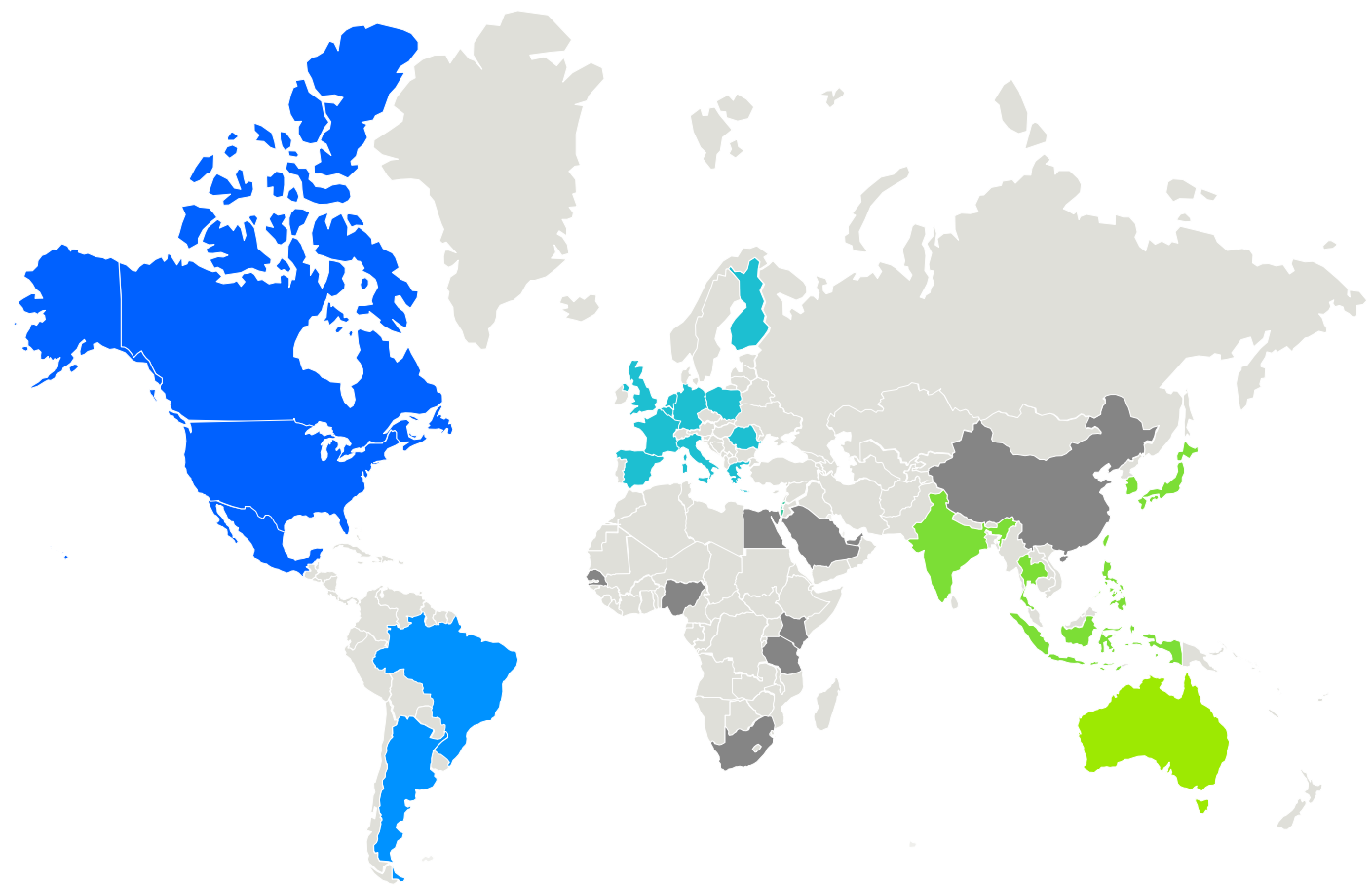


In 2023, SSI offers a consistent foundational understanding of sustainability across **33 markets** around the globe

- | | | | |
|--|---|--|--|
| ■ United States*
Mexico
Canada | ■ Belgium
Czech Republic
Finland
France
Germany
Greece
Italy
Netherlands
Poland
Romania
Spain
United Kingdom | ■ India**
Indonesia
Japan
South Korea
Philippines
Taiwan
Thailand | ■ Available with differences in methodology
China
Egypt
Saudi Arabia
Kenya
Nigeria
South Africa
Senegal
Tanzania
UAE |
| ■ Argentina
Brazil | ■ Australia | | |



SAMPLE: 1000 interviews per country (*2000 in USA)

WHO: Nationally Representative Sample (Males and females, age 18+) ** India Digital representative

WHEN: Fieldwork in July 2023

In 2023, we cover 42 sectors with new sectors added and more definitions offered for certain sectors

Beer, wine and alcoholic beverages	Alcohol
Financial services, banking, and insurance	Financial Services
Chocolate and sweets	Food & Beverages
Coffee and tea	Food & Beverages
Fast food/casual restaurants	Food & Beverages
Flavoured beverages	Food & Beverages
Fresh Fruit and vegetables	Food & Beverages
Meat or products including meat UPDATED	Food & Beverages
Protein products as a meat alternative NEW	Food & Beverages
Milk or Dairy products	Food & Beverages
Non-dairy milk or non-dairy product alternatives NEW	Food & Beverages
Packaged biscuits, chips and snacks	Food & Beverages
Bottled water	Food & Beverages
Pet food	Pet Food
Over-the-counter medicine, pharma. products or food supplements UPDATED	Health
Cleaning and home care products	Household cleaning
Laundry, washing detergent and fabric care	Household cleaning
Oil and gas (including petrol / diesel)	Oil and Gas
Clothing and footwear	Fashion
Luxury products	Fashion
Toys and games NEW	Toy

Energy providers UPDATED	Home
Furniture / home furnishing	Home
Property to buy or build NEW	Home
Motor vehicles UPDATED	Mobility
Electric / hybrid vehicles NEW	Mobility
Car-based mobility services NEW	Mobility
Hygiene products for babies	Personal Care
Cosmetics make-up UPDATED	Personal Care
Hygiene products (e.g. toilet paper, period products, adult diapers, etc.)	Personal Care
Skin care NEW	Personal Care
Personal Care (e.g. oral hygiene, shampoo, etc.)	Personal Care
Online shopping sites	Retail
Specialist retailers UPDATED	Retail
Supermarkets/hypermarkets/department stores	Retail
Electronic Devices and Appliances UPDATED	Tech, Media
In-home entertainment	Tech, Media
Social media UPDATED	Tech, Media
Telecom service providers (fixed line, internet, mobile)	Tech, Media
Cigarettes or tobacco for roll / make your own NEW	Tobacco
Vaping, electronic cigarettes (e.g. e-cigs) or tobacco heaters NEW	Tobacco
Travel and hospitality	Travel