

THE NETHERLANDS

OFFICIAL REPORT 2023

Europe's Largest Brand Study on Sustainability



SUSTAINABLE
BRAND INDEX

ABOUT THE REPORT

This report was written by SB Insight AB. SB Insight is an insight agency based in Stockholm, Sweden and the founder of Sustainable Brand Index™.

SUSTAINABLE BRAND INDEX™

Sustainable Brand Index™ is Europe's largest independent brand study on sustainability, founded in 2011 by SB Insight in Sweden. Sustainable Brand Index™ measures the sustainability perception of brands across industries and countries. It is an independent study consisting of nearly 1 600 brands, 36 industries, and 80 000 consumer-interviews across Europe (the Nordics, the Netherlands & the Baltics). In doing so, Sustainable Brand Index™ shows how brands are perceived within sustainability, why they are perceived this way, and what to do about it. Next to yearly brand rankings and official reports, Sustainable Brand Index™ provides brands with data-driven sustainability insights, tailored analysis and strategic recommendations.



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ABOUT

2023

About SB Insight

At SB Insight, we are driven by a mission to create sustainable brands that can thrive in tomorrow's market. With our years of experience handling the complexity of sustainability, we are the natural partner for sustainability insights. We provide actionable insights on how sustainability affects branding, communication, and business development, helping brands to make informed decisions and transform into sustainable brands.

OUR BUSINESS AREAS

SB Insight's work is divided into three business areas:



SUSTAINABLE
BRAND INDEX™



TAILORED RESEARCH
& REPORTS



TAILORED LECTURES
& SEMINARS

Sustainable Brand Index™ is Europe's largest brand study on sustainability. The study measures the perception among consumers of brands' sustainability level across industries and countries. With the help of 80 000 consumers across eight countries, the study measures and analyses nearly 1 600 brands across 36 industries on sustainability.

What We Do

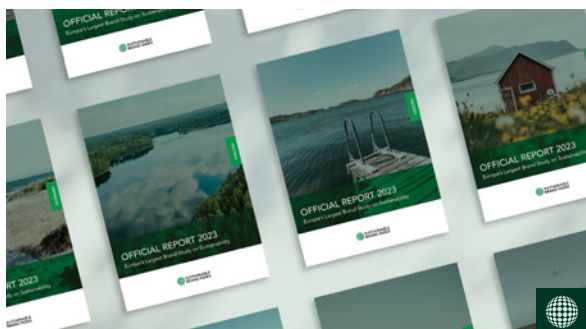
Within the framework of Sustainable Brand Index™, we provide the following reports to companies and brands in our markets:



Available for everyone



Available for brands on the Ranking list



THE RANKINGS & OFFICIAL REPORTS

Our official report (the one you are currently reading) is the tip of the iceberg of our study that provides the market with overarching key indicators of how consumers are developing and how brands are perceived based on the UN Global Goals For Sustainable Development.



THE MARKET REPORT

For each of our markets, there is a deep dive report available for all to purchase. It contains additional key indicators of the market, sustainable behaviour target groups and the development over time for the different industries. See more about this report on [page 26](#).



THE ANALYSIS REPORT

For all brands on the ranking lists, there is an in-depth tailored brand-specific report available. It gives you insights into the perception of your brand and competitors, your target groups, and the trends on the market. Last but not least, provides you with actionable strategic recommendations on strengthening your sustainable brand.



THE STRATEGY REPORT

This is the (electric) Rolls-Royce of our reports. It is 100% customised to your needs and current challenges. Our analysts will work closely with you to provide the most relevant and actionable insights and recommendations based on your needs and internal conditions.

Europe's Largest Brand Study on Sustainability



ABOUT THE STUDY

Sustainable Brand Index™ is Europe's largest independent brand study on sustainability, founded in 2011 by SB Insight in Sweden. Sustainable Brand Index™ measures the sustainability perception of brands across industries and countries. It is an independent study consisting of nearly 1 600 brands, 36 industries, and 80 000 consumer interviews across Europe (the Nordics, the Netherlands & the Baltics). In doing so, Sustainable Brand Index™ shows how brands are perceived within sustainability, why they are perceived this way, and what to do about it. Next to yearly brand rankings and official reports, Sustainable Brand Index™ provides brands with data-driven sustainability insights, tailored analysis and strategic recommendations.

Sustainable Brand Index™ was founded in 2011 by the Swedish insight agency [SB Insight](#). Sustainable Brand Index™ is an independent study, owned and run entirely by SB Insight. The company is based in Sweden and is privately owned by its employees. SB Insight finances Sustainable Brand Index™ 100%.

80 000
Consumers

1 549
Brands

36
Industries

8
Countries

Based on macro and micro trends, consumer behaviours, and brand analysis, the study seeks answers to the following questions:

- How does sustainability affect brands?
- How are brands perceived within the different areas of sustainability and why?
- What can brands do to change and improve this perception?
- What are the consumer's attitudes and behaviours regarding sustainability, how do they change over time, and how do they affect brands?
- Which future trends and developments within sustainability do brands need to be aware of and respond to?

Our Purpose

The purpose of Sustainable Brand Index™ is to drive the sustainability agenda and visualise the value of sustainable branding in order to increase the knowledge of sustainability among various stakeholders.

Sustainable Brand Index™ aims to encourage brands to improve their work and communicate actively about sustainability. The more brands dare to talk about sustainability, the more consumers will know, care and demand. This creates a positive cycle for transparency and sustainability. Together we are on a mission to create sustainable brands.

“

Sustainable Brand Index™ has been an early “unifying force” on the market and has played an important role in demonstrating how sustainability can strengthen a brand and be linked to the commercial agenda.

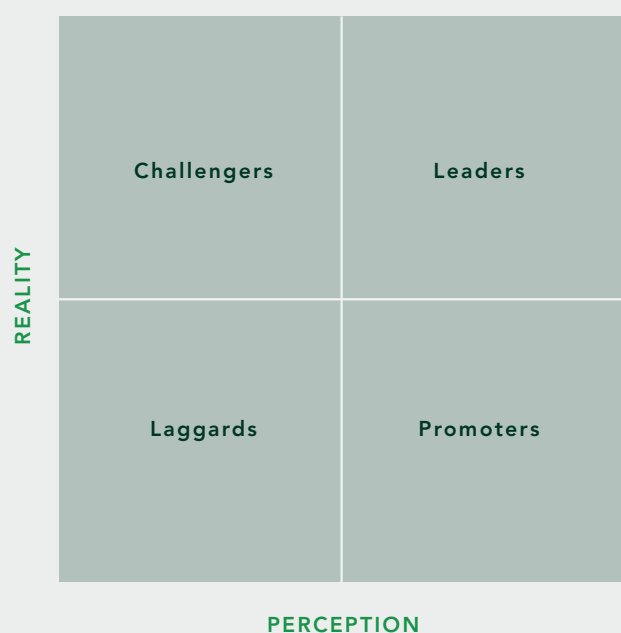


JONAS CARLEHED
SUSTAINABILITY MANAGER
IKEA SWEDEN

Perception vs. Performance - A New Dimension of Sustainable Brand Index™

It is important to note that Sustainable Brand Index™ measures how brands are perceived on sustainability. Thus, we do not measure the actual level of sustainability operations in this study. The perception of each actor's sustainability efforts is largely based on the consumers' gut feeling, but in some cases, also on their knowledge. In summary, we measure how much or how little the consumers know about each actor's sustainability responsibility as well as how they value each actor's sustainability responsibility.

The reason for doing this is that we consider it essential to track consumer maturity in sustainability. We are convinced that if we talk more about how brands are perceived, people will naturally be more interested in how brands perform. We want to create a positive circle, where our focus on perception leads to consumers engaging more in sustainability performance and questioning brands around what they do.



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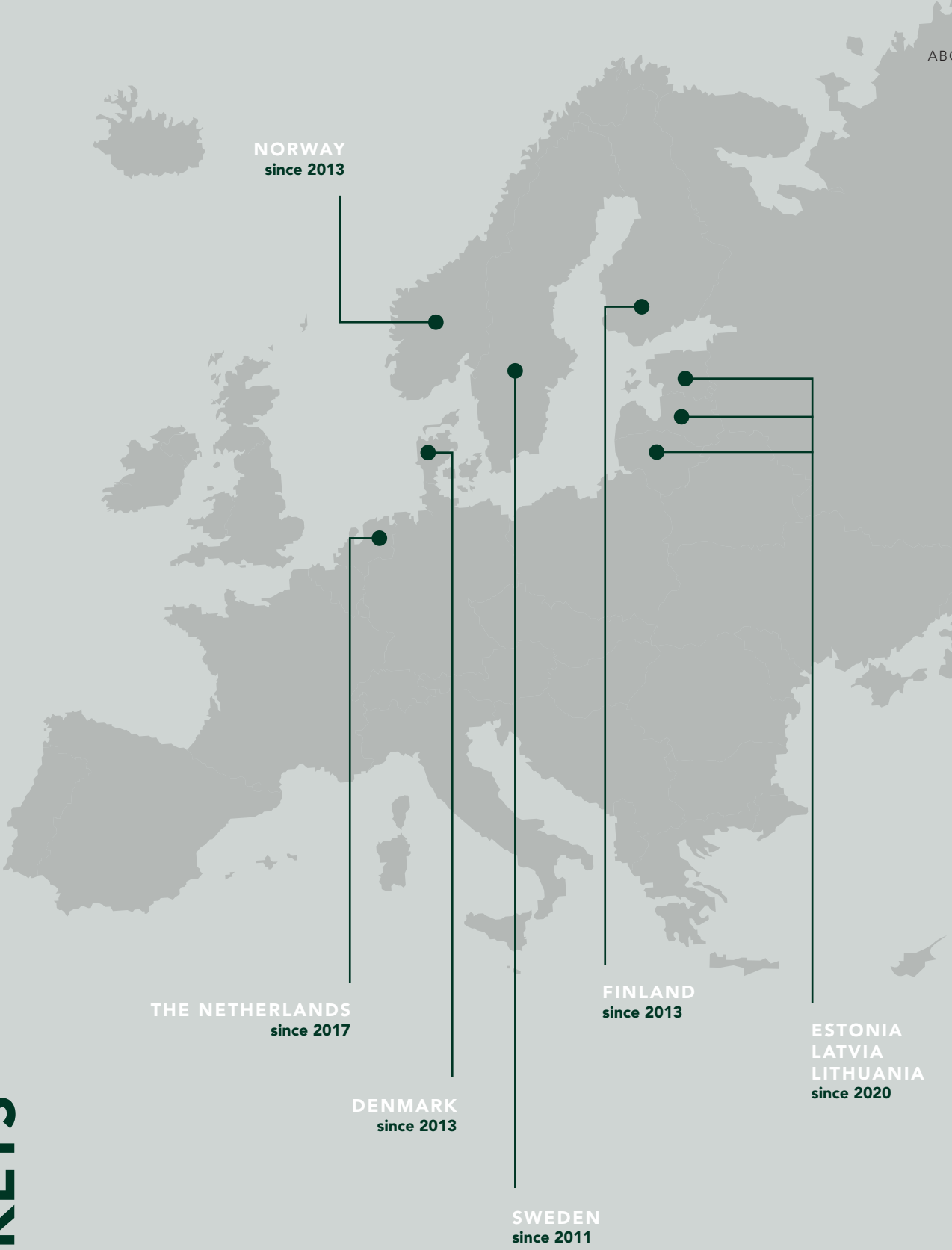
We want to create a positive circle, where our focus on perception leads to consumers engaging more in sustainability performance and questioning brands around what they do.

To further deepen our work with Sustainable Brand Index™, we are now working on adding the performance dimension to the study. It is an ongoing project where we are working with leading experts in sustainability metrics to see how we can visualise the difference between sustainability perception and actual performance. This is a long-term project that we hope will create interesting discussions and speed up the progress.

If you want to know more about this project, please contact us at info@sb-index.com.

CONTACT US

OUR MARKETS



Data Collection

Sustainable Brand Index™ is an independent three-part study, based on desk research and two quantitative web-surveys among the target audience.

TARGET AUDIENCE & RESPONDENTS

The target audience in Sustainable Brand Index™ is the general consumer or public, 16-75 years, in each country.

- In accordance with our policy, we do not use panels that are self-recruited. The respondents come from so-called consumer panels belonging to a subcontractor. The panels thus consist of regular citizens in each country that have been recruited to answer questions at even and uneven intervals.
- In the surveys, we set quotas for gender, age and geography.
- The data is weighted for further fine-tuning.
- The average length of the surveys is approximately 10 minutes. On average every respondent evaluates a random selection of around 20 brands.
- The study has been conducted during December 2022 to February 2023.

BRAND SELECTION

Per country, brands are selected yearly across a variety of industries, based on a set of independent parameters. Parameters include: market share on the respective market, turnover and general brand awareness. The purpose of these criteria is to create a selection that mirrors the brands that consumers meet in their everyday life. Every brand is evaluated by at least 1 000 people.

Brands cannot choose to be included or excluded from the study and the annual results of Sustainable Brand Index™ are open to the public.

