

NORWAY

OFFICIAL REPORT 2021

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 more than 1 400 brands, 35 industries, and over 60 000 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.

SB INSIGHT

TABLE OF CONTENTS

01	ABOUT & METHODOLOGY	
	About Sustainable Brand Index™	05
	Our Purpose	07
	Our Markets	08
	Data Collection	09
	Facts & Figures 2021	10
02	KEY INSIGHTS	
	CONTEXT	
	Discussions Around Sustainability	14
	Affect of Covid-19 on Sustainability	18
	State of Sustainability Communication	21
	BRANDS	
	Average Ranking Scores	24
	Industry Insights	28
	CONSUMER	
	The Sustainable Consumer in 2021	29
	Affect of Sustainability on Purchasing Decisions	30
	Our Four Behaviour Groups	31
03	THE RANKING	
	The Norwegian Ranking	35
	Norway's Most Sustainable Brand (2013 - 2021)	36
	Top 10 - 2021	37
	The Official Ranking - Norway 2021	38
	Ranking Development 2013 - 2021	39
04	INDUSTRY RANKINGS	
	Industry Overview 2021	46
	Industry Rankings 2021	48

An aerial, high-angle photograph of a large, open plaza paved with square tiles. The tiles are arranged in a grid pattern, with some larger tiles interspersed. Several people are scattered across the plaza, some walking and some standing. In the center-left area, there are two rectangular display stands or information boards. The overall lighting is somewhat dim, giving the scene a muted, teal-green color palette. The text '01 ABOUT 2021' is overlaid in the top right corner in a clean, white, sans-serif font.

01

ABOUT

2021

Europe's largest brand study on sustainability



WHO WE ARE

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 more than 1 400 brands, 35 industries, and over 60 000 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%.

61 960

Consumers

1 437

Brands

34+

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?

What we do



RANKINGS

Our yearly rankings show how brands are perceived on sustainability by their important stakeholders. Brands are selected independently based on market share, turnover and general brand awareness.



OFFICIAL REPORTS

Our official reports contains the complete ranking of each country over time, accompanied with key sustainability insights and stakeholder data.

“

The Sustainable Brand Index™ team provides us with sound insights and holistic analyses. They are well informed on sustainability issues. Our report brings value to our strategic planning and communications.



CHRISTINA GUSTAFSSON
NORDIC CONSUMER
& BUSINESS INSIGHTS MANAGER,
MCDONALD'S



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TAILORED INSIGHTS & ANALYSIS

We provide brands with brand-specific data insights, a tailored analysis and strategic tools. Our unique data and sustainability insights help brands understand how they are perceived within sustainability, why they are perceived this way and how to build a more sustainable brand. Yearly, we provide brands internationally with tailored sustainability insights that help them in their goal setting and strategic work, as well as external and internal communication.

Our purpose

The purpose of Sustainable Brand Index™ is to drive the agenda, visualise the value of sustainable branding and increase the knowledge on sustainability within branding and communication. Based on data-driven insights, Sustainable Brand Index™ is able to identify important gaps between how brands think they are perceived on sustainability and the reality. By analysing important trends, mapping stakeholders' attitudes and behaviours and evaluating several materiality areas, the study provides brand-specific data and strategic tools.

In doing so, Sustainable Brand Index™ encourages brands to improve their work and dares them to communicate about sustainability. The more brands talk about sustainability, the more consumers will know, care and demand. It creates a positive cycle for transparency and sustainability. Together we are on a mission to create sustainable brands.

PERCEPTION VS. PERFORMANCE

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.

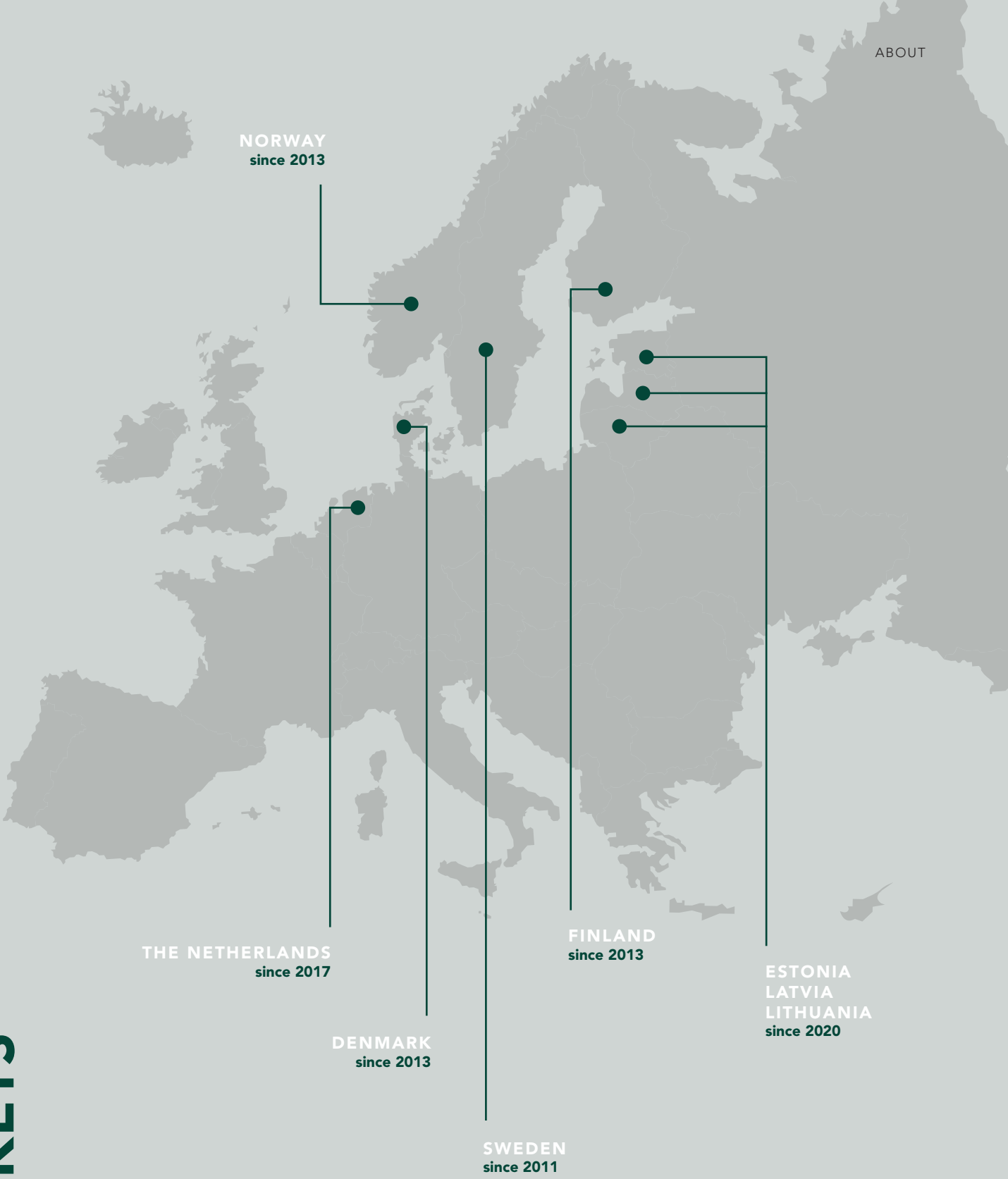
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Sustainable Brand Index™ has been an early “unifying force” on the market and has played an important role in demonstrating how sustainability can strengthen a brand and be linked to the commercial agenda.



JONAS CARLEHED
SUSTAINABILITY MANAGER
IKEA SWEDEN

OUR MARKETS



Data collection

Sustainable Brand Index™ B2C 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™ B2C 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 November 2020 to February 2021.

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.

