



# Transforming Retail: **A New Era**

For Consumer Transparency



*In*

# 2025: The Rise of Corporate 'Greenhushing'

BHV

SHEIN  
PREMIÈRE CÉRÉMONIE MONDIALE  
LE 5 NOVEMBRE - 13H



Green Claims  
Directive

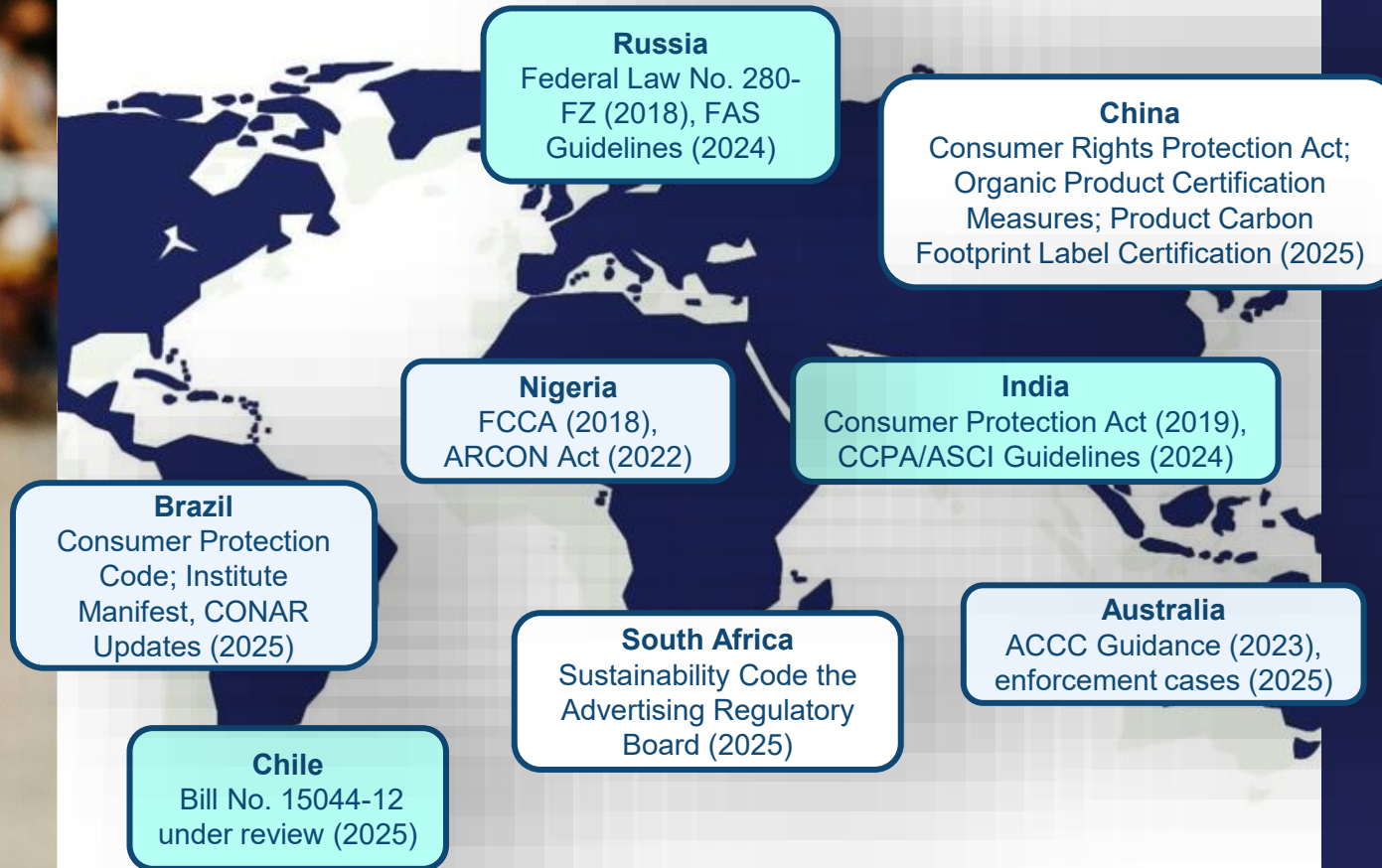
Status: Proposal Paused



One planet  
handle with care

*Preventing Greenwashing*

# A Momentum Moving South and East



**58%** of Chinese consumers would be willing to be a premium (within 10%) on clothing, shoes and bags; and 56% on food and beverage products.