DEFINITION OF SUSTAINABILITY

The definition of sustainability in Sustainable Brand Index™ is based on the UN Global Goals for Sustainable Development (SDG). The ranking of Sustainable Brand Index™ is however only the tip of the iceberg in the study. We measure consumer perception in relation to sustainability in different ways, by diving deeper into specific attitudes, knowledge levels, behaviours and materiality areas relevant to each industry.

THE RANKING SCORE

The ranking of Sustainable Brand Index™ shows how brands are perceived on sustainability according to consumers in the respective country. Ranking scores are based on two main parts; environmental responsibility and social responsibility. The final score of each brand is based on the percentage of consumers who assess a company's sustainability efforts as good (4) or very good (5) on a scale of 1-5 + "don't know". The maximum score a brand can get is 200%. A brand that has 200%, performs very well within both environmental (100%) and social responsibility (100%) according to consumers. In other words, this means that 100% of consumers have answered 4 or 5. A brand with a 200% score usually does not exist in reality.

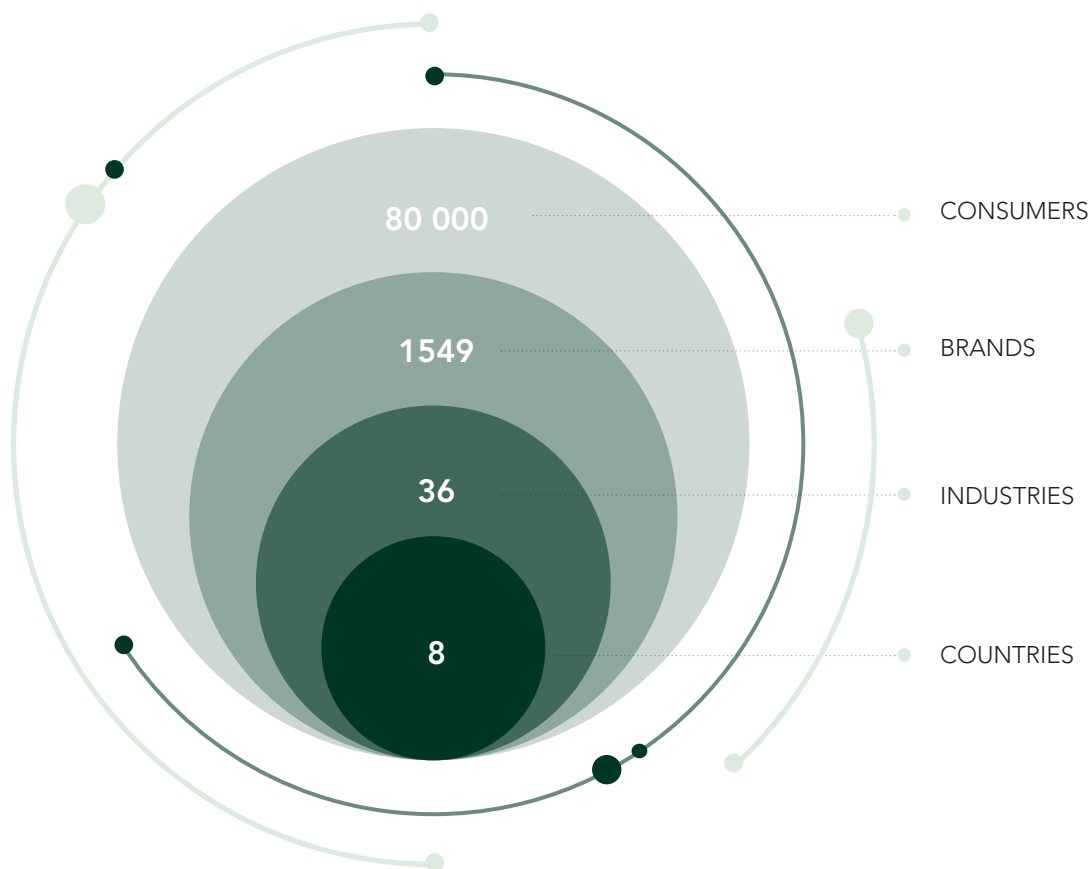
Differences in results between different brands/parameters/years in this report may lie within the margin of error and are thus not statistically significant.

MARGINS OF ERROR FOR THE RANKING SCORE

The two questions that form the basis of the ranking score both have a respective margin of error of 2,5-3%, resulting in a total margin of error for the ranking score of 5-6%. This indicates that the results obtained from the sample population are within a range of +/-5-6% of the actual population's values, with a confidence level of 95%.

The margin of error is rounded to the nearest integer and the exact margin of error for each estimate is individual but lies within the range of 5-6%.

Facts & Figures 2023

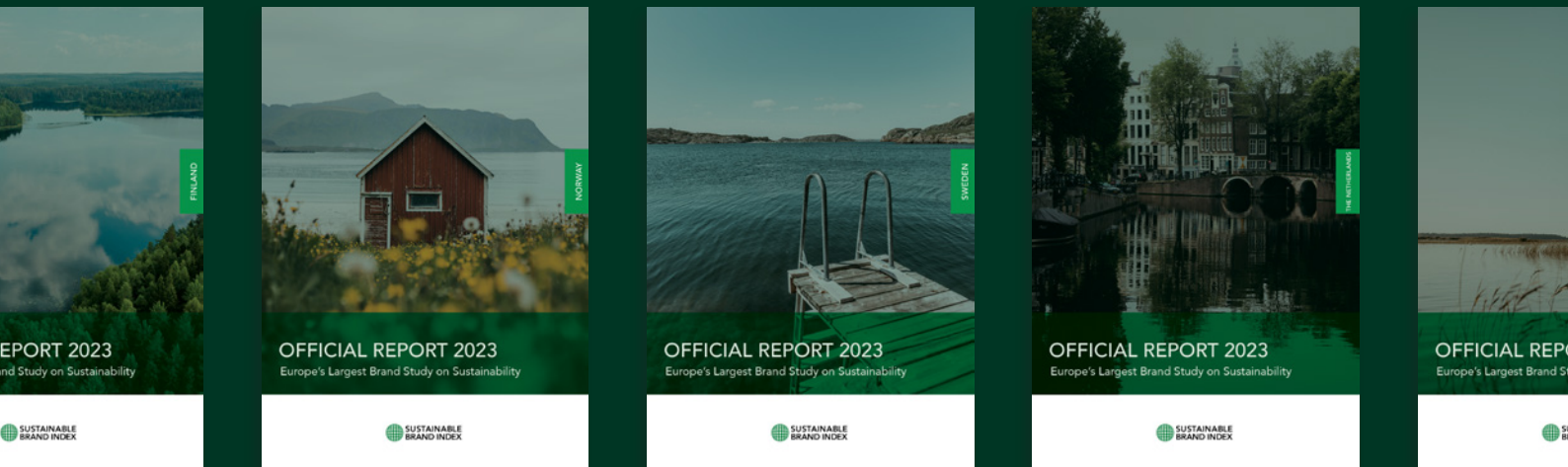


BREAKDOWN PER COUNTRY

COUNTRIES	CONSUMERS	BRANDS	INDUSTRIES
Sweden	29 000	418	36
Norway	11 000	268	24
Denmark	12 000	243	24
Finland	12 000	228	26
The Netherlands	12 000	209	22
Estonia	1000	49	8
Latvia	1000	50	8
Lithuania	2500	84	12
TOTAL	80 000	1549	36

Industries 2023

SWEDEN	NORWAY	DENMARK	FINLAND	THE NETHERLANDS	ESTONIA LATVIA LITHUANIA
Airlines	Airlines	Airlines	Airlines	Airlines	Agriculture*
Automotive	Automotive	Automotive	Automotive	Automotive	Banks
Banks	Banks	Banks	Banks	Banks	Clothes & Fashion (Stores)*
Beauty	Beauty	Beauty	Beauty	Beauty	E-commerce*
Beverage	Beverage	Beverage	Beverage	Beverage	Electricity & Heating
Cleaning & Hygiene	Clothes & Fashion - Brands	Clothes & Fashion - Brands	Cleaning & Hygiene	Digital	Food & Beverage
Clothes & Fashion - Brands	Clothes & Fashion - Stores	Clothes & Fashion - Stores	Clothes & Fashion - Brands	E-commerce	Fuel
Clothes & Fashion - Stores	Consumer Goods Corporations	Consumer Goods Corporations	Clothes & Fashion - Stores	Energy	Grocery Stores
Consumer Goods Corporations	E-commerce	E-commerce	Consumer Goods Corporations	Food	Parcel/Delivery*
Digital	Electricity & Heating	Electricity & Heating	E-commerce	Health Insurance	Pharmacies
E-commerce	Food	Food	Electricity & Heating	Holiday Parks	Telecommunications
Electricity & Heating	Fuel	Fuel	Food	Hotels	Transport/Travel
Food	Furniture & Decoration	Furniture & Decoration	Fuel	Mobility	
Forest Owners	Grocery Stores	Hobby & Leisure	Furniture & Decoration - Brands	Other	
Fuel	Hobby & Leisure	Home Appliances & Electronics - Brands	Furniture & Decoration - Stores	Restaurants, Cafes & Take-away	
Furniture & Decoration - Brands	Home Appliances & Electronics	Home Appliances & Electronics - Stores	Grocery Stores	Retail - Do it yourself	
Furniture & Decoration - Stores	Hotels	Hotels	Hobby & Leisure	Retail - Drugstore	
Gambling & Lottery	Insurance & Pension	Insurance & Pension	Home Appliances & Consumer Electronics	Retail - Fashion	
Governmental Institutions	Other	Parcels & Logistics	Hotels	Retail - Living & Sleeping	
Grocery Stores	Parcels & Logistics	Restaurants, Cafes & Take-away	Insurance & Pension	Retail - Shops	
Healthcare Providers	Pharmacies	Supermarkets	Parcels & Logistics	Supermarkets	
Hobby & Leisure	Restaurants, Cafes & Take-away	Telecommunications	Pharmacies	Telecommunications	
Home Appliances & Electronics - Brands	Telecommunications	Transport	Restaurants, Cafes & Take-away	Travel & Tourism	
Home Appliances & Electronics - Stores	Transport	Travel & Tourism	Telecommunications		
Hotels	Travel & Tourism		Transport		
Insurance			Travel & Tourism		
Opticians					
Other					
Parcels & Logistics					
Pension					
Pharmacies					
Real Estate					
Restaurants, Cafes & Take-away					
Telecommunications					
Transport					
Travel & Tourism					
Vehicle Inspection & Service					
					* (only in Lithuania)
NUMBER OF INDUSTRIES	NUMBER OF INDUSTRIES	NUMBER OF INDUSTRIES	NUMBER OF INDUSTRIES	NUMBER OF INDUSTRIES	NUMBER OF INDUSTRIES
36	24	24	26	22	12



Why a Study That Looks at Sustainability Perception?

There are many reasons. Let us start with the communicative aspect of Sustainable Brand Index™. Winners in the ranking can communicate that they are perceived to be the best. This is a hot potato right now, and we have had to tighten the rules about it (see more about that on sb-index.com). The competitive element of Sustainable Brand Index™ is very engaging and the ranking and the communication around it have historically contributed to the following:

- Increased interest in sustainability from the management and board of the winning companies and those further down the rankings.
- Improved cooperation between the sustainability department and communications and marketing to avoid greenwashing.

Furthermore, there is the aspect that we provide in-depth insights to companies on the lists. These insights are used to drive change and create engagement internally and externally. Some examples of what this has contributed to:

- As a direct consequence of our insights, a large international company set up a whole sustainability department. The aim was to better respond to why the company was perceived as sustainable and deliver on consumer demands.
- As a result of our tailored recommendations, a company initiated the process of setting Science-Based Targets and has just had its targets approved.

In short, it is possible to create change and build a brand simultaneously.

Want to know more?

[CONTACT US](#)

KEY INSIGHTS

2023

Sweden

Norway

Denmark

Finland

The Netherlands



IN A DATA-DRIVEN WAY, SUSTAINABLE BRAND INDEX™ IS ABLE TO IDENTIFY IMPORTANT GAPS BETWEEN HOW BRANDS THINK THEY ARE PERCEIVED AND THE REALITY.

BY ANALYSING IMPORTANT TRENDS, MAPPING STAKEHOLDER'S ATTITUDES AND BEHAVIOURS AND EVALUATING BRAND DRIVERS, THE STUDY PROVIDES IN-DEPTH INSIGHTS AND STRATEGIC TOOLS.



Increasing Challenges for Sustainable Brands

As we add the 13th year of performing Sustainable Brand Index to the books, we still see so much happening from one year to the next.

Consumer interest in sustainability continues to be high and even increases in some of our countries. After the initial shock, the Covid-19 pandemic accelerated the sense of urgency in some areas of sustainability. The war in Ukraine, the energy crisis and the slowing economy also seem to stimulate interest in sustainability among consumers. The sustainability definition has clearly broadened, and things like democracy, safe communities and mental health are now all a part of the desired sustainable development that consumers want to see.