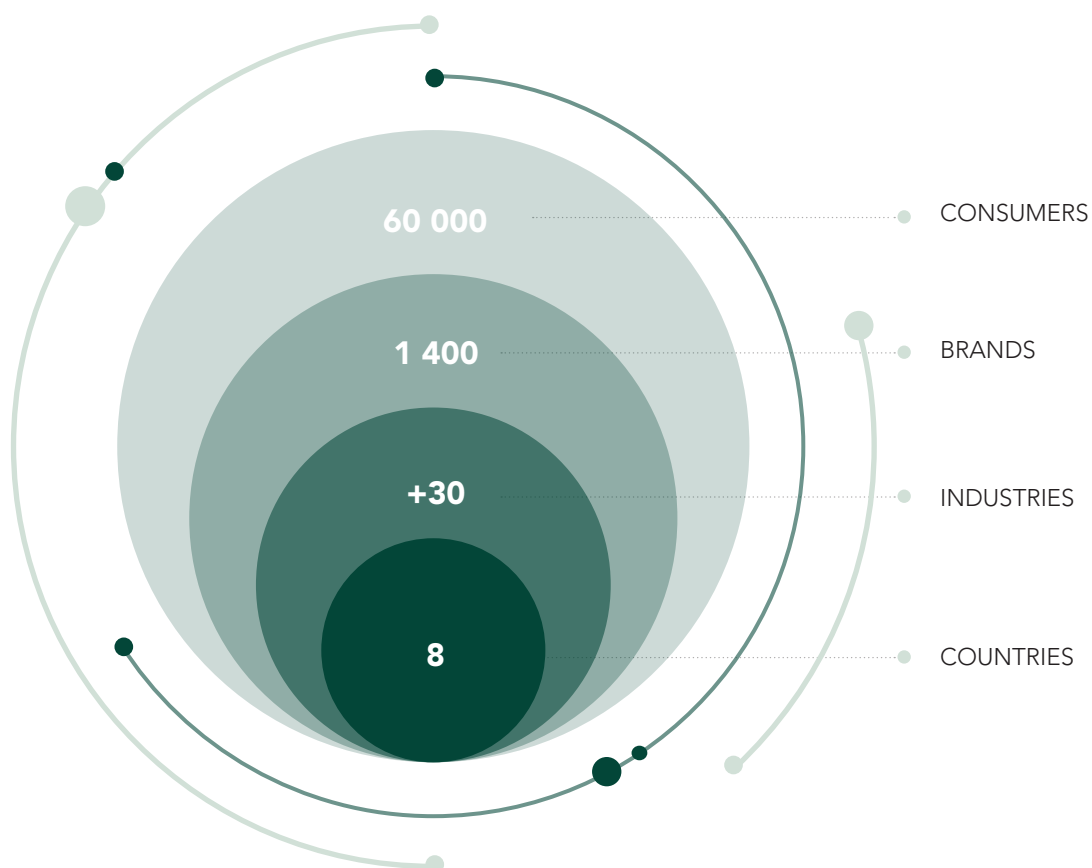
FOUNDED BY SB INSIGHT

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TO LEARN MORE ABOUT SB INSIGHT

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Facts & figures 2021



BREAKDOWN PER COUNTRY

COUNTRIES	CONSUMERS	BRANDS	INDUSTRIES
Sweden	23 400	390	34
Norway	10 460	254	24
Denmark	6 800	233	24
Finland	9 900	212	25
The Netherlands	9 000	199	17
Estonia	800	51	8
Latvia	800	51	8
Lithuania	800	50	8
TOTAL	61 960	1437	+34

Industries 2021

SWEDEN	NORWAY	DENMARK	FINLAND	THE NETHERLANDS	ESTONIA LATVIA LITHUANIA
Airlines	Airlines	Airlines	Airlines	Airlines	Banks
Automotive	Automotive	Automotive	Automotive	Automotive	Electricity & Heating
Banks	Banks	Banks	Banks	Banks	Food & Beverage
Beauty	Beauty	Beauty	Beauty	Beverage	Fuel
Beverage	Beverage	Beverage	Beverage	Consumer Goods Corporations	Grocery Stores
Clothes & Fashion - Brands	Clothes & Fashion - Brands	Clothes & Fashion - Brands	Clothes & Fashion - Brands	Digital	Pharmacies
Clothes & Fashion - Stores	Clothes & Fashion - Stores	Clothes & Fashion - Stores	Clothes & Fashion - Stores	E-commerce	Telecom
Consumer Goods Corporations	Consumer Goods Corporations	Consumer Goods Corporations	Consumer Goods Corporations	Energy	Transport/Travel
Digital	E-commerce	E-commerce	E-commerce	Food	
E-commerce	Electricity & Heating	Electricity & Heating	Electricity & Heating	Hotels	
Electricity & Heating	Food	Food	Food	Insurance	
Food	Fuel	Fuel	Fuel	Mobility	
Forest Owners	Furniture & Decoration	Furniture & Decoration - Brands	Furniture & Decoration - Brands	Restaurants, Cafes & Take-away	
Fuel	Grocery Stores	Furniture & Decoration - Stores	Furniture & Decoration - Stores	Retail	
Furniture & Decoration - Brands	Hobby & Leisure	Hobby & Leisure	Grocery Stores	Supermarkets	
Furniture & Decoration - Stores	Home appliances & Consumer electronics	Home appliances & Consumer electronics	Hobby & Leisure	Telecom	
Gambling	Hotels	Hotels	Home appliances & Consumer electronics	Travel & Tourism	
Governmental Institutions	Insurance & Pension	Hotels	Hotels		
Grocery Stores	Parcels & Logistics	Insurance & Pension	Hotels		
Healthcare Providers	Pharmacies	Pharmacies	Insurance & Pension		
Hobby & Leisure	Restaurants, Cafes & Take-away	Restaurants, Cafes & Take-away	Parcels & Logistics		
Home appliances & Consumer electronics	Telecommunications	Supermarkets	Pharmacies		
Hotels	Transport	Telecommunications	Restaurants, Cafes & Take-away		
Insurance	Travel & Tourism	Transport	Telecommunications		
Opticians		Travel & Tourism	Transport		
Parcels & Logistics			Travel & Tourism		
Pension					
Pharmacies					
Real Estate					
Restaurants, Cafes & Take-away					
Telecommunications					
Transport					
Travel & Tourism					
Vehicle Inspection					
NUMBER OF INDUSTRIES	NUMBER OF INDUSTRIES	NUMBER OF INDUSTRIES	NUMBER OF INDUSTRIES	NUMBER OF INDUSTRIES	NUMBER OF INDUSTRIES
34	24	24	25	17	8



02

KEY INSIGHTS

2021

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.**

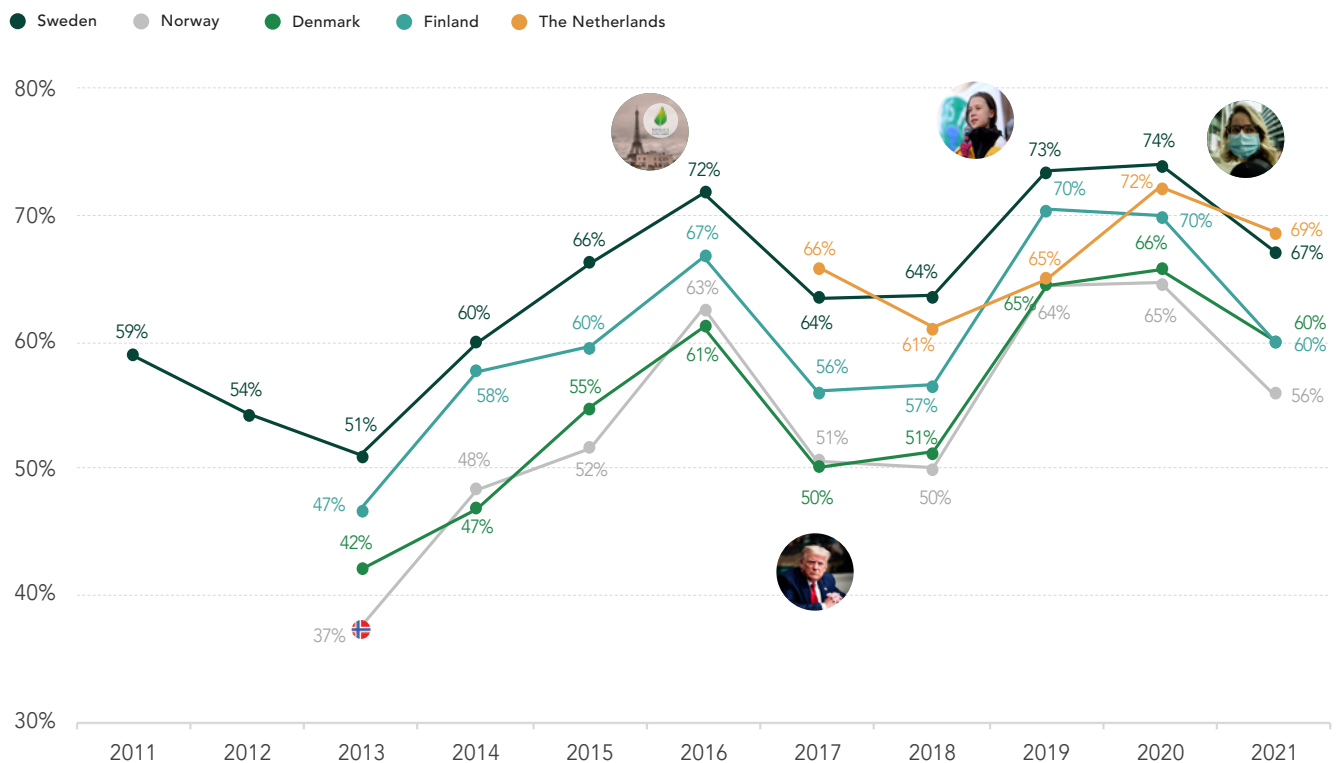
**BY ANALYSING IMPORTANT TRENDS, MAPPING
STAKEHOLDER'S ATTITUDES AND BEHAVIOURS AND
EVALUATING BRAND DRIVERS, THE STUDY PROVIDES
IN-DEPTH INSIGHTS AND STRATEGIC TOOLS.**