**2024 China Sustainable Consumption Report**

**64%** of Russian consumers expect brands to reduce negative environmental impact during production and 56% to provide high-quality products and services.

**Okkam 2024 Report**

**73%** of Brazilian consumers expect companies' products and operations not to harm the environment.

**Globe Scan, 2024**

# A New Era of Consumer Transparency

INCREASED  
CONSUMER  
EXPECTATIONS



GLOBAL  
SOUTH  
SUBSIDIARIES  
SHOWING THE  
WAY



RETAIL  
4 *Impact*

ECOLABELS,  
A TOOL FOR  
STRENGTHENED  
GREEN CLAIMS



# DETERMINANT's Cotton Waterless Dyeing Technology Claim

## ■ Claim Analysis in line with UNEP Guidelines

DETERMINANT strengthened their product claim by aligning it with the 10 principles of the UNEP Guidelines for Providing Product Sustainability Information

## ■ Multi-channel Communications

The claim is communicated across different innovative touchpoints: product hangtag, brand website, retail store displays, social media, live streaming, etc.

To read the Case Study, scan the QR code



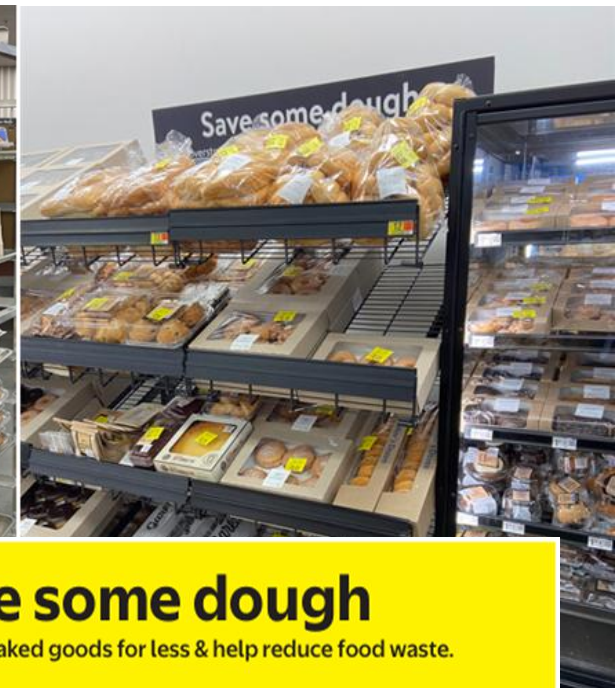
# "Save Some Dough" Near-Expiry Retail Bakery Pilot

## ■ Digital Engagement

Public-facing corporate communications page focused on food waste education (recipes for using surplus ingredients, tips for extending shelf life in the fridge, and guidance on understanding date labels).

## ■ In-store Activation

Testing conducted across 120 stores, consolidating discounted items into dedicated, high-visibility fixtures (bread wall, dedicated signage).



**Save some dough**  
Get overstocked baked goods for less & help reduce food waste.

# The rise of AI

AI is a powerful tool **helping businesses analyze** their products' environmental impacts. At the same time, **consumers are using AI tools to check these claims** and make informed choices. This pushes companies to be more transparent, reduce greenwashing, and build trust with their audience.

# Consumer empowerment

As consumers become **more empowered and informed**, they are increasingly able to verify and compare the environmental claims made by businesses, giving them the ability to reward transparency and call out misleading claims.

# The rise of DPPs

Digital product information systems allow businesses to **track and share detailed sustainability data in real time**. As consumers, retailers, and regulators increasingly leverage these systems, companies are incentivised to provide evidence-based sustainability information to maintain credibility, reduce greenwashing risks, and stay competitive.

# Stronger legal and consumer push

Investing now in **understanding what consumers value** is critical to meet demand and build trust. For global businesses, **analysing minimum legal requirements** across different jurisdictions to ensure compliance, reduce risk, and future-proof their sustainability strategies will also be key.



Thank you!



# Sustainable Retail Summit Paris 2026