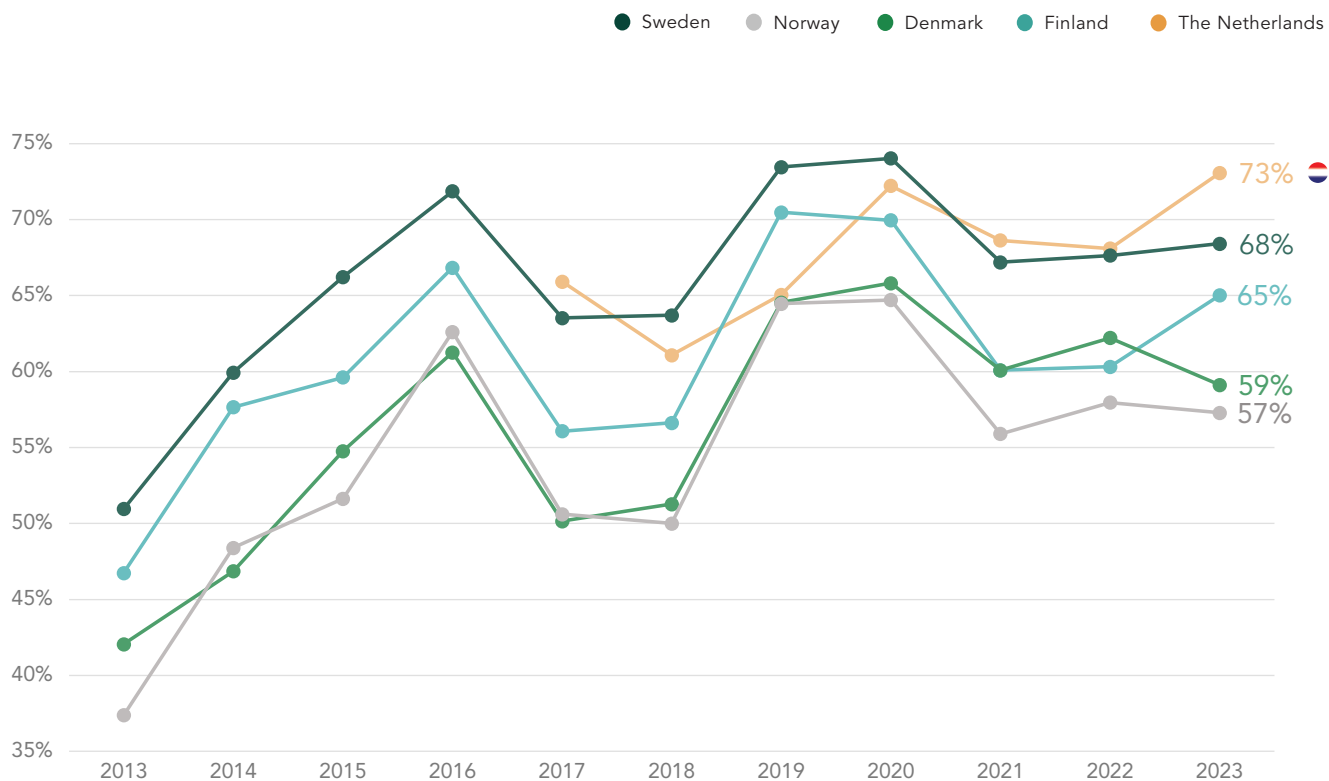
At the same time, consumers are confused about how companies are able to talk so much about sustainability when academia and science say that things are worse than ever. The discrepancy is getting more tangible, and this will be more challenging for brands going forward.

As for sustainability communication, trust in what companies say continues to be low and, in some countries, decreases even more. There is still too much telling and too little showing going on. Consumers still do not understand what companies mean by their fancy words, and many people are sceptical of greenwashing and cynical about marketing campaigns that promote sustainable practices without delivering any meaningful impact.

If we are to mention one specific country in this foreword, it has to be Norway. It is the market where some major changes have taken place this year. The great resignation has arrived, and it is not about people leaving their jobs but rather about younger generations feeling great despair in society's inability to address the sustainability urgencies. The country has been on a honeymoon for many years now (lucky them), with consumers having high trust in sustainability communication and companies' ability to drive the change. As with all journeys, that has now come to an end.

Even though interest and engagement are high, it seems that the complexity of sustainability is winning right now, as consumers feel that it's difficult to understand what companies actually do to be sustainable, as well as what actions they should take to be more sustainable themselves. As a brand, you need to guide your consumers and lead your competition.

The share of respondents (%) who discuss sustainability with friends & family (sometimes + often).



Sustainability Still on Top of The Agenda

Sustainable Brand Index 2023 shows that sustainability is a constant or growing concern among consumers in Sweden, Norway, Denmark, Finland, and The Netherlands.

In Sweden, 68% of consumers report discussing sustainability in their everyday lives, which is consistent with the previous year's figures. In Norway, the share of consumers discussing sustainability remains stable as well. In Denmark, there has been a marginal decrease in the share of consumers discussing sustainability to 59%.

Finland and The Netherlands both see an increase in the share of consumers

discussing sustainability, with Finland rising from 60% to 65%, and The Netherlands reaching an all-time high of 73% of the population claiming to discuss these issues sometimes or often, surpassing the previous all-time high in 2020 of 72%.

Despite the challenging year 2022 with various issues, such as the war in Ukraine, an escalating energy crisis, and a weakened economy, consumers in these countries continue to discuss sustainability to a large extent.

73%

of Dutch consumers discuss sustainability.

5%

increase from 2022.



To get the full list of discussion topics and what 20 sustainability areas consumers prioritise the most, get our Market Report.

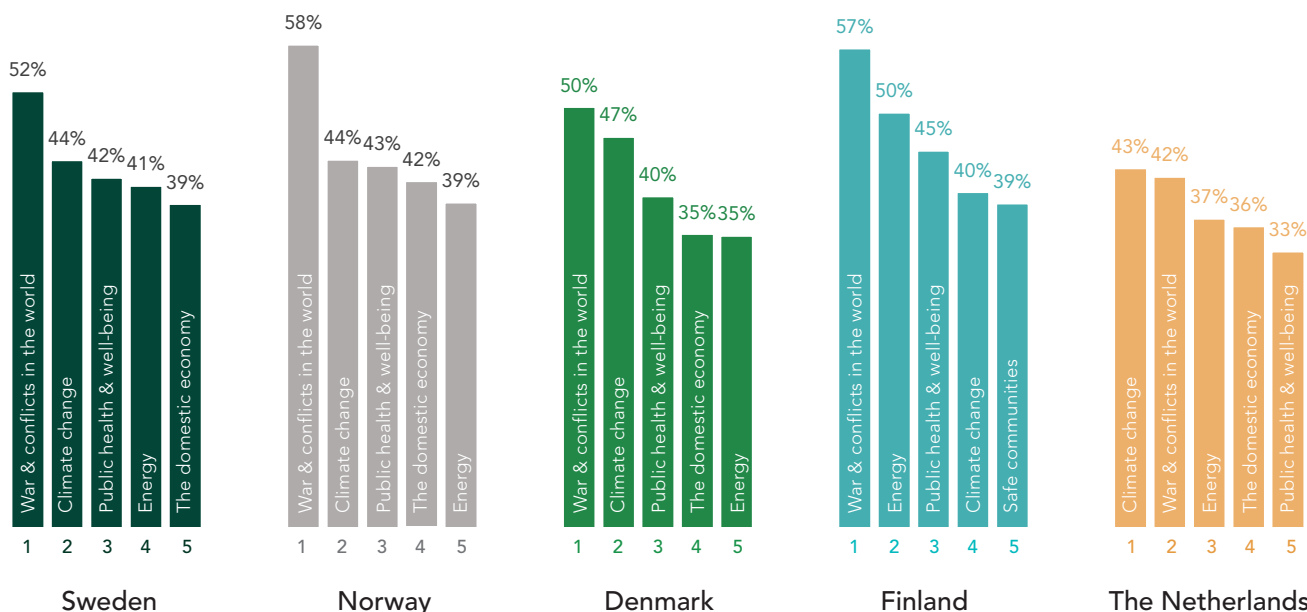
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Looking at the top 5 areas that consumers discuss the most in the five countries, it is clear that there are some common themes across the region. War and conflicts in the world are common concerns for consumers in all five countries. Climate change is also a top concern across the countries, with the exception of Finland, where energy and public health have higher priority.

Public health and well-being, as well as the domestic economy, are also areas of concern for consumers in all five countries. This is not surprising, given that the COVID-19 pandemic has had a significant impact on public health and the economy across the region. The inflation rate, as well as the economic recession, contribute a lot to this.

In terms of energy, this is a key concern in all five countries, even though it seems to be slightly higher on the agenda in Finland and the Netherlands.

The most talked about topics in sustainability.



Impact Remains High Despite Challenges, Norway Exempted

Sustainability is an important consideration for consumers in the Nordics and the Netherlands when making purchasing decisions, at least according to themselves. However, the stated impact of sustainability on purchasing decisions varies a bit depending on the country.

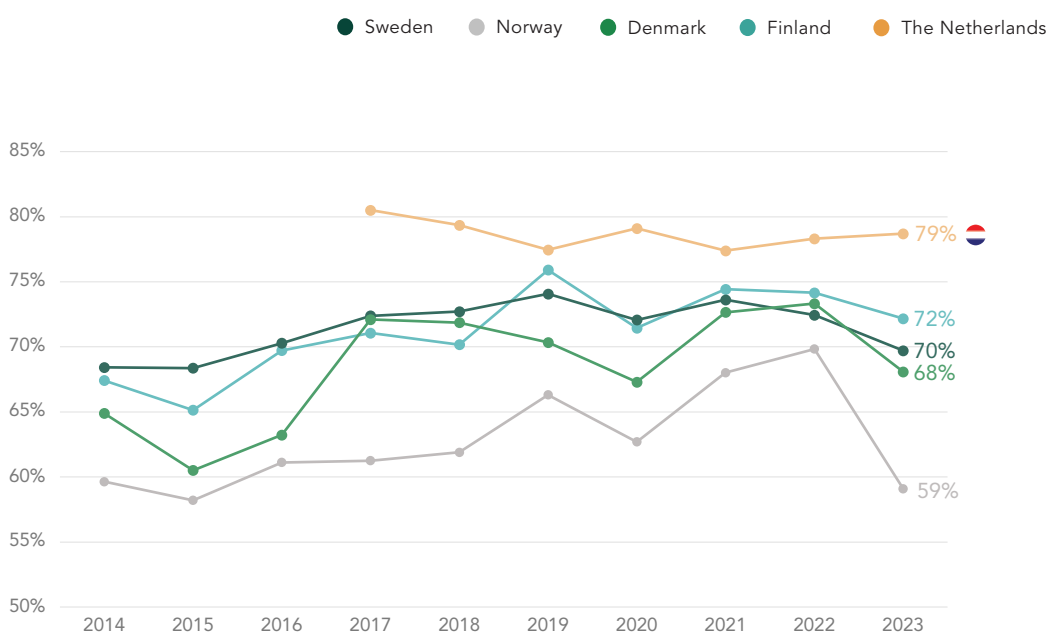
In the Netherlands, the impact of sustainability on purchasing decisions is the same as last year, with 79% (+1) of the population claiming that it impacts their purchasing decisions to some extent. Similarly, in Sweden (-3) and Finland (-2), the development of the impact of sustainability on purchasing decisions is also neutral, only showing a slight decrease compared to 2022. Just as the development within discussions about sustainability previously mentioned, it is encouraging to see that the stated impact of sustainability remains high despite all the challenges in the market and the geopolitical arena.

In Denmark, there has been a small decrease in the impact of sustainability on purchasing decisions, from 73% to 68%. This is in line with the recurring fluctuation from year to year that we see in Denmark over time.

The most startling development this year can be found in Norway, where there has been a sharp drop in the impact of sustainability on purchasing decisions by 11 percentage points, erasing the increase observed over the past eight years. This is driven by younger generations feeling despair in how sustainability issues are treated and also less trust in the corporate world doing its best.

“
Younger generations are feeling despair in how sustainability issues are treated.”

The share of respondents (%) for whom sustainability affect the purchasing decision to a certain or a large extent.



To learn more about how these developments affect different industries and the underlying drivers for change, get our Market Report.

[GET REPORT](#)

Our Four Behaviour Groups to Understand Sustainable Behaviour Better

The sustainable consumer is not one type of person and with that, it is important to understand what the different drivers of a more sustainable behaviour are. Sustainable Brand Index™ divides consumers into four different behaviour groups based on how they relate to sustainability. By looking at how consumers act in different situations and cross-tabulate this with underlying structures in their attitudes, we end up with a number of patterns. Based on these patterns, we have been able to identify four behaviours that consumers exhibit in relation to sustainability and companies. Here you will be able to find a short introduction to them:



EGO

Cares somewhat about sustainability, but without necessarily using the word sustainability.



MODERATE

Follower – believes that sustainability can be rather interesting, especially when it is trendy.



SMART

Curious & interested in sustainability, but always with a “what’s in it for me?” perspective.



DEDICATED

Passionate & well-informed on sustainability.

EGO

Ego is usually a man with strong views about how society should function, with a large focus on the individual or local level. It is the behaviour group across all countries that shows the biggest gender divergence, representing relatively more men. Ego often holds traditional values and is most interested in his personal well-being, things happening in his own country, and the local community. For some years, we have seen that Ego has been completely uninterested in sustainability, but that is changing. Ego can be reached by targeting a sustainability message carefully around the right topics. However, Ego does

not want to be showered with sustainability messages. It needs to be an added (or hidden) value to more important priorities like price and health.