2020 – A tumultuous year.

The way we think and talk about sustainability is extremely multifarious. Our discussions and our actions in both our public and private lives are strongly influenced by contextual factors, political debates and global events. Awareness around our social and environmental challenges is growing over these last years, but so is the degree of misinformation and misunderstanding. Understanding the current state of sustainability and the role brands and consumers play in the transition towards sustainability, starts therefore with analysing the contexts we live in.

The year 2020 will go into the historic books as a tumultuous one, dominated by the covid-pandemic as well as political and human rights issues. The world has been shaken, stirred, and woken up to some harsh realities. Next to an ongoing climate crisis, new health and social issues have dominated the debate, with an increased focus on the responsibility of governments, companies and individuals, in times of crisis and social injustice. We have entered a global health pandemic that is having wide-spread implications for our economy, societies, businesses, and most likely also the way we interact for a long time. So, how does this affect the sustainability landscape according to Sustainable Brand Index™? Here are some key data insights into each presented country.

% OF CONSUMERS WHO DISCUSS SUSTAINABILITY WITH FRIENDS & FAMILY (SOMETIMES + OFTEN)



Both in the Nordics countries and The Netherlands the majority of people (56 - 69%) are discussing sustainability with friends and family on a regular basis. When looking at the long-term trend, especially from 2013 onwards, it can be stated that interest around sustainability is generally increasing. Swedish and Dutch consumers tend to talk most about sustainability, while Norwegians are relatively less vocal about in their conversations with others. However, the data shows that discussions around sustainability have decreased during the past year, seeing the biggest drop in Norway and Finland from 2020-2021.

The fact that less consumers are discussing sustainability issues in their personal and work lives compared to 2019, is not surprising. It can be explained by a variety of reasons. Over time, we see that political

debates and global developments have a big impact on our media feeds and with that on our day-to-day attention. The peak in interest around 2015 - 2016 was for example a consequence of the Paris Climate Agreement, making sustainability a widely debated topic in the word. Whereas afterwards, some political leaders and global security issues overshadowed interest in the climate and environmental issues. The current covid-pandemic that came to light in the beginning of 2020, has in a similar way occupied people's minds and conversations. Adding the fact that we are, as a consequence, spending more time at home and social distancing, it is not surprising that we see this negative trend. Does less talk, however mean that consumers are also less interested in sustainability, because of the pandemic?

“
The majority of consumers discuss sustainability on a regular basis, despite a negative trend from 2020-2021.”

Understanding the multifacetedness of sustainability and what influences us.

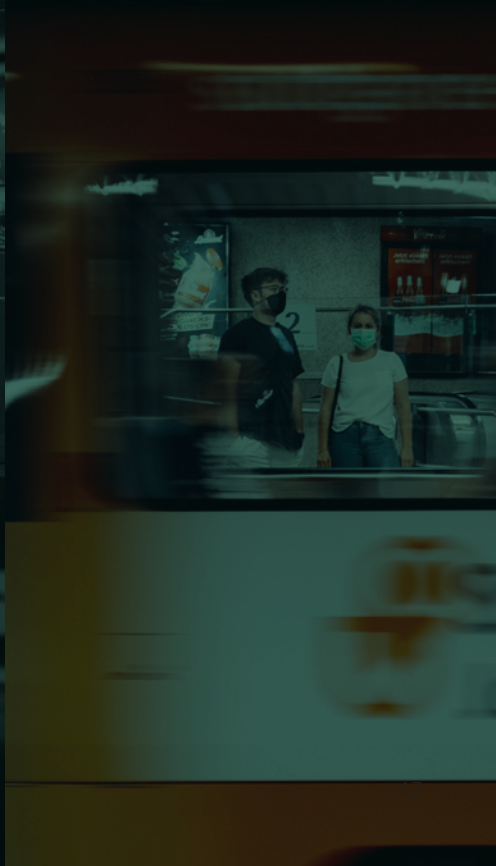
As said, the way we think and talk about sustainability is extremely multifarious. Our discussions in both our public and private lives are first of all dominated by market developments, political debates and global events. As our (social) media feeds and streaming queues are fighting for our attention, so do our day-to-day conversations around sustainability issues with family, friends and colleagues change. We are for a large part influenced by our context, like where we live, work and decide to get our information. On the other hand, our interest and engagement in sustainability is based on our intrinsic values and motivations. Prioritising sustainability or making a more sustainable choice can therefore be based on a variety of reasons.

Do you want to learn more about the key influences on interest in sustainability? What sources of information are most important and how does this look for different demographic groups? By interviewing over 60 000 European consumers on sustainability, we have extensive data on interest and engagement around sustainability issues. Let us help you understand your customer better.

56 - 69% of consumers are discussing sustainability with friends and family on a regular basis.

[CLICK HERE](#)







Has the covid-pandemic changed how consumer view sustainability?

In the beginning of covid-19, initial fears were revolving around the expectation that people would care less about sustainability and focus more on themselves.

Quite natural, as survival is our main primitive driver as human beings. However, now in the midst of the pandemic the data actually shows something different. It is clear that the pandemic has shown regular consumers that our current way of living is neither sustainable nor desirable in the long run. People are starting to understand the impact of a crisis on society and the environment. In 2021, around 1/3 of consumers state that their interest in sustainability issues has actually increased due to covid-19. Increases in interest were often related to a better understanding of what the impact of future crisis could be. Those consumers who state their interest has decreased, often referred to being more focused on economics and health (especially in The Netherlands). Others explained it on the short-term assumption that less travel and consumption in times of the pandemic is lowering the need for focusing on sustainability issues right now.

1/3
of consumers
state that their
interest in
sustainability
issues has actually
increased due to
covid-19.

COVID-19 – not a pure sustainability issue.

As stated, the trend in consumers discussing sustainability has been very positive in all countries over the last years. There is a slight decrease in all countries this year, largely explained by the pandemic. This is not a cause for major concern, but rather leads to the conclusion that for some

people, the covid pandemic is not a pure sustainability issue. Even though many would argue that handling a pandemic responsibly is sustainability-related, some disagree and see those as separate things.

Data from Sustainable Brand Index™ 2021 shows that even in tough times like these, people still think about climate change, social responsibility and other sustainability issues. The average person might have discussed sustainability less in their day-to-day

lives, for different reasons such as seeing other people less, but interest in sustainability issues is actually increasing due to the pandemic. Overall, the level of maturity around sustainability issues keeps growing when we look at the long-term trend.

