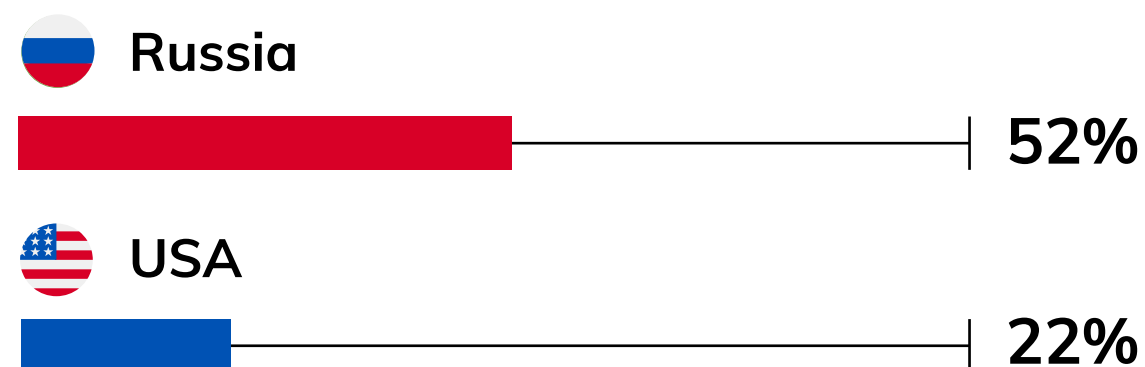
AUDIENCE
INSIGHT

Experts and Innovators prioritize reputation, while Rationalists prioritize the delivery time of goods.

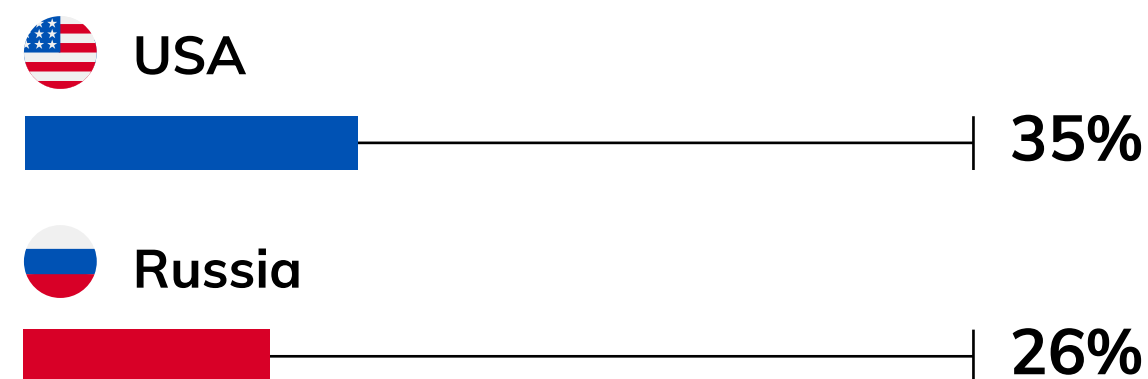
Priorities Differ by Country



Reputation importance by country ¹



Delivery time importance by country ¹



¹ Based on responses to the question: Which of the following, if any, delivery considerations are most important to you when making purchases online?

INSIGHT

Consumers in the USA are also the most resistant to increasing delivery time in favor of a more sustainable route