MODERATE

Today, Moderate is the majority of the population. Moderate is the symbol of the “ordinary consumer”, one that does not make too much noise and usually has a more follower attitude. Moderate is pretty pleased with things as they are. Moderate is a bit interested in sustainability, but does not necessarily drive the agenda forward. For this behaviour group, the quality, function and price of a product is always the main priority. With that, Moderate often behaves more sustainably when it is trendy or becomes normative. Even more so if it gives them positive social attention.

SMART

Smart is more actively interested in sustainability and sees the possibility to combine things that are good for him or herself with what is good for the planet. The climate issues is high up on the agenda for smart. However, quality, service and well-being are also important priorities for Smart. This means, Smart does not prioritise sustainability over everything else. They make everyday choices to balance these things, with a “what’s in it for me?” perspective. Smart actively seeks information about what is going on in the world. Doing the right things and choosing sustainable brands is a matter of lifestyle for Smart.

DEDICATED

Dedicated is the behaviour group that is most interested in and knowledgeable on sustainability issues. With sustainability as a core value, Dedicated is a person who lives consciously and weighs every consumption decision carefully. They are often interested in global developments and well-informed about what companies do in the area of sustainability. However, Dedicated also puts very high demands on companies and is not afraid to be vocal with questions or comments on their sustainability efforts. Usually she or he reads and researches a lot and avoids accepting information directly from companies themselves. Across countries, Dedicated is often younger in age and living in urban areas.



To learn more about the sustainability priorities of the different Behaviour Groups and how to communicate with them, get our Market Report.

[GET REPORT](#)

The Development of The Behaviour Groups

Looking at the development of the Sustainable Brand Index's Consumer Behaviour Groups in the Dutch market over the past seven years, there have been notable changes in the distribution of consumers across these groups.

The Ego group, which prioritises convenience and price over sustainability, has remained relatively stable over the years, ranging between 15% and 18% of the market. This year, it remains at the same level, 17%, as last year.

The Moderate group, which represents consumers who prioritise sustainability to some extent but are not as committed as the Smart and Dedicated groups, has declined from 46% in 2017 to 38% in 2023. This group has experienced a significant decrease over the years, mainly to the advantage of the Smart and Dedicated groups.

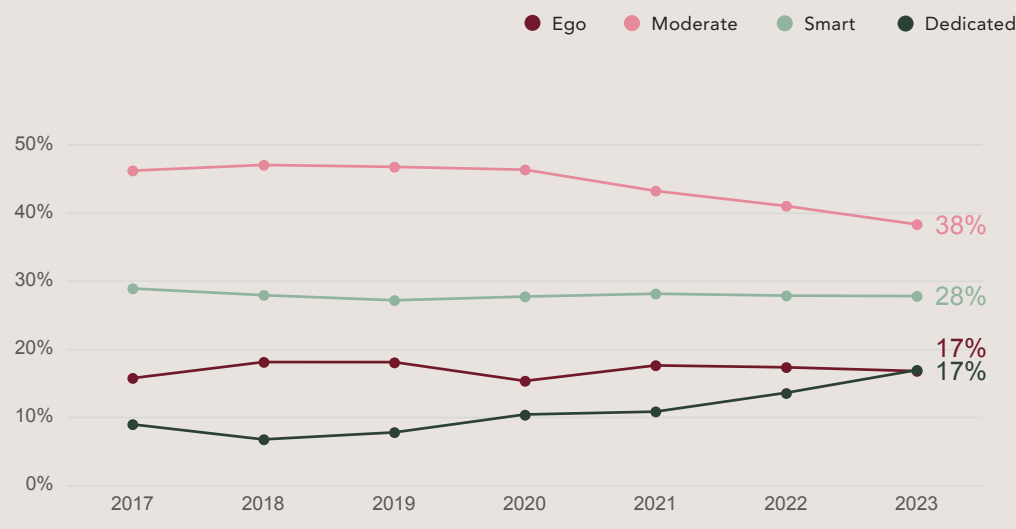
The Smart group, which represents consumers who prioritise both sustainability and affordability, has remained very stable over the years, ranging from 27% to 29% of the market, with 28% in 2023. This does not mean that the

same people are in the Smart group, but rather that the consumers have been moving from Moderate to Smart and from Smart to Dedicated. This a natural development in a market where sustainability is highly prioritised.

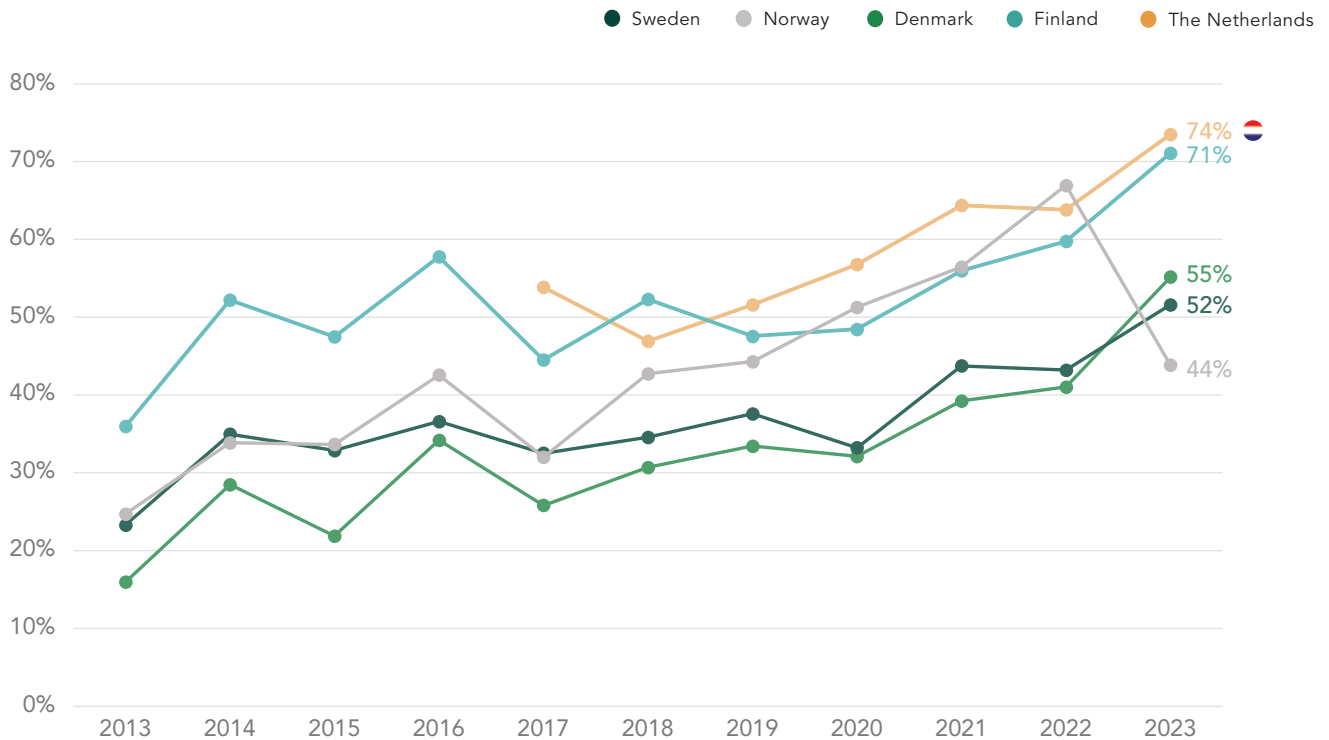
Finally, the Dedicated group, which consists of consumers who always prioritize sustainability in their purchasing decisions, has experienced a significant increase from 9% in 2017 to 17% in 2023. This group has more than doubled in size over the past six years, which shows an increasing demand for sustainability among Dutch consumers.

Overall, the trend has been positive for the Dedicated group, while the Moderate group has experienced a significant decline in size over the years. The Ego and Smart groups have remained relatively stable.

The development of our four behaviour groups in The Netherlands.



Average SBI ranking score.



Increased Awareness Across All Countries but Norway Where The Honeymoon Has Come to an End

The Sustainable Brand Index ranking scores show an overall positive trend in all countries except for Norway, where we observe a sharp decline. Norwegian consumers are experiencing a sense of despair due to declining trust in businesses' ability and willingness to act sustainably. The honeymoon, consisting of consumers becoming more positive year by year, has come to an end.

There is an increased awareness among consumers of corporate sustainability work across all countries, with Sweden and Denmark showing a steep increase, followed by a slight increase in both Finland and the Netherlands. The awareness goes down in Norway as a consequence of the despair mentioned above.

Moreover, consumers in all countries except Norway have become more positively attuned to the brands' abilities to take responsibility. This trend is most significant in Denmark, where consumers have traditionally been less vocal about their opinions on corporate sustainability efforts.

All in all, with the exception of Norway, we see that consumers are engaging more and more in what brands are doing in sustainability, and the long-term positive development in attitudes continue in the same direction.



To learn more about how **consumer opinions and knowledge evolve and differ** depending on the industry, get our Market Report.

GET REPORT

Attitudes to Corporate Sustainability Communication Vary Across Countries

In Sweden, the development has been fairly neutral since last year, with 47% of consumers having a positive attitude towards corporate sustainability communication. One-fourth of the population is negative. Norway exhibits a slightly positive development with more positives and fewer negatives. Denmark, on the other hand, has seen a decline for the third consecutive year, indicating some consumer fatigue in sustainability communication. In 2021, 50% of consumers had a positive attitude towards sustainability communication, but this has decreased to 42% in 2023. Furthermore, the percentage of negative attitudes has increased from 19% in 2021 to 25% in 2023.

In Finland, there was a steep decline in positives last year, but the country has regained some positivity, with 47% of consumers having a positive attitude towards sustainability communication. 24% are negative, the same level as last year.

The Netherlands has lower levels of positivity towards sustainability communication, with 39% of consumers having a positive attitude and 32% being negative, but this has remained the same as last year.

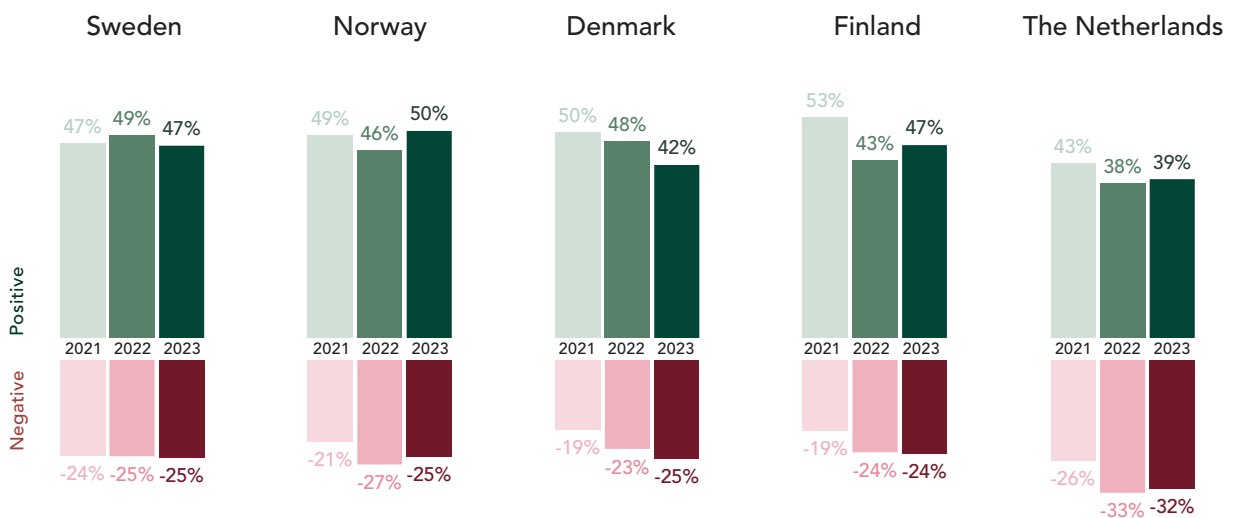
39%

of Dutch consumers are positive towards sustainability communication.