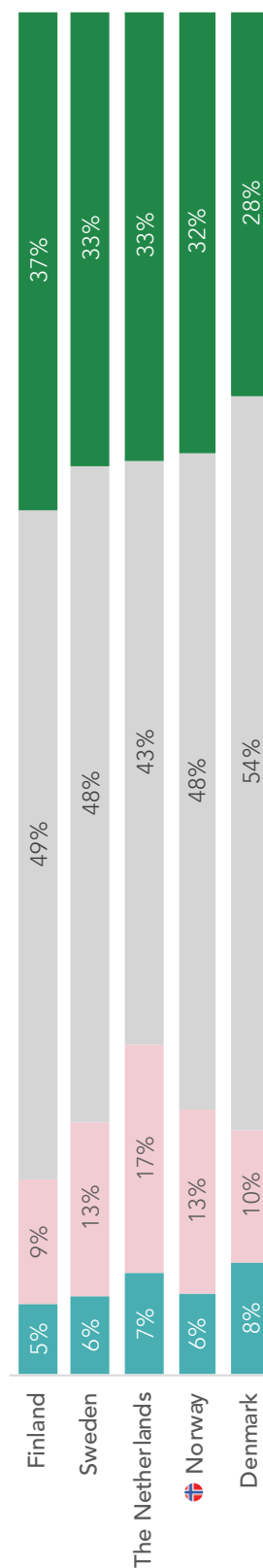
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The pandemic has shown regular consumers that our current way of living is neither sustainable nor desirable in the long run.



THE EFFECT OF THE COVID PANDEMIC ON CONSUMERS' INTEREST IN SUSTAINABILITY ISSUES

- Don't know
- Reduced interest
- Interest remains the same
- Increased interest



The covid-pandemic & the rise of new sustainability issues.

It is relevant to analyse how consumers' attitudes towards sustainability issues and the priorities of materiality areas change in times of a global pandemic. This year, we decided we wanted to understand the current context better, by measuring questions like:

- In what way has COVID-19 affected your way of consuming products / services so far?
- In what way has COVID-19 affected your attitude to companies environmental- and social responsibility?
- Many consumers have changed their consumption patterns during the COVID pandemic. What do you think are the best ways for a company to meet these new needs?

Do you want to know the answer to these questions or understand better how the Covid pandemic has impacted your specific industry in terms of sustainability? And what materiality areas are becoming more important to prioritise during a green recovery from a consumer perspective? With the help of our data on 30+ industries and thousands of consumers, we are able to provide you with the in-depth insights you are looking for.



[CLICK HERE](#)



“

The growing divide between positive and negative consumers shows how important the quality of sustainability communication is, grounded in transparency, actions and facts.

Never have we seen so much sustainability communication and never has it been this bad.

Consumer interest in sustainability issues might be growing, but this does not automatically mean that sustainability is becoming more clear and easy to understand. We are at a moment in time when every brand feels the stress of getting into the sustainability dialogue. This is reflected in extreme amounts of sustainability communication and, unfortunately, extremely poor sustainability communication. Many consumers have a hard time assessing this communication and making sense of it.

The year 2020 has speeded up the challenges for companies claiming that they are purpose-driven but actually are not. Simply talking about purpose or what you as a brand 'hope to achieve' in a visionary future is hardly enough anymore. False claims about environmental and social responsibility as a brand are an absolute no.



STRATEGIC SUSTAINABILITY COMMUNICATION

Is the solution to stop communicating about sustainability? No. Communication is a tool and you need to use it well. However, quality sustainability communication is grounded in relevant materiality areas, science-based targets and an understanding of who you are communicating with.

With the help of our data insights, we provide strategic advice on how to best communicate about your sustainability work with different target groups. Not only based on different knowledge levels among consumers, but also on how different sustainability issues are prioritised and what is most important in line with your brand.

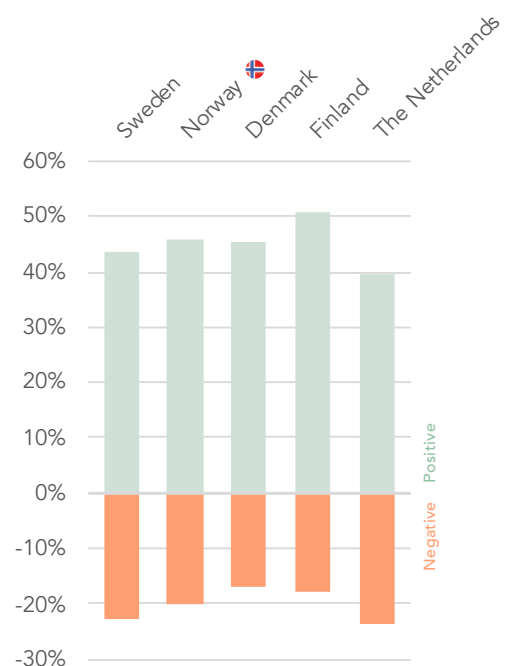
Did you know that we have consumer insights into key materiality areas within sustainability for 30+ industries? We show you what materiality areas consumers believe a company in your industry should prioritise, as well as how these priorities shift among different groups in society.

[CLICK HERE](#)

With this pressure on all actors to become and to be perceived as more sustainable, there is currently a broad debate in society about how companies paint their sustainability picture. 'Greenwashing'- the practice by which companies make false claims about their positive impact on the environment – is not a new term, but it has received more attention over this last year. Countries see growing complaints to the respective ombudsman about misleading sustainability communication and advertising; and new national and European regulations around making green claims are developing fast.

The data of Sustainable Brand Index™ 2021 shows that between 39-50% of consumers are positive towards sustainability communication of companies. On the other side, around 17-23% of consumers are tired of and negative towards this type of communication. Especially in Sweden and The Netherlands, we see the highest levels of negative consumers despite quite different sustainability landscapes in each country. Whereas, Dutch consumers are generally highly opinionated, Swedish consumers have seen much more sustainability communication over the last decade. This results in a more critical eye to how facts and impact is presented by brands. Overall, the growing divide between positive and negative consumers shows how important the quality of sustainability communication is, grounded in transparency, actions and facts.

% OF CONSUMERS WHO ARE EXPLICITLY POSITIVE OR NEGATIVE TOWARDS SUSTAINABILITY COMMUNICATION FROM COMPANIES







Average ranking scores reach an all-time high.

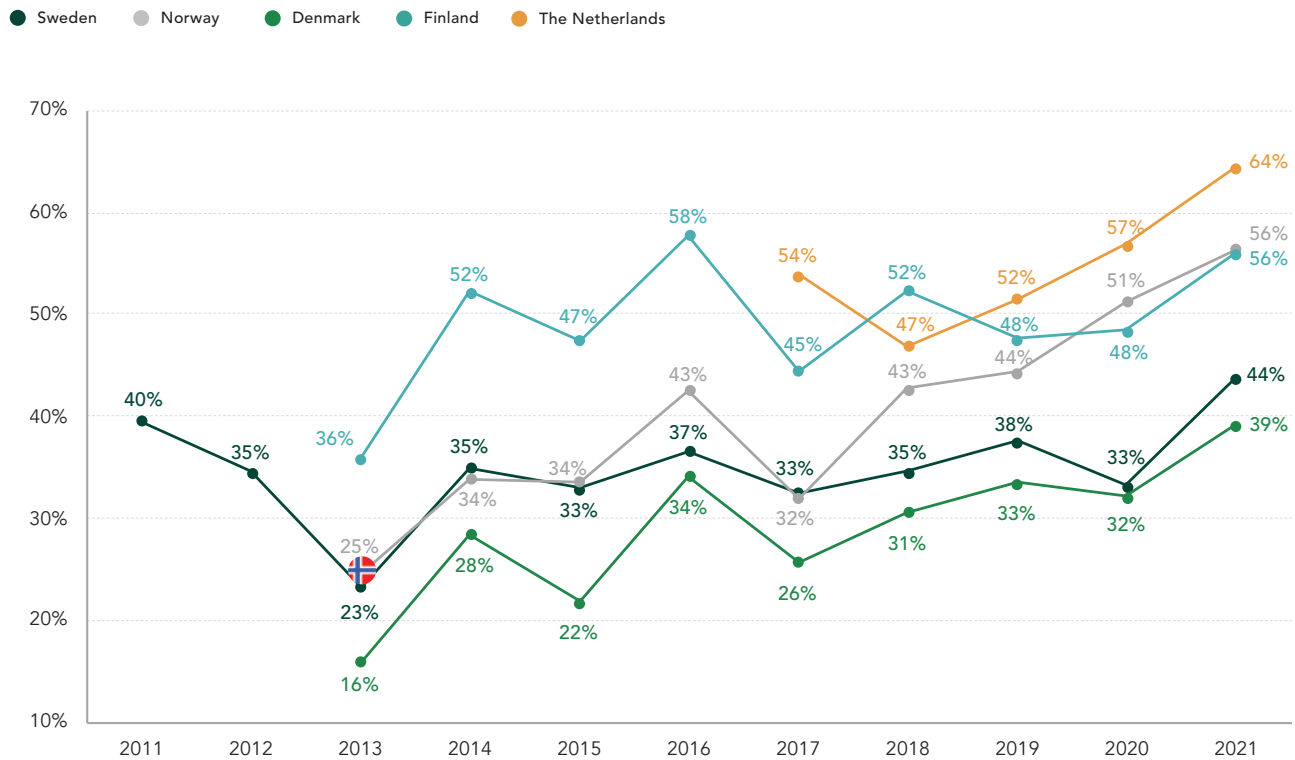
The average ranking scores of brands measured in Sustainable Brand Index™ are showing a positive development from 2020-2021, reaching an all-time high for most countries. This indicator shows that brands are on average more positively perceived by consumers in terms of sustainability, compared to the year before.