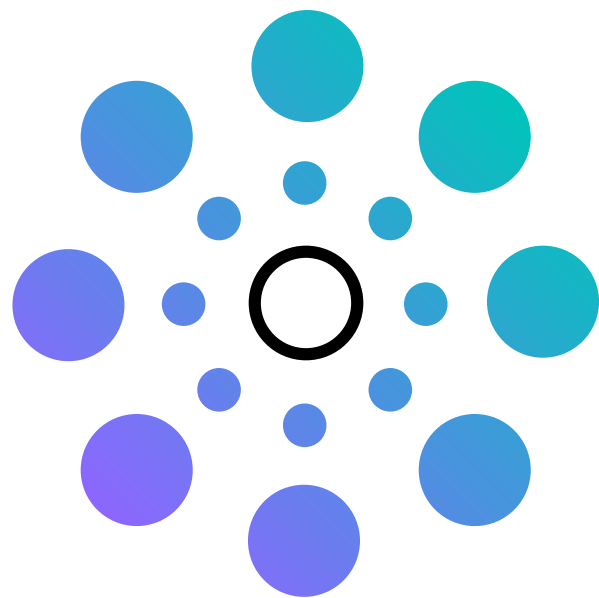
L A T A N A

The Insights Hub That Brought You The Sustainability Index

The Insights Hub for Brands Across the World

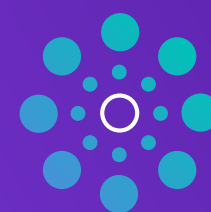
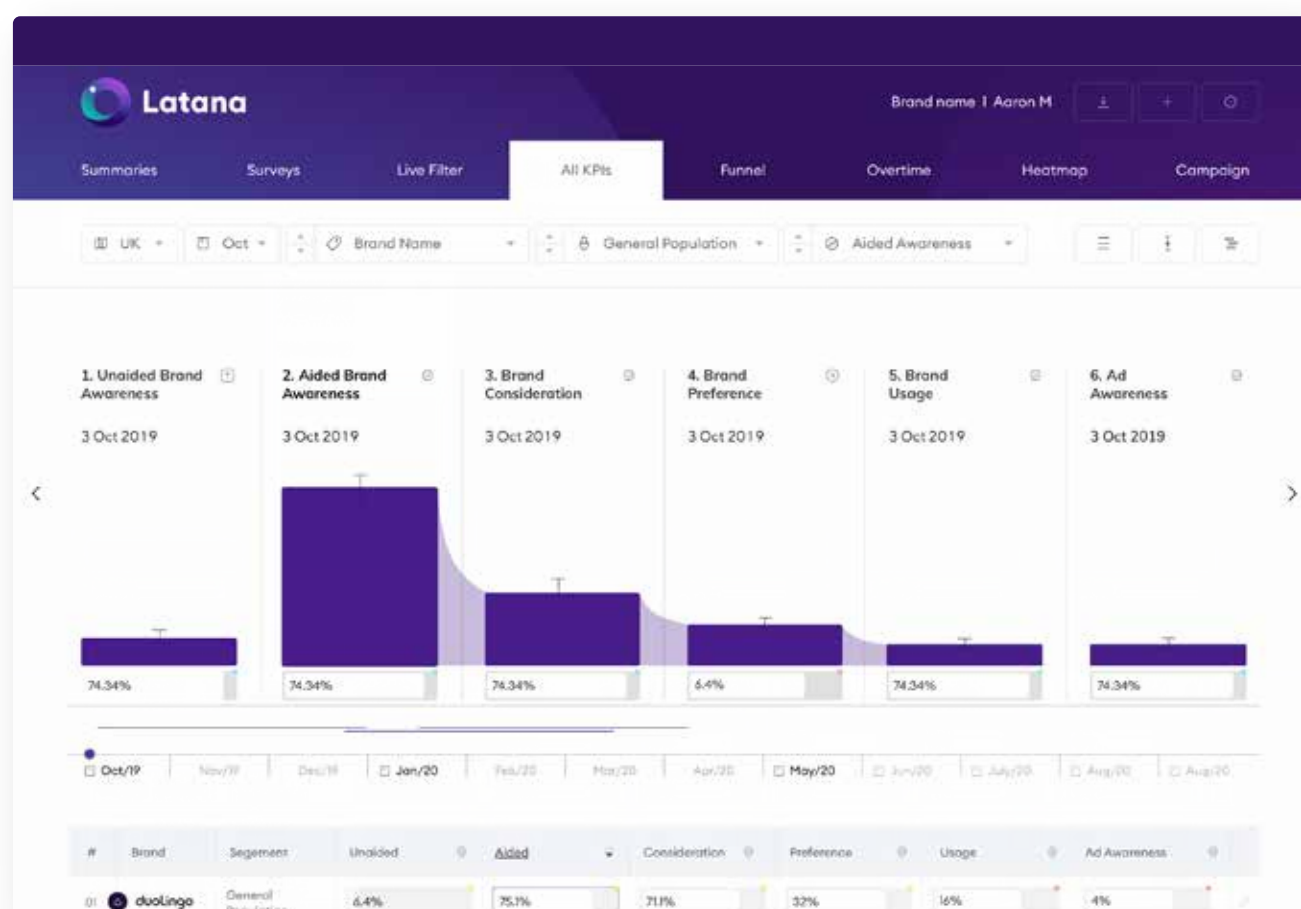
Brand is Perception and Perception Drives Human Behavior

If you can understand human behavior, then you can predict consumer behavior. If you enjoyed the Sustainability Perception Index (SPI), then you will receive even more in-depth insights from our Sustainability Tracker.



Hundreds of Key Insights: One Great Dashboard

Start Making Better Marketing Decisions with Latana Brand Tracking



Perception

Understand your brand's consumer sustainability perception in comparison to your direct competitors.



Reasoning

Track the link consumers make between your brand and sustainability in comparison to your direct competitors.



Importance

Assess the relevance and importance of sustainability to consumers.



Intent

Measure consumer intent and determine if they will pay more for your sustainable brand.



Behavior

Measure consumer commitment and discover if they are already buying into sustainable options.

Latana's Sustainability Tracker

Latana for Responsible Brands

Sustainability is one of the most important issues of our time. Brands no longer have the luxury of ignoring sustainable practices. Consumer perception now has the power to shape a company's future. Building a brand that is perceived as sustainable is now a requirement.



Do you have
what it takes
to succeed?

Track The Sustainability Perception of Your Brand with Latana

Here is what you can do with the SustainabilityTracker:



Advanced Research

In-depth profiling in our proprietary network for a more reliable analysis of your brand's sustainability reputation.



Uncover Relevant Insights

Drill down into audiences and customer segments so you can make better marketing decisions.



Discover Your Market Position

Benchmark your brand against competitors and global leading brands.

You're in Good Company

Brands Already Making Better Marketing Decisions
with Latana Brand Tracking Software



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Smarter Tools. Better Marketing Decisions.

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