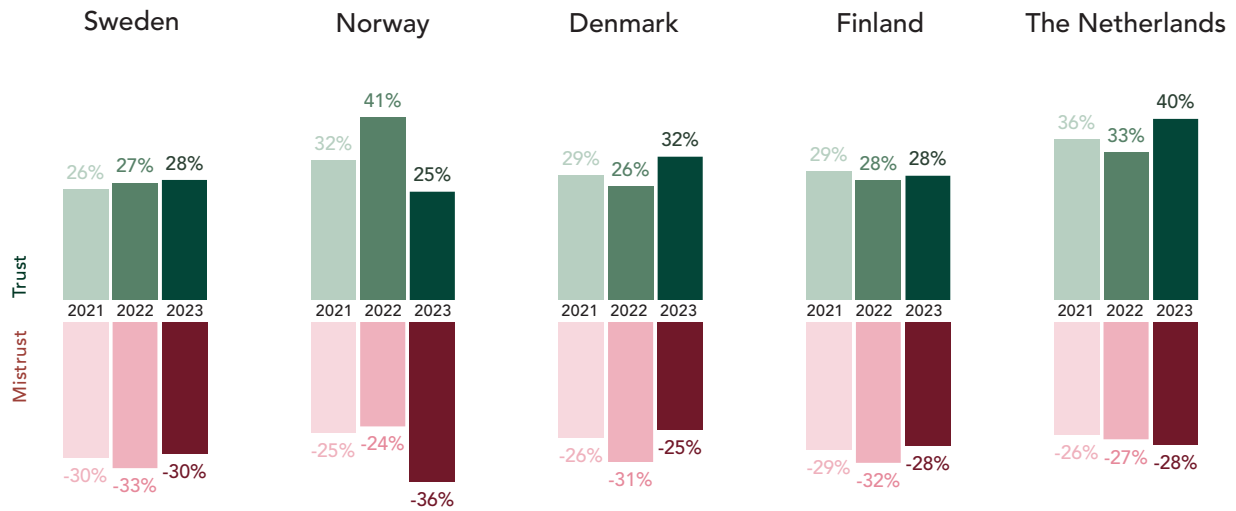
1%

increase from 2022.

Share of consumers (%) who are positive/negative towards sustainability communication.



Share of consumers (%) who trust/mistrust sustainability communication.



Consumer Trust in Sustainability Communication is Still a Cause of Concern

In Sweden, the trend is finally showing some improvement, with 30% of consumers still distrusting what companies say. In Norway, however, the situation is suddenly quite alarming, with trust in companies plummeting from 41% to a mere 25%. In fact, Norway has the highest percentage of consumers (36%) who distrust sustainability communication. A big change from previous years. Denmark, on the other hand, seems to be moving in the right direction, with 32% of consumers trusting sustainability communication, up from last year's 26%. On the other hand, the Danes seem to be a bit tired of communication, as mentioned above. Finland has a neutral development, but there has been a slight reduction in the percentage of consumers who distrust companies, from 32% to 28%. Finally, The Netherlands has a high level of consumer trust in sustainability communication, with the percentage of consumers who trust companies increasing from 33% to 40%.



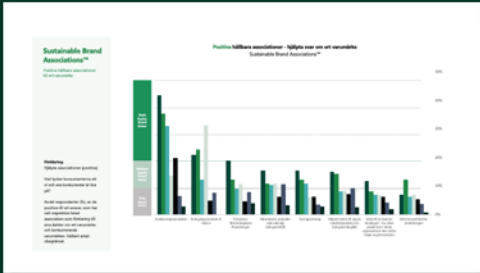
Learn more about the [impact of sustainability communication](#) on consumers and [what influences people's choices](#), get our Market Report.

GET REPORT

The Market Report 2023

Our data driven Market Report will help you understand changes in the sustainability landscape to assist in building a more sustainable brand.

ORDER HERE



What is the Market Report focusing on?

Our Market Report is an immersive experience, going beyond the surface-level findings of the Official Report. Here’s what you can expect:



CONSUMERS

Uncover how consumer interest and engagement are evolving and what to expect in the future.



SUSTAINABILITY AREAS

Learn the importance of different sustainability areas, depending on different target groups.



INDUSTRIES

Understand how sustainability is prioritised in different industries and how your industry has evolved.



SUSTAINABILITY DRIVERS

Uncover the main drivers of sustainability perception and where to communicate for most effect.

A close-up photograph of a field of dark purple tulips. The flowers are in various stages of bloom, with some fully open and others as buds. The green leaves are visible between the stems. The lighting is soft, creating a rich, deep purple color for the petals.

RANKING

2023

THE DUTCH RANKING 2023

INDUSTRIES MEASURED IN THE NETHERLANDS

Airlines
Automotive
Banks
Beauty
Beverage
Digital
E-commerce
Energy
Food
Health Insurance
Holiday Parks
Hotels
Mobility
Restaurants, Cafes & Take-away
Retail - Do it yourself
Retail - Drugstore
Retail - Fashion
Retail - Living & Sleeping
Retail - Shops
Supermarkets
Telecommunications
Travel & Tourism

TOTAL AMOUNT OF **INDUSTRIES**
MEASURED IN THE NETHERLANDS

22

TOTAL AMOUNT OF **BRANDS**
MEASURED IN THE NETHERLANDS

209

THE RANKING SCORE



The ranking of Sustainable Brand Index™ shows how brands are perceived on sustainability according to consumers.

Ranking scores are based on two main parts; environmental responsibility and social responsibility. The maximum score in each area is 100%, making the total ranking score of brands between 0-200%. Within each area, we first of all measure consumer awareness levels around the responsibility of a brand (Sustainable Brand Awareness - SBA). Secondly, we measure consumer attitudes towards the responsibility of a brand (Sustainable Brand Quality - SBQ). The final score of each brand is based on the percentage of consumers who assess a company's sustainability efforts as good (4) or very good (5) on a scale of 1-5 + "don't know".

DEFINITION OF SUSTAINABILITY



The basis for the ranking in Sustainable Brand Index™ is the UN Global Goals for Sustainable Development (SDGs).

The evaluation is done on an overarching level with the goals as a basis for the definition. Each goal is categorised according to the area (environment or social) in which it belongs.

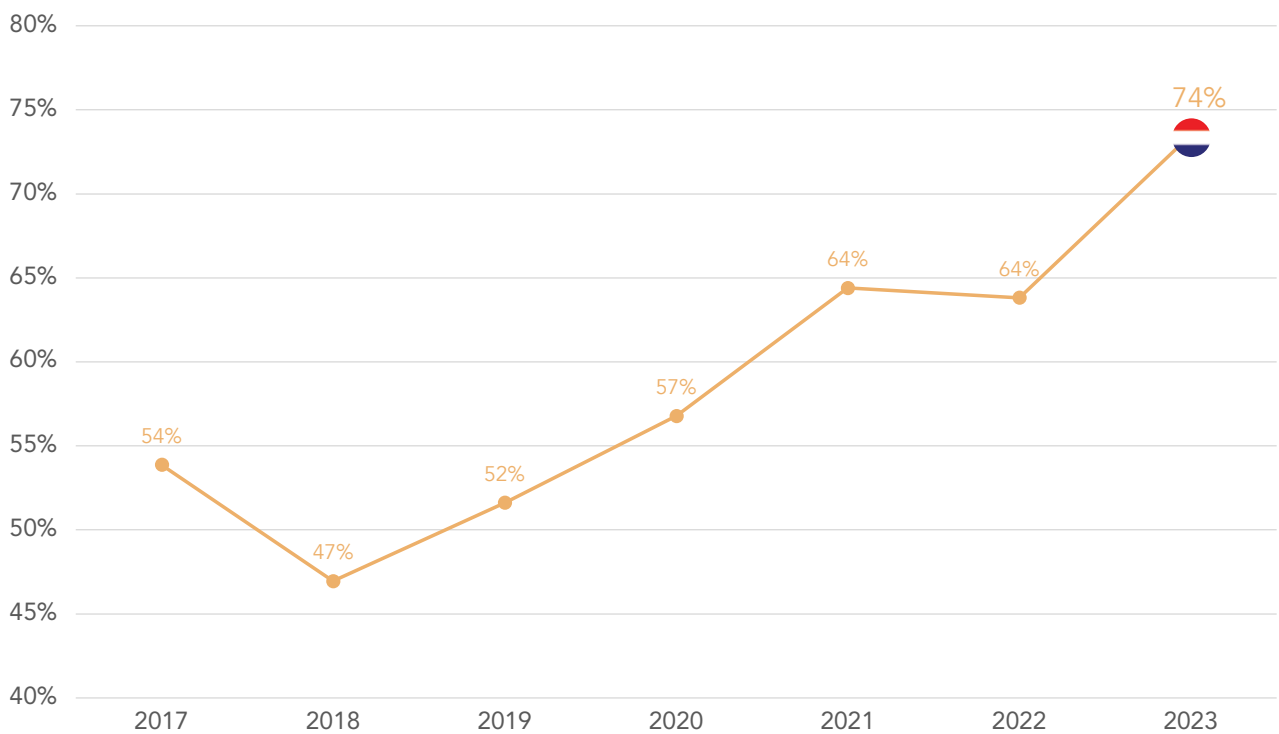
TARGET GROUP & BRAND SELECTION



The target audience in Sustainable Brand Index™ is the general public, 16-75 years, in each country. Brands are selected

yearly across a variety of industries, based on a set of independent parameters. Parameters include: market share on the respective market, turnover and general brand awareness. The purpose of these criteria is to create a selection that mirrors the brands that consumers meet in their everyday life. Brands cannot choose to be included or excluded from the study. Every brand is evaluated by at least 1 000 respondents who are familiar with the brand.

The average Dutch ranking score.



Dutch Consumers Are More Positive Than Last Year

After plateauing last year, the average ranking score in The Netherlands is once again going up. It is now, along with Finland, the highest average score in the study after Norway's steep decline this year. The increase is driven by higher levels of awareness among consumers as well as people being more positive.

As for specific brands in the ranking, last year's winner De Vegetarische Slager has to settle with second place this year, behind the brand that has won the ranking 5 out of 6 possible times, Tony's Chocolonely. Among the brands losing the most in the ranking this year, we find energiedirect.nl, Essent and Sanex. While Kia, JYSK and Lindt have climbed the most compared to 2022.

A reflection on the Dutch market for sustainability by Annemarije Tillema.

Country Manager of Sustainable Brand Index™ in The Netherlands



To learn more about the detailed scores within the **35+ drivers** behind your **brand perception**, get in touch with us to discuss a **tailored report**.

CONTACT US

TOP 10



Tony's Chocolonely



De Vegetarische Slager



Valess



Dopper



Zonnatura



ANWB



Greenchoice



Dille & Kamille



Vandebroon




IKEA



Ranking	Score
1. Tony's Chocolonely	114%
2. De Vegetarische Slager	111%
3. Valess	104%
4. Dopper	103%
5. Zonnatura	101%
6. ANWB	101%
7. Greenchoice	101%
8. Dille & Kamille	98%
9. Vandebron	97%
10. IKEA	97%
11. Oatly	97%
12. Lidl	95%
13. Alpro	94%
14. Vivera	93%
15. Albert Heijn	93%
16. Weleda	93%
17. Campina	93%
18. Spa	91%
19. Arla	91%
20. Lush	91%
21. HEMA	90%
22. NS	90%
23. The Body Shop	90%
24. ANWB Reizen	90%
25. Triodos Bank	89%
26. Tesla	88%
27. Bar-le-Duc	88%
28. HAK	88%
29. Becel	87%
30. Becel Pro Activ	86%
31. ASN Bank	86%
32. Garden Gourmet	86%
33. Rituals	86%
34. Optimel	85%
35. bol.com	84%
36. Douwe Egberts	84%
37. Chaufontaine	83%
38. Connexion	83%
39. Jumbo	83%
40. Yumeko	83%
41. Philips	82%
42. Menzis	82%
43. Melkunie	82%
44. Pickwick	82%
45. Beemster kaas	81%
46. Coolblue	81%
47. Sourcy	81%
48. Marktplaats	81%

Ranking	Score
49. Activia	81%
50. MUD Jeans	81%
51. Landal GreenParks	81%
52. Milner	80%
53. innocent	80%
54. Maaslander	80%
55. Bolletje	80%
56. Kneipp	80%
57. VGZ	79%
58. Vattenfall	79%
59. Kruidvat	79%
60. Decathlon	78%
61. Zeeman	77%
62. C&A	77%
63. Bertolli	77%
64. Volvo	77%
65. Campina Botergoud	77%
66. Eneco	77%
67. Auping	77%
68. KPN	77%
69. Center Parks	77%
70. Toyota	76%
71. Arriva	76%
72. Almhof	76%
73. ENGIE	76%
74. Knab	76%
75. Dirk	76%
76. Etos	76%
77. Rabobank	76%
78. Lindt	76%
79. CZ	76%
80. Danio	75%
81. SNS Bank	75%
82. NIVEA	74%
83. Kia	74%
84. ALDI	74%
85. Praxis	74%
86. PLUS	74%
87. La Place	74%
88. a.s.r.	73%
89. Dove	73%
90. Essent	73%
91. Volkswagen	73%
92. Karwei	73%
93. CoolBest	73%
94. Blue Band	73%
95. Bonduelle	72%
96. Blokker	72%

Ranking	Score
97. ING	72%
98. Alliander	72%
99. Achmea	72%
100. Starbucks	72%
101. Calvé	72%
102. GAMMA	71%
103. Lipton Ice Tea	71%
104. Verkade	71%
105. Van der Valk	71%
106. NESCAFÉ	71%
107. Coop	71%
108. Appelsientje	71%
109. Aviko	71%
110. Roompot Vakanties	71%
111. Nike	70%
112. Unox	70%
113. Coca-Cola	70%
114. Iglo	70%
115. Nestlé Chocolate	70%
116. Milka	70%
117. Siemens	70%
118. JYSK	69%
119. De Ruijter	69%
120. Peugeot	69%
121. Verstegen	69%
122. Chocomel	69%
123. Google	69%
124. Knorr	69%
125. Apple	68%
126. Honig	68%
127. Microsoft	68%
128. Bavaria	68%
129. Bona	68%
130. Nespresso	68%
131. Dr. Oetker	68%
132. Grolsch	68%
133. Ola	68%
134. Grand'Italia	67%
135. Sanex	67%
136. Zalando	67%
137. Xenos	67%
138. McDonald's	67%
139. H&M	67%
140. Opel	67%
141. energiedirect.nl	67%
142. Mercure	66%
143. M&M's	66%
144. Old Amsterdam	66%