There are several reasons and contextual factors that can explain why the average ranking scores in Sustainable Brand Index™ are increasing. As stated before, it is not always related to brands communication better about their sustainability work. Averages are useful in showing the status quo, but there are a variety of different factors depending on the type of brand, industry and consumer.

One common denominator in the data of Sustainable Brand Index™ this year, is however an increased trust in companies due to the covid-pandemic. On the short-term, consumers perceive that most companies have done a good job at handling the pandemic. Companies have been cautious and quick to react to new regulations and recommendations. This has driven up the average trust in companies, which in turn also affects the perception in sustainability. Short-term social responsibility is however not a guarantee for building a sustainable brand. While resiliency will be a key skill for the years to come, it is important for brands to focus their work on key long-term challenges, e.g. the climate crisis.

“
Cautious
actions
by brands
during the
pandemic
has lead
to higher
trust.”

AVERAGE RANKING SCORE DEVELOPMENT – SUSTAINABLE BRAND INDEX™



An indicator over time.

The ranking score shows how brands are perceived on sustainability according to consumers. It is a consistent indicator of Sustainable Brand Index™ over time, to show the state of sustainability within the B2C-market of each respective country. 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, Sustainable Brand Index™ measures 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 ranking 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%, is still far out of reach for all brands on the market. Average ranking scores currently fall between 39-64% across countries. Leading brands on the market (brands that are perceived as most sustainable) are often scoring around 100% in total. The road for improving both Sustainable Brand Awareness and Sustainable Brand Quality is still long for most brands.

“
The average ranking scores of brands measured in Sustainable Brand Index™ are reaching an all-time high.”



A note on each presented country.

NORWAY

Norway is the Nordic country that has shown the most positive and steady trend since 2013. Norwegian consumers are generally not as far in adopting more sustainable behaviours compared to Finland and Sweden. However, we do see that Norwegians are starting to become more aware and pleasantly surprised by the fact that brands seem to prioritise these issues. This is partly because they have not seen a lot of sustainability work, and communication about that work, from brands before. Secondly, there are traditionally more expectations and focus on the government-level in Norway when it comes to prioritising social and environmental responsibility. However, the B2C-market is quickly catching up and now in 2021, Norway has the highest average ranking score (56%) of the Nordic countries, together with Finland.

DENMARK

With an average ranking score of 39% in 2021, the Danish market is the lowest performing one in Sustainable Brand Index™, but at the same time this is an all time high for Denmark in the study. Making healthy and environmentally-conscious choices are in some ways embedded in Danish culture. However, Danes are generally not as interested in

and impressed with brands communication about their sustainability work. The data from Sustainable Brand Index™ shows that Danes have always been the least positive consumers in the Nordics. Not necessarily negative, but somewhat unwilling to take a stand and, in many cases, less interested compared to the other Nordic countries. Over time, the trend is however positive (starting with an average ranking score of 16% in 2013). Also in Denmark, brands are more positively perceived this year in terms of sustainability.

SWEDEN

Sustainability has been a widely adopted concept and way of doing business on the Swedish market for a long time. Swedish consumers are generally speaking considered sustainability frontrunners within Europe – especially within environmental responsibility and with a strong link to the climate.

A relatively high average ranking score in 2011 that dropped in 2013 can be explained by Swedish consumers overestimating their own knowledge about sustainability and coming to the understanding that sustainability is more complex than initially thought. As sustainability has become more mainstream over the last years, so are Swedish consumer becoming more knowledgeable, demanding and critical towards how brands work with sustainability. As the previous data showed, Swedish consumers are highly interested in sustainability issues, but this has not automatically resulted in a the most positive perception of brands in terms of sustainability. However, during this last year 2020-2021, the data shows that brands have been more positively perceived. With generally a strong focus on climate and environmental issues in Sweden, the year 2021 also shows a strong increase in consumer awareness around the social responsibility of brands.

FINLAND

Together with Norway, Finland has the highest average ranking score (56%) of the Nordic countries. Finland's overall trend is more fluctuating and flat, but the year 2020-2021 is also seeing an increase that is comparable to the other countries. Also in Finland, brands have left a more positive impression on consumers when it comes to how they work with sustainability. Finnish consumers are

in generally very positive, more positive than consumers in the neighbouring countries, and very mature on sustainability issues. Awareness and knowledge levels around sustainability are high among Finns, with a specific focus on circularity and high quality products. Finns traditionally have a stronger sense of quality and longevity as they see taking care of ones own things as common sense.

THE NETHERLANDS

The Netherlands is showing a steady positive trend and has over the last 3 years had the highest average ranking score in Sustainable Brand Index™. In The Netherlands, sustainability and environmental responsibility might be less culturnall embedded and mainstream compared to the Nordics, there is a much stronger focus businesses and brands to create positive change. Dutch consumers are highly opiniated, but they do put a lot of faith in companies to push sustainability and innovation forward. Especially these last few years, there is a big surge in sustainability work and communication from brands, which the Dutch consumer is rather positive towards. For Dutch consumers, environmental and economic responsibility often need to go hand-in-hand, with a strong focus on areas like energy, agriculture and using resources efficiently. Especially, this last year there has also been a strong focus on the social responsibility of companies.



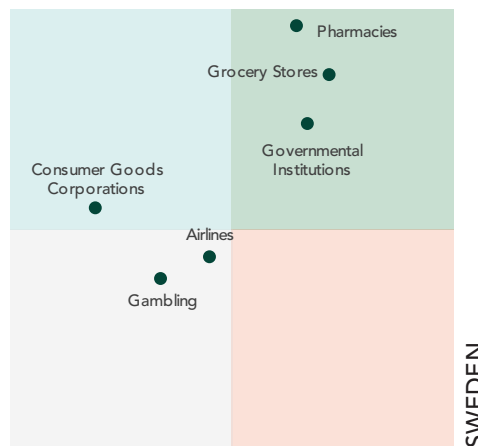
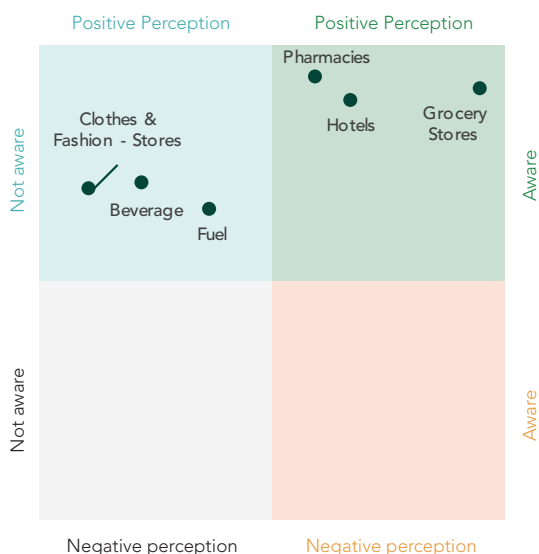
Understanding the sustainability position of your brand & industry.