Ranking	Score	Ranking	Score	Ranking	Score
145. Heineken	66%	166. NH Hotel Group	63%	188. BMW	58%
146. Airbnb	66%	167. MAGGI	63%	189. Axe	58%
147. Kanis & Gunnink	66%	168. Subway	63%	190. KLM 	58%
148. NLE (Nederlandse Energie Maatschappij)	66%	169. Andrélon	63%	191. BP	57%
149. Kwantum	66%	170. Palmolive	63%	192. BURGER KING	57%
150. Pepsi	65%	171. Heinz	62%	193. Sunweb	57%
151. ABN AMRO	65%	172. Leen Bakker	62%	194. Sprite	57%
152. T-Mobile	65%	173. De Bijenkorf	62%	195. ZARA	57%
153. Mercedes-Benz	65%	174. Croma	62%	196. FEBO	57%
154. Oxxio	65%	175. Ford	61%	197. Transavia	57%
155. Fanta	65%	176. KITKAT	61%	198. Amazon	56%
156. WE Fashion	65%	177. Renault	61%	199. Total	56%
157. Fletcher Hotels	65%	178. Shell	61%	200. TUI	55%
158. SPAR	65%	179. Mars	61%	201. Trendhopper	54%
159. Côte d'Or	64%	180. Vodafone	61%	202. Uber	54%
160. Novotel	64%	181. Booking.com	60%	203. Primark	54%
161. Action	64%	182. Toblerone	60%	204. Schiphol	54%
162. MediaMarkt	64%	183. ŠKODA	60%	205. KFC	53%
163. wehkamp	64%	184. Beter Bed	59%	206. Corendon	53%
164. Goossens	64%	185. Tele2	59%	207. easyJet	52%
165. Amstel	63%	186. ibis	59%	208. Esso	51%
		187. Mora	59%	209. Ryanair	49%

ABOUT THE RANKING IN SUSTAINABLE BRAND INDEX™

The ranking of Sustainable Brand Index™ shows how brands are perceived on sustainability according to consumers. Ranking scores are based on two main parts; environmental responsibility and social responsibility. The maximum score in each area is 100%, making the total ranking score of brands between 0-200%. Within each area, we first of all measure consumer awareness levels around the responsibility of a brand (Sustainable Brand Awareness - SBA). Secondly, we measure consumer attitudes towards the responsibility of a brand (Sustainable Brand Quality - SBQ). The final score of each brand is based on the percentage of consumers who assess a company's sustainability efforts as good (4) or very good (5) on a scale of 1-5 + "don't know".

In reality, the maximum ranking score of 200% (which would basically mean a perfect score) is still far out of reach for all brands on the market.

MARGINS OF ERROR FOR THE RANKING SCORE

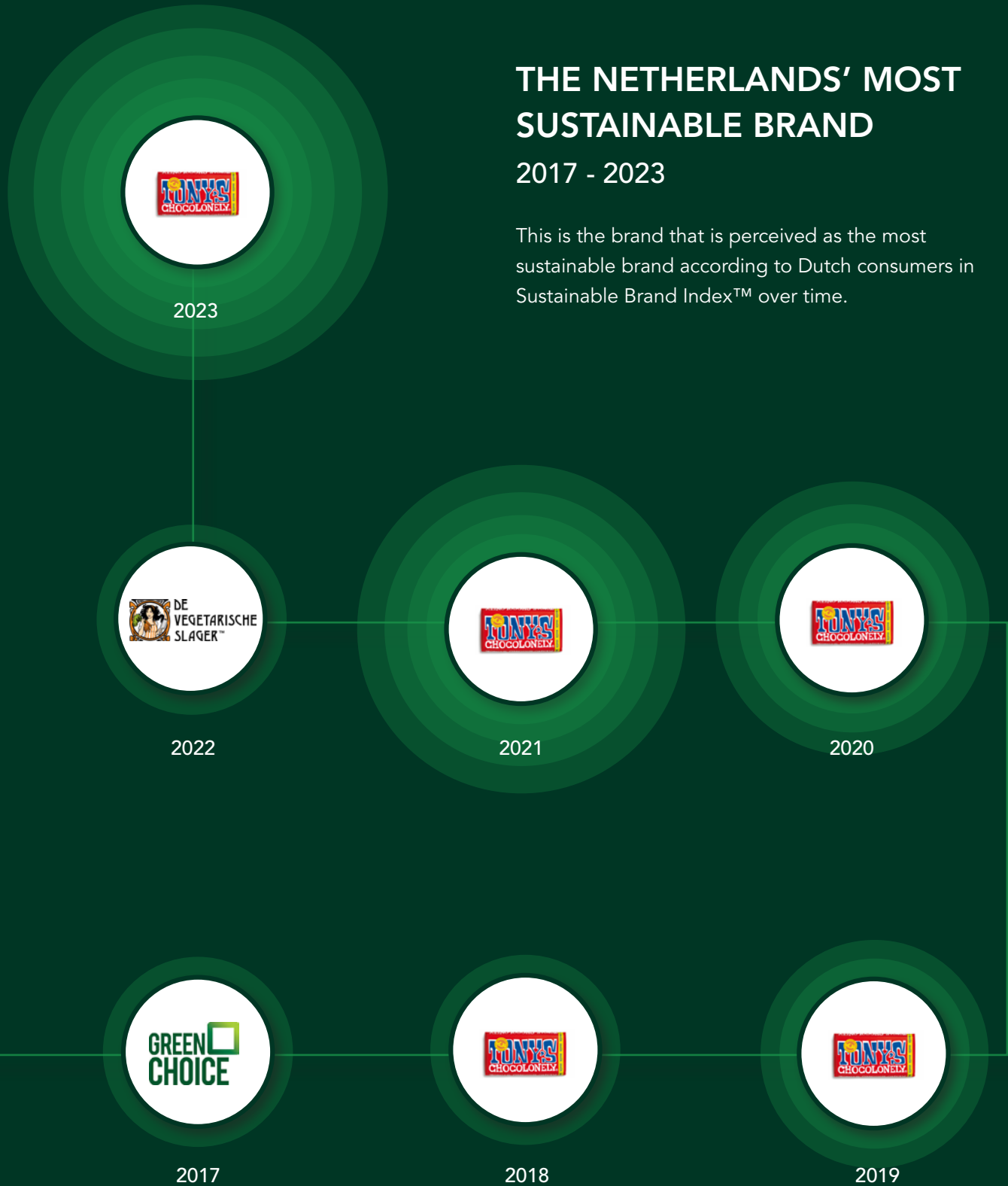
The two questions that form the basis of the ranking score both have a respective margin of error of 2,5-3%, resulting in a total margin of error for the ranking score of 5-6%. This indicates that the results obtained from the sample population are within a range of +/-5-6% of the actual population's values, with a confidence level of 95%.

The margin of error is rounded to the nearest integer and the exact margin of error for each estimate is individual but lies within the range of 5-6%.

THE NETHERLANDS' MOST SUSTAINABLE BRAND

2017 - 2023

This is the brand that is perceived as the most sustainable brand according to Dutch consumers in Sustainable Brand Index™ over time.



RANKING DEVELOPMENT 2017-2023

	2023	2022	2021	2020	2019	2018	2017
Tony's Chocolonely	1	2	1	1	1	1	
De Vegetarische Slager	2	1	2				
Valess	3	7	25				
Dopper	4						
Zonnatura	5	4	5	7	3	4	3
ANWB	6	5	4	3	5	6	
Greenchoice	7	3	3	2	2	3	1
Dille & Kamille	8						
Vandebron	9	19	7	9	21	7	27
IKEA	10	9	6	5	7	5	2
Oatly	11	42	37	63	37		
Lidl	12	18	26	28	19	20	22
Alpro	13	8	14	21	12		
Vivera	14	20	29				
Albert Heijn	15	10	13	15	11	9	9
Weleda	16						
Campina	17	14	12	12	10	11	7
Spa	18	25	15				
Arla	19	22	23	31	15	21	20
Lush	20						
HEMA	21	30	22	11	26	19	10
NS	22	6	8	6	6	10	
The Body Shop	23	13	16	20	13	13	12
ANWB Reizen	24	33					
Triodos Bank	25	27	18	24	20	14	6
Tesla	26	11	17	4	4	2	
Bar-le-Duc	27	21	32				
HAK	28	12	21				
Becel	29	38	34	23	16		
Becel Pro Activ	30	32	24	16	17		
ASN Bank	31	17	9	17	14	12	11
Garden Gourmet	32	36	53				
Rituals	33	43	35	34	31	18	15
Optimel	34	29	44	33	29	39	42
bol.com	35	34	30	26	36	31	44
Douwe Egberts	36	55	47	29	27	27	19
Chaudfontaine	37	46	31				
Connexion	38	63	45	39	34	47	
Jumbo	39	24	20	27	25	23	23
Yumeko	40						
Philips	41	39	27	18	8	8	4
Menzis	42	90	73	46	35		
Melkunie	43	26	19	19	23		
Pickwick	44	31	39	22	30	15	14
Beemster kaas	45	23	36	25	42		
Coolblue	46	37	49	37	49	38	74
Sourcy	47	66	52				
Marktplaats	48						

RANKING DEVELOPMENT 2017-2023

	2023	2022	2021	2020	2019	2018	2017
Activia	49	41	55	36	48	46	32
MUD Jeans	50						
Landal GreenParks	51	40	43	10	18	25	
Milner	52	48	46	35	60	62	28
innocent	53	52					
Maaslander	54	49	51	47	47	33	18
Bolletje	55	51	28	38	53	53	37
Kneipp	56						
VGZ	57	80	63	64	62		
Vattenfall	58	15	11	8	46	22	16
Kruidvat	59	58	65	42	66	69	65
Decathlon	60						
Zeeman	61	107	84	74	88	66	82
C&A	62	86	94	57	63	63	53
Bertolli	63	79	71	86	80	81	
Volvo	64	94	92	52	57	35	
Campina Botergoud	65	47	50	45	33		
Eneco	66	28	10	13	9	16	8
Auping	67	73					
KPN	68	70	60	51			
Center Parks	69	54	61	41	58	41	
Toyota	70	76	54	40	44	44	
Arriva	71	64	59	50	24	56	
Almhof	72	61	42	43	40	26	33
ENGIE	73	74	58	48	50	42	55
Knab	74	104	104	90	94	91	
Dirk	75	88	107	100	102	89	77
Etos	76	44	56	58	61	73	75
Rabobank	77	45	40	14	22	17	13
Lindt	78	128	129				
CZ	79	53	62	72	84		
Danio	80	115	106	83	100	83	61
SNS Bank	81	59	77	61	51	57	59
NIVEA	82	71					
Kia	83	148	116	110	85	80	
ALDI	84	96	69	66	110	110	86
Praxis	85	100	68	55	98	65	49
PLUS	86	35	33	32	41	34	29
La Place	87	82	72	44	38	32	25
a.s.r.	88	77					
Dove	89	78					
Essent	90	16	41	30	28	30	17
Volkswagen	91	126	112	102	87	113	
Karwei	92	85	102	94	76	87	48
CoolBest	93	50	90	62	65	29	45
Blue Band	94	69	38	71	56		
Bonduelle	95	95	89				
Blokker	96	84	109	111	124	102	69

RANKING DEVELOPMENT 2017-2023

	2023	2022	2021	2020	2019	2018	2017
ING	97	75	85	56	39	86	30
Alliander	98	137	143	143	96	101	78
Achmea	99	87	88	67	107		
Starbucks	100	122	103	82	83	61	
Calvé	101	111	75	59	69	67	57
GAMMA	102	91	101	88	109	72	76
Lipton Ice Tea	103	98					
Verkade	104	72	48	53	91	60	31
Van der Valk	105	60	81	60	64	64	
NESCAFÉ	106	106	93	95	92	50	70
Coop	107	65	70	70	68	68	79
Appelsientje	108	56	57	54	59	48	40
Aviko	109	57	105	84			
Roompot Vakanties	110	97	132	65	72	85	
Nike	111	103	76	92	67	100	51
Unox	112	117	87	69			
Coca-Cola	113	141	97	87	95	51	36
Iglo	114	67	79	79			
Nestlé Chocolate	115	130	86	104	90	54	
Milka	116	109	83	112	115	95	
Siemens	117	83	64				
JYSK	118	169	167	138	138	145	87
De Ruijter	119	125	96	68	113	58	71
Peugeot	120	163	172	149	93	141	
Verstegen	121	127	124	122			
Chocomel	122	92	113	96	97	75	60
Google	123	89	66				
Knorr	124	114	117	97	81	84	64
Apple	125	140	100				
Honig	126	81	91	108	79	55	62
Microsoft	127	110	78				
Bavaria	128	158	130	120	136	116	67
Bona	129	136	118	127	77		
Nespresso	130	101	74	78	75	36	73
Dr. Oetker	131	102	128	106			
Grolsch	132	133	158	85	106	108	47
Ola	133	168	145	114			
Grand'Italia	134	99	147	117	128	112	88
Sanex	135	68					
Zalando	136	134	133				
Xenos	137	139	134	123	132	117	84
McDonald's	138	149	131	89	55	45	34
H&M	139	93	122	75	99	93	52
Opel	140	152	137	118	112	94	
energiesdirect.nl	141	62	67	49	32	28	21
Mercure	142	142	121	153	108	98	
M&M's	143	176	165	158	151	139	
Old Amsterdam	144	112	98	80	104	97	85

RANKING DEVELOPMENT 2017-2023

	2023	2022	2021	2020	2019	2018	2017
Heineken	145	120	123	77	86	43	38
Airbnb	146	170	161	139			
Kanis & Gunnink	147	116	119	91	119	76	39
NLE (Nederlandse Energie Maatschappij)	148	135	111	73	43	40	35
Kwantum	149	156	175	152	131	126	
Pepsi	150	193	155	166	135	120	94
ABN AMRO	151	132	99	76	52	59	50
T-Mobile	152	144	146	105			
Mercedes-Benz	153	150	157	121	101	88	
Oxxio	154	147	114	124	82	77	43
Fanta	155	173	138				
WE Fashion	156	157	170	155	143	123	97
Fletcher Hotels	157	165	126	107	114	90	
SPAR	158	113	115	119	126	121	96
Côte d'Or	159	105	95	98	73	70	
Novotel	160	160	159	103	155	124	
Action	161	138	142	130	125	136	92
MediaMarkt	162	171	125				
wehkamp	163	129	156	147	142	127	
Goossens	164	184	191	154	133	137	105
Amstel	165	161	152	128	137	79	80
NH Hotel Group	166	131	140	109	103	107	
MAGGI	167	118	135	115	129	119	100
Subway	168	143	150	125	141	106	90
Andrélon	169	162					
Palmolive	170	121					
Heinz	171	108	110	93	117	74	68
Leen Bakker	172	155	153	140	118	133	81
De Bijenkorf	173	154	127	113	120	103	66
Croma	174	119	144	151	121		
Ford	175	183	148	132	105	105	
KITKAT	176	174	176	136	122	144	
Renault	177	159	174	126	140	99	
Shell	178	179	169	141	78	96	56
Mars	179	167	136	142	111	118	91
Vodafone	180	151	120	116			
Booking.com	181	166	188	156			
Toblerone	182	182	162	133	145	129	
ŠKODA	183	124	168	150	153	125	
Beter Bed	184	146	149	129	147	138	
Tele2	185	190	163	134			
ibis	186	194	164	148	159	114	
Mora	187	123	108	137			
BMW	188	153	141	99	116	109	
Axe	189	188					
KLM	190	185	160	81	70	49	
BP	191	199	186	161	152	122	83
BURGER KING	192	195	192	173	146	152	98

RANKING DEVELOPMENT 2017-2023

	2023	2022	2021	2020	2019	2018	2017
Sunweb	193	164	182	146	150	135	
Sprite	194	177	171				
ZARA	195	180	151	164	162	132	102
FEBO	196	178	184	172	165	150	104
Transavia	197	189	183	159	123	111	
Amazon	198	197	179				
Total	199	196	193	174	154	128	95
TUI	200	172	181	144	139	104	
Trendhopper	201	200	180	167	166	149	
Uber	202	187	178	169			
Primark	203	198	190	171	149	134	103
Schiphol	204	175	139	101	45	37	
KFC	205	192	166	170	148	151	99
Corendon	206	186	177	168	163	140	
easyJet	207	201	196	175	164	153	
Esso	208	191	185	157	127	92	63
Ryanair	209	202	195	176	167	148	

INDUSTRY RANKINGS

2023



INDUSTRY OVERVIEW 2023

RANKING OF INDUSTRIES

The Industry Ranking overview shows how industries overall are perceived on sustainability according to Dutch consumers. The ranking of industries is based on the average ranking score of all the brands that are measured within that industry combined. Industries that rank high are on average more positively perceived on sustainability by Dutch consumers.

Ranking position	Industry
01.	SUPERMARKETS
02.	RETAIL - DRUGSTORE
03.	BANKS
04.	FOOD
05.	HEALTH INSURANCE
06.	MOBILITY
07.	BEAUTY
08.	HOLIDAY PARKS
09.	RETAIL - SHOPS
10.	BEVERAGE
11.	E-COMMERCE
12.	RETAIL - LIVING & SLEEPING
13.	ENERGY
14.	RETAIL - DO IT YOURSELF
15.	AUTOMOTIVE
16.	RETAIL - FASHION
17.	DIGITAL
18.	TELECOMMUNICATIONS
19.	HOTELS
20.	TRAVEL & TOURISM
21.	RESTAURANTS, CAFES & TAKE-AWAY
22.	AIRLINES

INDUSTRY WINNER

The Industry Winner overview shows the brands that are perceived as the most sustainable brand within their specific industry according to Dutch consumers.

In other words, the brand is ranked highest in comparison to the other brands that are measured within their industry, according to Sustainable Brand Index™ 2023.

Ranking position	Brand	Industry
1	TONY'S CHOCOLONELY	FOOD
6	ANWB	MOBILITY
7	GREENCHOICE	ENERGY
8	DILLE & KAMILLE	RETAIL - SHOPS
10	IKEA	RETAIL - LIVING & SLEEPING
12	LIDL	SUPERMARKETS
16	WELEDA	BEAUTY
18	SPA	BEVERAGE
24	ANWB REIZEN	TRAVEL & TOURISM
25	TRIODOS BANK	BANKS
26	TESLA	AUTOMOTIVE
35	BOL.COM	E-COMMERCE
42	MENZIS	HEALTH INSURANCE
50	MUD JEANS	RETAIL - FASHION
51	LANDAL GREENPARKS	HOLIDAY PARKS
59	KRUIDVAT	RETAIL - DRUGSTORE
68	KPN	TELECOMMUNICATIONS
85	PRAXIS	RETAIL - DO IT YOURSELF
87	LA PLACE	RESTAURANTS, CAFES & TAKE-AWAY
105	VAN DER VALK	HOTELS
123	GOOGLE	DIGITAL
190	KLM	AIRLINES

2023

INDUSTRY RANKING



OUT OF THE TOTAL 22 INDUSTRIES
MEASURED, THE INDUSTRY
AIRLINES RANKS

22nd

AIRLINES

Ranking position	Brand	Ranking Score
190	KLM	58%
197	Transavia	57%
207	easyJet	52%
209	Ryanair	49%

MARGINS OF ERROR FOR THE RANKING SCORE

The two questions that form the basis of the ranking score both have a respective margin of error of 2,5-3%, resulting in a total margin of error for the ranking score of 5-6%. This indicates that the results obtained from the sample population are within a range of +/-5-6% of the actual population's values, with a confidence level of 95%.

The margin of error is rounded to the nearest integer and the exact margin of error for each estimate is individual but lies within the range of 5-6%.

2023

INDUSTRY RANKING



OUT OF THE TOTAL 22 INDUSTRIES
MEASURED, THE INDUSTRY
AUTOMOTIVE RANKS

15th

AUTOMOTIVE

Ranking position	Brand	Ranking Score
26	Tesla	88%
64	Volvo	77%
70	Toyota	76%
83	Kia	74%
91	Volkswagen	73%
120	Peugeot	69%
140	Opel	67%
153	Mercedes-Benz	65%
175	Ford	61%
177	Renault	61%
183	ŠKODA	60%
188	BMW	58%

MARGINS OF ERROR FOR THE RANKING SCORE

The two questions that form the basis of the ranking score both have a respective margin of error of 2,5-3%, resulting in a total margin of error for the ranking score of 5-6%. This indicates that the results obtained from the sample population are within a range of +/-5-6% of the actual population's values, with a confidence level of 95%.

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2023

INDUSTRY RANKING



OUT OF THE TOTAL 22 INDUSTRIES
MEASURED, THE INDUSTRY

BANKS RANKS

3rd

BANKS

Ranking position	Brand	Ranking Score
25	Triodos Bank	89%
31	ASN Bank	86%
74	Knab	76%
77	Rabobank	76%
81	SNS Bank	75%
97	ING	72%
151	ABN AMRO	65%

MARGINS OF ERROR FOR THE RANKING SCORE

The two questions that form the basis of the ranking score both have a respective margin of error of 2,5-3%, resulting in a total margin of error for the ranking score of 5-6%. This indicates that the results obtained from the sample population are within a range of +/-5-6% of the actual population's values, with a confidence level of 95%.

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2023

INDUSTRY RANKING



OUT OF THE TOTAL 22 INDUSTRIES
MEASURED, THE INDUSTRY
BEAUTY RANKS

7th

BEAUTY

Ranking position	Brand	Ranking Score
16	Weleda	93%
20	Lush	91%
23	The Body Shop	90%
33	Rituals	86%
56	Kneipp	80%
82	NIVEA	74%
89	Dove	73%
135	Sanex	67%
169	Andrélon	63%
170	Palmolive	63%
189	Axe	58%

MARGINS OF ERROR FOR THE RANKING SCORE

The two questions that form the basis of the ranking score both have a respective margin of error of 2,5-3%, resulting in a total margin of error for the ranking score of 5-6%. This indicates that the results obtained from the sample population are within a range of +/-5-6% of the actual population's values, with a confidence level of 95%.

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2023

INDUSTRY RANKING



OUT OF THE TOTAL 22 INDUSTRIES
MEASURED, THE INDUSTRY
BEVERAGE RANKS

10th

BEVERAGE

Ranking position	Brand	Ranking Score
18	Spa	91%
27	Bar-le-Duc	88%
36	Douwe Egberts	84%
37	Chaudfontaine	83%
44	Pickwick	82%
47	Sourcy	81%
53	innocent	80%
93	CoolBest	73%
103	Lipton Ice Tea	71%
106	NESCAFÉ	71%
108	Appelsientje	71%
113	Coca-Cola	70%
122	Chocomel	69%
128	Bavaria	68%
130	Nespresso	68%
132	Grolsch	68%
145	Heineken	66%
147	Kanis & Gunnink	66%
150	Pepsi	65%
155	Fanta	65%
165	Amstel	63%
194	Sprite	57%

MARGINS OF ERROR FOR THE RANKING SCORE

The two questions that form the basis of the ranking score both have a respective margin of error of 2,5-3%, resulting in a total margin of error for the ranking score of 5-6%. This indicates that the results obtained from the sample population are within a range of +/-5-6% of the actual population's values, with a confidence level of 95%.

The margin of error is rounded to the nearest integer and the exact margin of error for each estimate is individual but lies within the range of 5-6%.

2023

INDUSTRY RANKING



OUT OF THE TOTAL 22 INDUSTRIES
MEASURED, THE INDUSTRY
DIGITAL RANKS

17th

DIGITAL

Ranking position	Brand	Ranking Score
123	Google	69%
125	Apple	68%
127	Microsoft	68%

MARGINS OF ERROR FOR THE RANKING SCORE

The two questions that form the basis of the ranking score both have a respective margin of error of 2,5-3%, resulting in a total margin of error for the ranking score of 5-6%. This indicates that the results obtained from the sample population are within a range of +/-5-6% of the actual population's values, with a confidence level of 95%.

The margin of error is rounded to the nearest integer and the exact margin of error for each estimate is individual but lies within the range of 5-6%.

2023

INDUSTRY RANKING



OUT OF THE TOTAL 22 INDUSTRIES
MEASURED, THE INDUSTRY
E-COMMERCE RANKS

11th

E-COMMERCE

Ranking position	Brand	Ranking Score
35	bol.com	84%
46	Coolblue	81%
48	Marktplaats	81%
136	Zalando	67%
163	wehkamp	64%
198	Amazon	56%

MARGINS OF ERROR FOR THE RANKING SCORE

The two questions that form the basis of the ranking score both have a respective margin of error of 2,5-3%, resulting in a total margin of error for the ranking score of 5-6%. This indicates that the results obtained from the sample population are within a range of +/-5-6% of the actual population's values, with a confidence level of 95%.

The margin of error is rounded to the nearest integer and the exact margin of error for each estimate is individual but lies within the range of 5-6%.

2023

INDUSTRY RANKING



OUT OF THE TOTAL 22 INDUSTRIES
MEASURED, THE INDUSTRY
ENERGY RANKS

13th

ENERGY

Ranking position	Brand	Ranking Score
7	Greenchoice	101%
9	Vandebron	97%
58	Vattenfall	79%
66	Eneco	77%
73	ENGIE	76%
90	Essent	73%
98	Alliander	72%
141	energiesdirect.nl	67%
148	NLE (Nederlandse Energie Maatschappij)	66%
154	Oxxio	65%
178	Shell	61%
191	BP	57%
199	Total	56%
208	Esso	51%

MARGINS OF ERROR FOR THE RANKING SCORE

The two questions that form the basis of the ranking score both have a respective margin of error of 2,5-3%, resulting in a total margin of error for the ranking score of 5-6%. This indicates that the results obtained from the sample population are within a range of +/-5-6% of the actual population's values, with a confidence level of 95%.

The margin of error is rounded to the nearest integer and the exact margin of error for each estimate is individual but lies within the range of 5-6%.