Curious how sustainability affects your brand or industry specifically? Averages are often useful in showing the status quo, but in order to reach deep and meaningful insights it is important to analyse the sustainability position of individual brand. The official ranking of Sustainable Brand Index™ is just the tip of the iceberg. For each of the 1 400 brands in Sustainable Brand Index™, there is a tailored brand report available on request, with a complete analysis from the sustainability perspective. Let us help you by providing you with a more in-depth analysis of your own ranking score and sustainable brand position on the market.

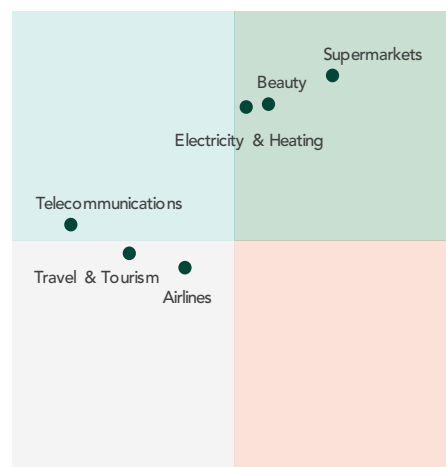
[CLICK HERE](#)

Here you see an overview of the top 3 industries that are **perceived as most sustainable** and top 3 industries that are **perceived as least sustainable** according to Sustainable Brand Index™ 2021 in each respective country. This overview is based on the average ranking score of all brands measured within that industry combined. It shows the average levels of consumer awareness and consumer attitudes around the sustainability work in these industries per country.

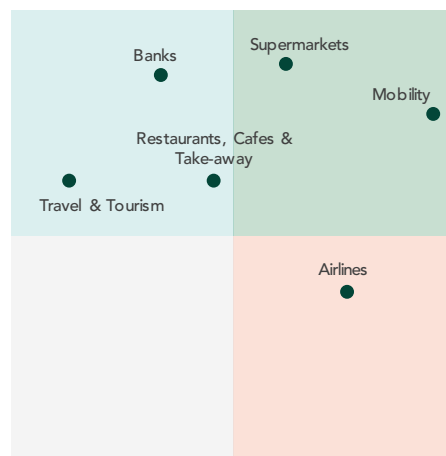
 **NORWAY**



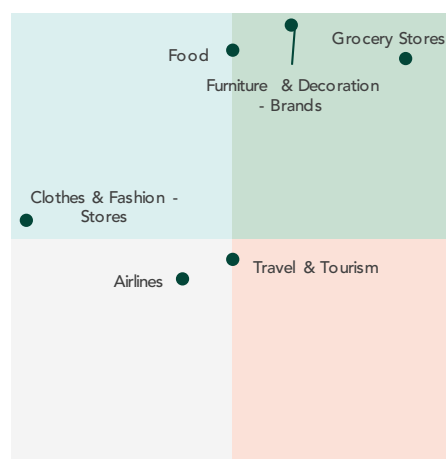
SWEDEN



DENMARK



THE NETHERLANDS



FINLAND



The Sustainable Consumer in 2021.

Let's take a closer look at consumers and how they are affected by sustainability in their purchasing decisions. This indicator shows to what extent sustainability is an aspect they consider when deciding on buying a product or service. It includes all levels of affect, from sustainability being of decisive influence on someone's purchasing decisions, to it being one of several elements.

The majority of consumers consider sustainability as a factor when deciding on what product or service to buy. The Netherlands is also

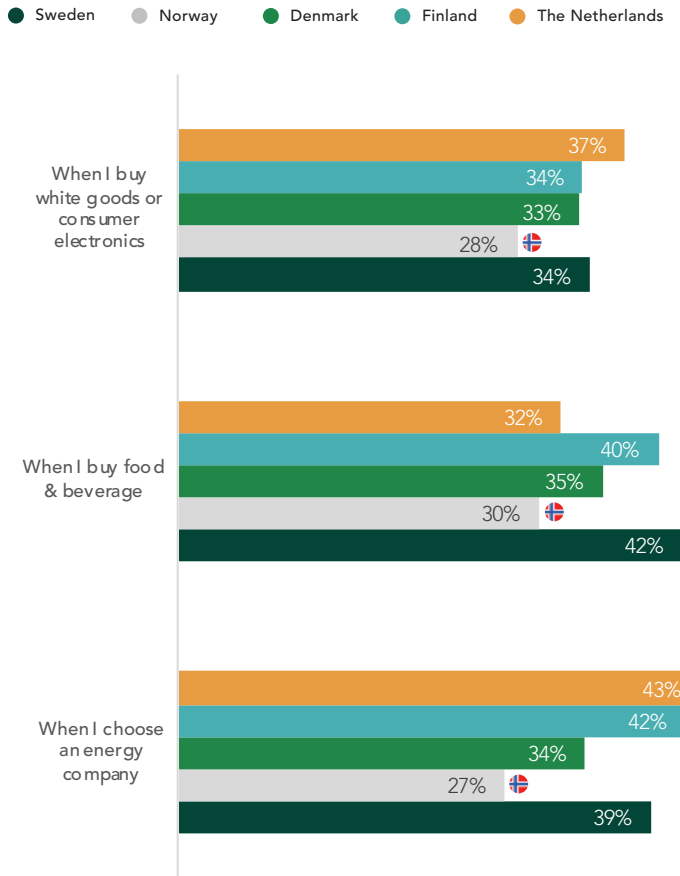
here the country with the highest level of ambitions among consumers, where 77% of consumers consider sustainability to some extent when shopping. Denmark (73%) and Norway (68%) show lower numbers, but it can be stated that in all presented countries the average is already high. Over time the trend for this indicator is slightly going up, but is much flatter.

2/3
of consumers
are affected by
sustainability
when making
a purchase.

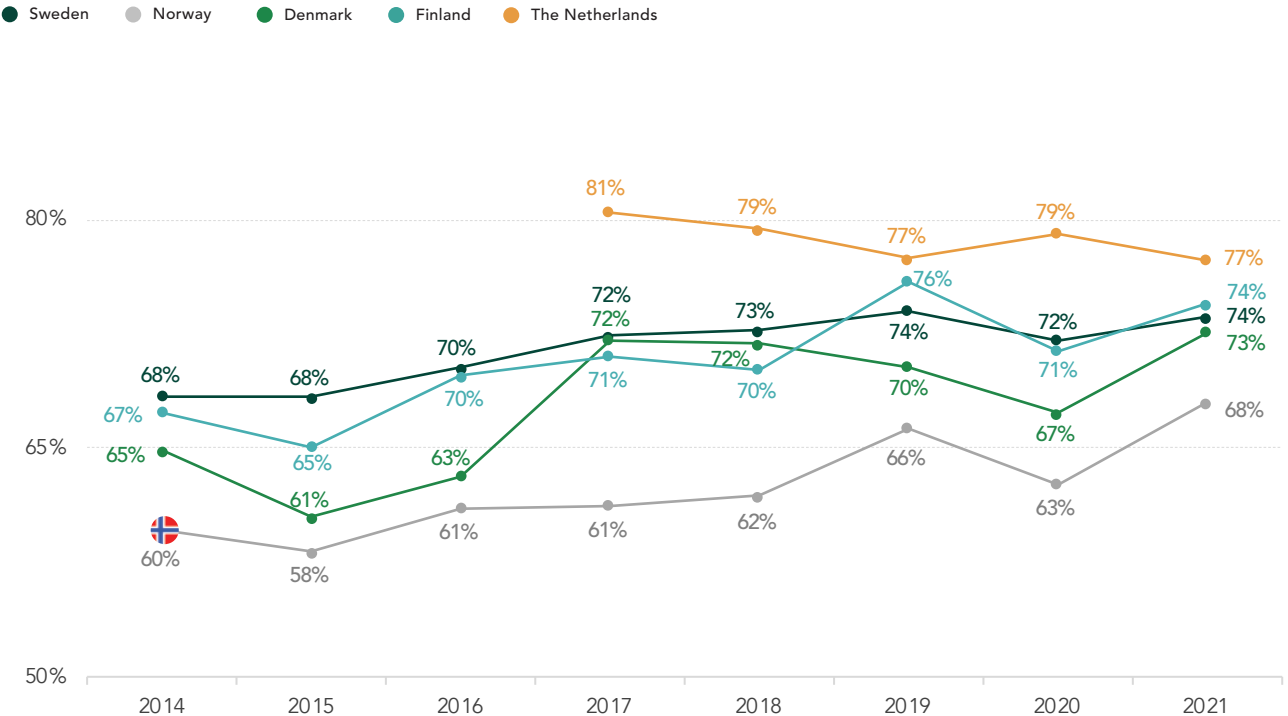
It indicates that even though interest in and debates around sustainability issues are rising, purchasing decisions are not automatically more affected. Consumers still experience obstacles in making a sustainable choice or choosing a more sustainable alternative. Consumers furthermore define and prioritise sustainability in different ways. Sustainability often does not affect every type of purchase or decision in the same way. That is why Sustainable Brand Index™ measures this affect across 30+ different industries and several consumer groups.

The data shows that there are certain industries or aspects of life in which sustainability is more often considered than in others. These areas are quite similar across all countries. For example: the degree of environmental and social responsibility of a brand mostly plays a role for consumers when buying food & beverage, when choosing an energy company and when buying white goods and consumer electronics.

TOP 3 MOST AFFECTED AREAS



% OF CONSUMER THAT ARE AFFECTED BY SUSTAINABILITY WHEN MAKING A PURCHASING DECISION



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 products 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.

Development of the four behaviour groups over time.

As stated, Sustainable Brand Index™ divides consumers into these four groups based on how people value and behave in terms of sustainability. The short-term and long-term developments of our behaviour groups vary slightly, but it is important to realise that these groups don't tend to disappear over time.

SIZE & IMPACT

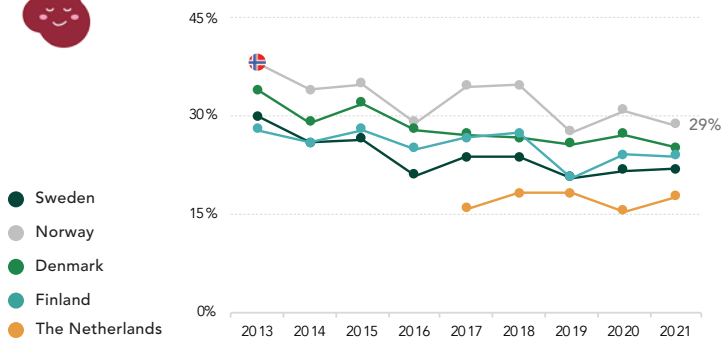
When looking at the long-term trends since 2013, Ego has decreased slightly in terms of percentage of the population. Overall, the trend is rather flat for Ego, especially in Finland and The Netherlands.

Moderate is the majority of the population across all countries, often accounting for around 40% of consumers.

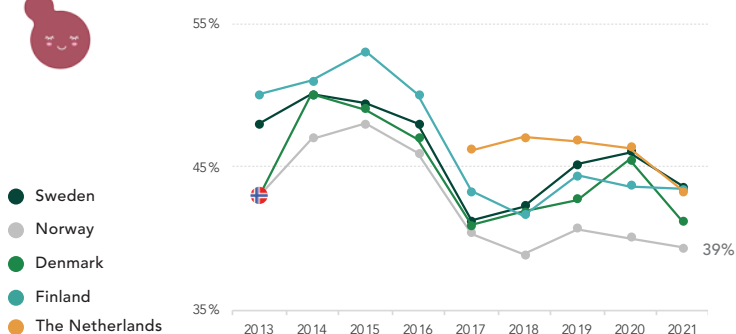
Smart is the group that has increased most across countries from the long-term perspective. It shows that the % of people who are curious about sustainability is growing. In this way, we see a small movement of people from the Ego to the Moderate to the Smart group. Especially from 2020-2021, Smart is growing and in most countries the second largest group in society.

Dedicated is usually the smallest group of consumers and is not expected to become the main behaviour group in society. Quite a steady group between 6-9% of people. Despite this group's smaller size, their impact on the sustainability debate can be huge and with that they also influence Smart as a group.

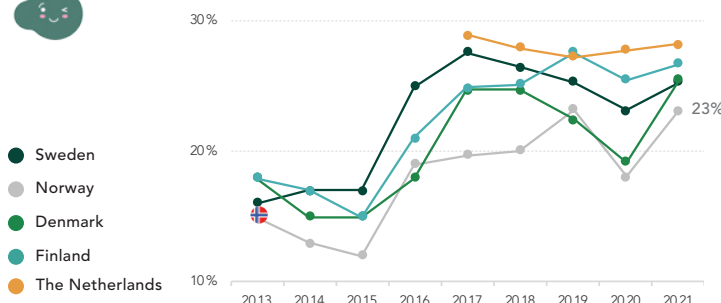
EGO



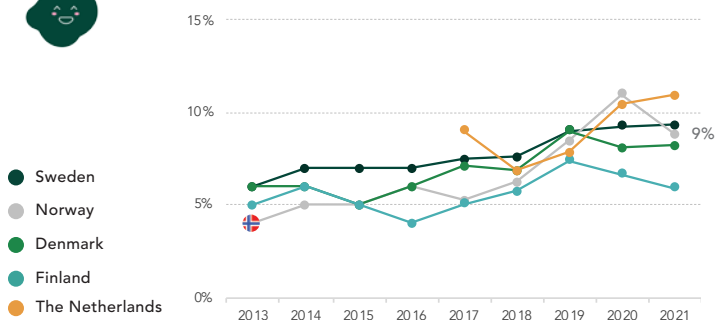
MODERATE



SMART



DEDICATED



National Differences.

For each country, there are some small differences between the four groups, their size in terms of % of the population and how this changes over time.

NORWAY

From 2019-2020, Ego and Dedicated both went up in Norway, causing more polarisation. This year's data shows more nuance as both groups have slightly decreased again, with more consumers belonging to Smart. In Norway, Smart is quite equally divided over different age groups, but is generally characterised by a relatively higher education and income level.

DENMARK

While Moderate is declining slowly from 2020-2021, more consumers belong to Smart. In Denmark, Ego and Smart are now around the same size.

SWEDEN

Moderate and Smart are the largest two groups in Swedish society. As Ego and Moderate declines slightly, Smart and Dedicated grow over time. Ego in Sweden consists more often of men living on the country-side, whereas 50% of Dedicated lives in larger cities.

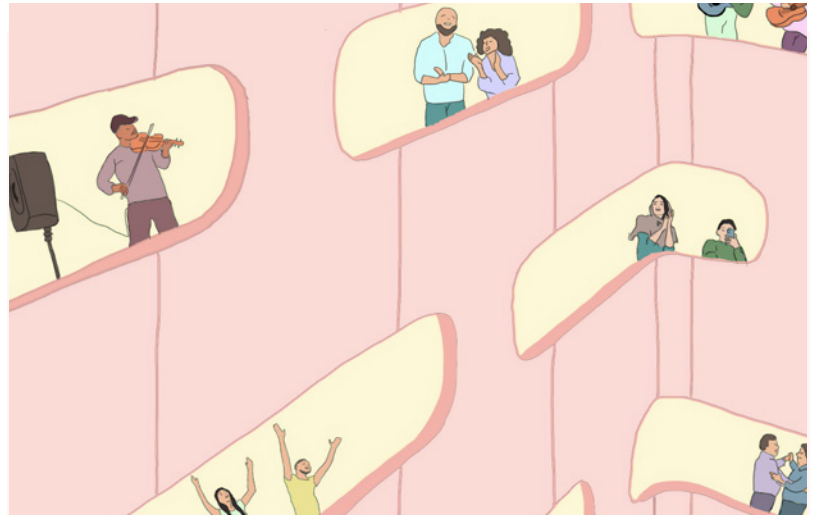
FINLAND

In Finland, the trend is rather flat and the behavioural groups sizes stay rather similar. Since 2018, Smart is the second largest group of the population in Finland (27%).

THE NETHERLANDS

The Netherlands has the smallest Ego group compared to the other presented countries, but with a rather flat long-term trend. In 2021, the Ego group is back at its previous level (18%). The Netherlands furthermore has the largest Dedicated group in society (11%).