2023

INDUSTRY RANKING



OUT OF THE TOTAL 22 INDUSTRIES
MEASURED, THE INDUSTRY
FOOD RANKS

4th

FOOD

Ranking position	Brand	Ranking Score	Ranking position	Brand	Ranking Score
1	Tony's Chocolonely	114%	112	Unox	70%
2	De Vegetarische Slager	111%	114	Iglo	70%
3	Valess	104%	115	Nestlé Chocolate	70%
5	Zonnatura	101%	116	Milka	70%
11	Oatly	97%	119	De Ruijter	69%
13	Alpro	94%	121	Verstegen	69%
14	Vivera	93%	124	Knorr	69%
17	Campina	93%	126	Honig	68%
19	Arla	91%	129	Bona	68%
28	HAK	88%	131	Dr. Oetker	68%
29	Becel	87%	133	Ola	68%
30	Becel Pro Activ	86%	134	Grand'Italia	67%
32	Garden Gourmet	86%	143	M&M's	66%
34	Optimel	85%	144	Old Amsterdam	66%
43	Melkunie	82%	159	Côte d'Or	64%
45	Beemster kaas	81%	167	MAGGI	63%
49	Activia	81%	171	Heinz	62%
52	Milner	80%	174	Croma	62%
54	Maaslander	80%	176	KITKAT	61%
55	Bolletje	80%	179	Mars	61%
63	Bertolli	77%	182	Toblerone	60%
65	Campina Botergoud	77%	187	Mora	59%
72	Almhof	76%			
78	Lindt	76%			
80	Danio	75%			
94	Blue Band	73%			
95	Bonduelle	72%			
101	Calvé	72%			
104	Verkade	71%			
109	Aviko	71%			

MARGINS OF ERROR FOR THE RANKING SCORE

The two questions that form the basis of the ranking score both have a respective margin of error of 2,5-3%, resulting in a total margin of error for the ranking score of 5-6%. This indicates that the results obtained from the sample population are within a range of +/-5-6% of the actual population's values, with a confidence level of 95%.

The margin of error is rounded to the nearest integer and the exact margin of error for each estimate is individual but lies within the range of 5-6%.

2023

INDUSTRY RANKING



OUT OF THE TOTAL 22 INDUSTRIES
MEASURED, THE INDUSTRY
HEALTH INSURANCE RANKS

5th

HEALTH INSURANCE

Ranking position	Brand	Ranking Score
42	Menzis	82%
57	VGZ	79%
79	CZ	76%
88	a.s.r.	73%
99	Achmea	72%

MARGINS OF ERROR FOR THE RANKING SCORE

The two questions that form the basis of the ranking score both have a respective margin of error of 2,5-3%, resulting in a total margin of error for the ranking score of 5-6%. This indicates that the results obtained from the sample population are within a range of +/-5-6% of the actual population's values, with a confidence level of 95%.

The margin of error is rounded to the nearest integer and the exact margin of error for each estimate is individual but lies within the range of 5-6%.

2023

INDUSTRY RANKING



OUT OF THE TOTAL 22 INDUSTRIES
MEASURED, THE INDUSTRY
HOLIDAY PARKS RANKS

8th

HOLIDAY PARKS

Ranking position	Brand	Ranking Score
51	Landal GreenParks	81%
69	Center Parks	77%
110	Roompot Vakanties	71%

MARGINS OF ERROR FOR THE RANKING SCORE

The two questions that form the basis of the ranking score both have a respective margin of error of 2,5-3%, resulting in a total margin of error for the ranking score of 5-6%. This indicates that the results obtained from the sample population are within a range of +/-5-6% of the actual population's values, with a confidence level of 95%.

The margin of error is rounded to the nearest integer and the exact margin of error for each estimate is individual but lies within the range of 5-6%.

2023

INDUSTRY RANKING



OUT OF THE TOTAL 22 INDUSTRIES
MEASURED, THE INDUSTRY
HOTELS RANKS

19th

HOTELS

Ranking position	Brand	Ranking Score
105	Van der Valk	71%
142	Mercure	66%
157	Fletcher Hotels	65%
160	Novotel	64%
166	NH Hotel Group	63%
186	ibis	59%

MARGINS OF ERROR FOR THE RANKING SCORE

The two questions that form the basis of the ranking score both have a respective margin of error of 2,5-3%, resulting in a total margin of error for the ranking score of 5-6%. This indicates that the results obtained from the sample population are within a range of +/-5-6% of the actual population's values, with a confidence level of 95%.

The margin of error is rounded to the nearest integer and the exact margin of error for each estimate is individual but lies within the range of 5-6%.

2023

INDUSTRY RANKING



OUT OF THE TOTAL 22 INDUSTRIES
MEASURED, THE INDUSTRY
MOBILITY RANKS

6th

MOBILITY

Ranking position	Brand	Ranking Score
6	ANWB	101%
22	NS	90%
38	Connexxion	83%
71	Arriva	76%
202	Uber	54%
204	Schiphol	54%

MARGINS OF ERROR FOR THE RANKING SCORE

The two questions that form the basis of the ranking score both have a respective margin of error of 2,5-3%, resulting in a total margin of error for the ranking score of 5-6%. This indicates that the results obtained from the sample population are within a range of +/-5-6% of the actual population's values, with a confidence level of 95%.

The margin of error is rounded to the nearest integer and the exact margin of error for each estimate is individual but lies within the range of 5-6%.

2023

INDUSTRY RANKING



OUT OF THE TOTAL 22 INDUSTRIES
MEASURED, THE INDUSTRY RESTAURANTS,
CAFES & TAKE-AWAY RANKS

21st

RESTAURANTS, CAFES & TAKE-AWAY

Ranking position	Brand	Ranking Score
87	La Place	74%
100	Starbucks	72%
138	McDonald's	67%
168	Subway	63%
192	BURGER KING	57%
196	FEBO	57%
205	KFC	53%

MARGINS OF ERROR FOR THE RANKING SCORE

The two questions that form the basis of the ranking score both have a respective margin of error of 2,5-3%, resulting in a total margin of error for the ranking score of 5-6%. This indicates that the results obtained from the sample population are within a range of +/-5-6% of the actual population's values, with a confidence level of 95%.

The margin of error is rounded to the nearest integer and the exact margin of error for each estimate is individual but lies within the range of 5-6%.

2023

INDUSTRY RANKING



OUT OF THE TOTAL 22
INDUSTRIES MEASURED, THE INDUSTRY
RETAIL - DO IT YOURSELF RANKS

14th

RETAIL - DO IT YOURSELF

Ranking position	Brand	Ranking Score
85	Praxis	74%
92	Karwei	73%
102	GAMMA	71%
149	Kwantum	66%

MARGINS OF ERROR FOR THE RANKING SCORE

The two questions that form the basis of the ranking score both have a respective margin of error of 2,5-3%, resulting in a total margin of error for the ranking score of 5-6%. This indicates that the results obtained from the sample population are within a range of +/-5-6% of the actual population's values, with a confidence level of 95%.

The margin of error is rounded to the nearest integer and the exact margin of error for each estimate is individual but lies within the range of 5-6%.

2023

INDUSTRY RANKING



OUT OF THE TOTAL 22
INDUSTRIES MEASURED, THE INDUSTRY
RETAIL - DRUGSTORE RANKS

2nd

RETAIL - DRUGSTORE

Ranking position	Brand	Ranking Score
59	Kruidvat	79%
76	Etos	76%

MARGINS OF ERROR FOR THE RANKING SCORE

The two questions that form the basis of the ranking score both have a respective margin of error of 2,5-3%, resulting in a total margin of error for the ranking score of 5-6%. This indicates that the results obtained from the sample population are within a range of +/-5-6% of the actual population's values, with a confidence level of 95%.

The margin of error is rounded to the nearest integer and the exact margin of error for each estimate is individual but lies within the range of 5-6%.

2023

INDUSTRY RANKING



OUT OF THE TOTAL 22
INDUSTRIES MEASURED, THE INDUSTRY
RETAIL - FASHION RANKS

16th

RETAIL - FASHION

Ranking position	Brand	Ranking Score
50	MUD Jeans	81%
61	Zeeman	77%
62	C&A	77%
111	Nike	70%
139	H&M	67%
156	WE Fashion	65%
195	ZARA	57%
203	Primark	54%

MARGINS OF ERROR FOR THE RANKING SCORE

The two questions that form the basis of the ranking score both have a respective margin of error of 2,5-3%, resulting in a total margin of error for the ranking score of 5-6%. This indicates that the results obtained from the sample population are within a range of +/-5-6% of the actual population's values, with a confidence level of 95%.

The margin of error is rounded to the nearest integer and the exact margin of error for each estimate is individual but lies within the range of 5-6%.

2023

INDUSTRY RANKING



OUT OF THE TOTAL 22
INDUSTRIES MEASURED, THE INDUSTRY
RETAIL - LIVING & SLEEPING RANKS

12th

RETAIL - LIVING & SLEEPING

Ranking position	Brand	Ranking Score
10	IKEA	97%
40	Yumeko	83%
41	Philips	82%
67	Auping	77%
118	JYSK	69%
164	Goossens	64%
172	Leen Bakker	62%
184	Beter Bed	59%
201	Trendhopper	54%

MARGINS OF ERROR FOR THE RANKING SCORE

The two questions that form the basis of the ranking score both have a respective margin of error of 2,5-3%, resulting in a total margin of error for the ranking score of 5-6%. This indicates that the results obtained from the sample population are within a range of +/-5-6% of the actual population's values, with a confidence level of 95%.

The margin of error is rounded to the nearest integer and the exact margin of error for each estimate is individual but lies within the range of 5-6%.

2023

INDUSTRY RANKING



OUT OF THE TOTAL 22
INDUSTRIES MEASURED, THE INDUSTRY
RETAIL - SHOPS RANKS

9th

RETAIL - SHOPS

Ranking position	Brand	Ranking Score
8	Dille & Kamille	98%
21	HEMA	90%
60	Decathlon	78%
96	Blokker	72%
137	Xenos	67%
161	Action	64%
162	MediaMarkt	64%
173	De Bijenkorf	62%

MARGINS OF ERROR FOR THE RANKING SCORE

The two questions that form the basis of the ranking score both have a respective margin of error of 2,5-3%, resulting in a total margin of error for the ranking score of 5-6%. This indicates that the results obtained from the sample population are within a range of +/-5-6% of the actual population's values, with a confidence level of 95%.

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2023

INDUSTRY RANKING



OUT OF THE TOTAL 22 INDUSTRIES
MEASURED, THE INDUSTRY
SUPERMARKETS RANKS

1st

SUPERMARKETS

Ranking position	Brand	Ranking Score
12	Lidl	95%
15	Albert Heijn	93%
39	Jumbo	83%
75	Dirk	76%
84	ALDI	74%
86	PLUS	74%
107	Coop	71%
158	SPAR	65%

MARGINS OF ERROR FOR THE RANKING SCORE

The two questions that form the basis of the ranking score both have a respective margin of error of 2,5-3%, resulting in a total margin of error for the ranking score of 5-6%. This indicates that the results obtained from the sample population are within a range of +/-5-6% of the actual population's values, with a confidence level of 95%.

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2023

INDUSTRY RANKING



OUT OF THE TOTAL 22 INDUSTRIES
MEASURED, THE INDUSTRY
TELECOMMUNICATIONS RANKS

18th

TELECOMMUNICATIONS

Ranking position	Brand	Ranking Score
68	KPN	77%
152	T-Mobile	65%
180	Vodafone	61%
185	Tele2	59%

MARGINS OF ERROR FOR THE RANKING SCORE

The two questions that form the basis of the ranking score both have a respective margin of error of 2,5-3%, resulting in a total margin of error for the ranking score of 5-6%. This indicates that the results obtained from the sample population are within a range of +/-5-6% of the actual population's values, with a confidence level of 95%.

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2023

INDUSTRY RANKING



OUT OF THE TOTAL 22 INDUSTRIES
MEASURED, THE INDUSTRY
TRAVEL & TOURISM RANKS

20th

TRAVEL & TOURISM

Ranking position	Brand	Ranking Score
24	ANWB Reizen	90%
146	Airbnb	66%
181	Booking.com	60%
193	Sunweb	57%
200	TUI	55%
206	Corendon	53%

MARGINS OF ERROR FOR THE RANKING SCORE

The two questions that form the basis of the ranking score both have a respective margin of error of 2,5-3%, resulting in a total margin of error for the ranking score of 5-6%. This indicates that the results obtained from the sample population are within a range of +/-5-6% of the actual population's values, with a confidence level of 95%.

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About SB Insight

At SB Insight, we are driven by a mission to create sustainable brands that can thrive in tomorrow's market. With our years of experience handling the complexity of sustainability, we are the natural partner for sustainability insights. We provide actionable insights on how sustainability affects branding, communication, and business development, helping brands to make informed decisions and transform into sustainable brands.

OUR BUSINESS AREAS

SB Insight's work is divided into three business areas:



SUSTAINABLE
BRAND INDEX™



TAILORED RESEARCH
& REPORTS



TAILORED LECTURES
& SEMINARS

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This report was written by SB Insight, the founder of Sustainable Brand Index™.

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