Our four behaviour groups illustrate that the sustainable consumer is not just one type of consumer, often associated with the more 'Dedicated' group. There will always be consumers with different levels of knowledge on and interest in sustainability. In the process towards a more sustainable future, it is however important to include everyone in the transition. In order to do so, companies need to understand what drives consumers in their daily lives and how to make the sustainable alternative understandable and affordable in different contexts.



In-depth data & segmentations to understand your target group.

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.

Measuring and analysing consumer attitudes and behaviour are key in understanding these drivers and our target groups better.

Do you want to take a closer look at what drives your specific target group on sustainability? Take for example the perspective of millennials living in big cities, senior citizens who earn below or above a certain income level, priorities of men versus women, or people living on the country-side versus urban areas.

By interviewing over 60 000 European consumers on sustainability, we have extensive data on consumer behaviour and are able to provide a variety of segmentations on demographic variables. Let us help you understand your customer better.

[CLICK HERE](#)



03

RANKING

2021



The Norwegian Ranking 2021

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

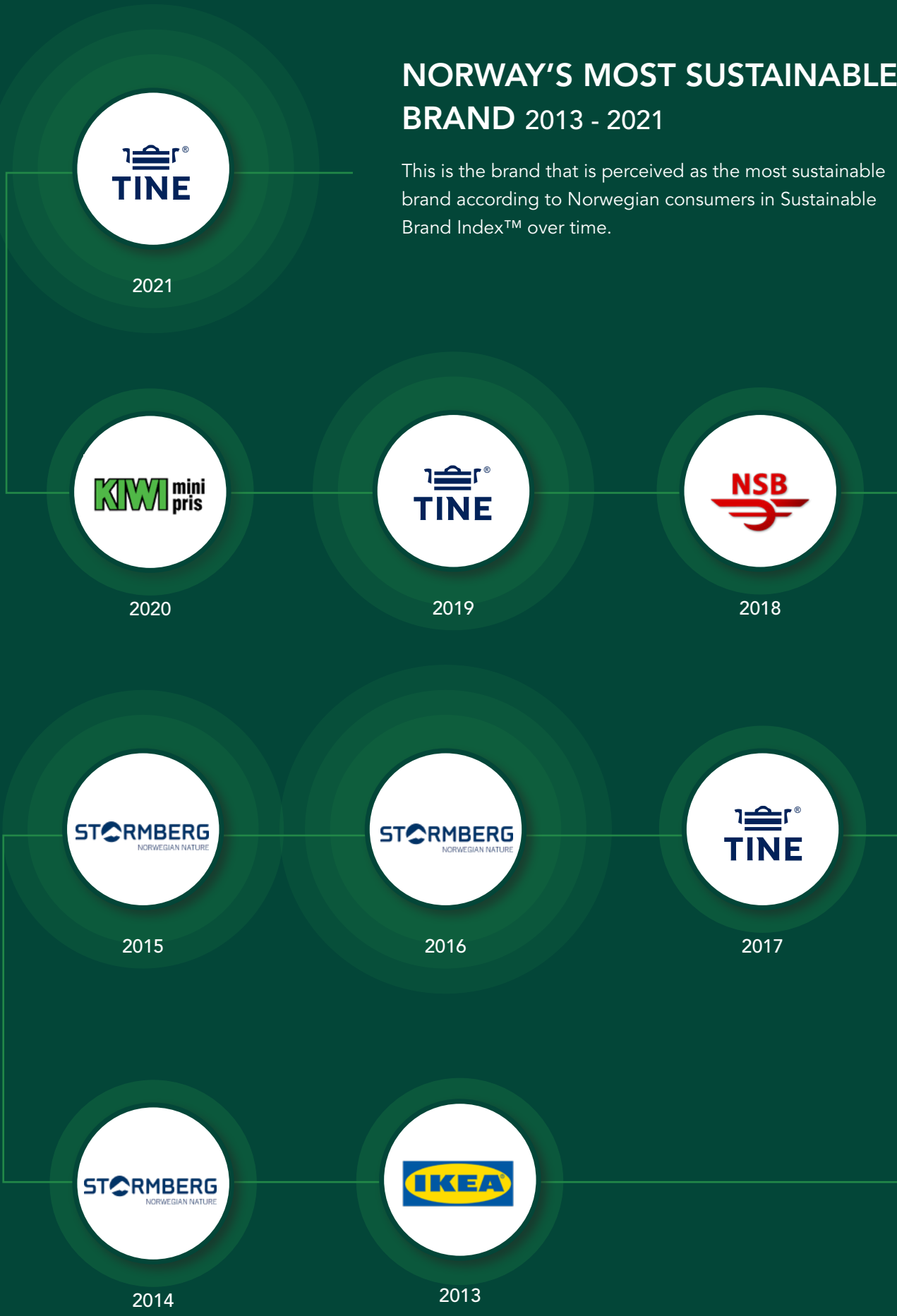
The Norwegian Ranking consists of 254 brands this year, divided over 20+ industries. Every year, Sustainable Brand Index™ is developing and growing. This means that new brands and industries are being added to provide a realistic representation of the Norwegian market over time. Brands are selected based on a set of independent parameters, like market share, turnover and general brand awareness. In 2021, 27 new brands have been added to the Norwegian study, which in turn has had an effect on the overall ranking and positions of brands.

A new (or previous) winner is taking the lead again this year. Norwegian consumers perceive the dairy brand Tine as the most sustainable brand of 2021, followed by IKEA and Kiwi. Some newly added brands have made it to the Top 10 this year, like Finn.no and Vipps.

The Norwegian Top 10 consists of brands belonging to a lot of different industries, including for example Food, Transport, Banks and E-Commerce brands. Take a closer look at the complete ranking in this chapter.

NORWAY'S MOST SUSTAINABLE BRAND 2013 - 2021

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



TOP 10



Tine



Ikea



Kiwi



Finn.no



Stormberg



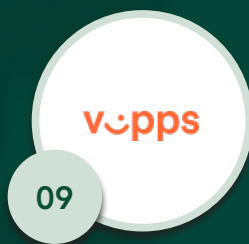
Posten



Coop



Q-Meieriene



Vipps



Bama

1. Tine 

2. IKEA 
3. Kiwi 
4. Finn.no 
5. Stormberg 
6. Posten 
7. Coop
8. Q-Meieriene
9. Vipps 
10. Bama
11. Flytoget 
12. VY
13. Meny
14. Bergans of Norway
15. Vinmonopolet
16. Kommunal Landspensjonskasse 
17. REMA 1000
18. Ruter
19. The Body Shop 
20. Rørosmeieriet
21. Apotek 1 
22. Tesla 
23. Extra
24. Kavli
25. Nordic Choice Hotels 
26. Gilde
27. Scandic
28. Toyota
29. Quality Hotel
30. Gjensidige
31. Sporveien
32. Clarion Hotel
33. Comfort Hotel
34. Obs 
35. Thon Hotels
36. Coop Marked
37. Coop Mega
38. Lerøy
39. Helly Hansen
40. Rituals
41. Vitusapotek
42. Clarion Collection Hotel
43. Lofoten
44. Synnøve
45. Volvo
46. Coop Prix
47. Fjällräven
48. Fjordkraft 
49. Freia
50. Clas Ohlson
51. Ditt Apotek
52. Stabburet
53. Toro
54. Prior
55. Enklere Liv
56. Norrøna
57. Bring
58. SpareBank1
59. Telenor 
60. NorgesGruppen 
61. Tryg
62. Miele 
63. Wasa
64. Nord-Trøndelag Elektrisitetsverk
65. Elkjøp
66. HeltHjem
67. Nortura
68. Møllerens
69. Norwegian 
70. Soft Flora
71. Peppes Pizza 
72. Jernia
73. Godtlevrt
74. Storebrand
75. Nettbuss
76. Normal
77. Nordfjord Kjøtt
78. Radisson Blu
79. Spar
80. Fortum
81. Obs BYGG
82. Fremtind
83. Boots Apotek
84. NorgesEnergi
85. SAS
86. DNB
87. Agder energi
88. LOS
89. Eidsiva Energi
90. Fjordland
91. Sbanken
92. Julia
93. McDonald's
94. Findus
95. Gudbrandsdal Energi
96. Kid Interiør
97. Haugaland Kraft
98. Kolonial.no
99. Reitangruppen
100. XXL 
101. Lyse
102. Circle K 
103. Nike
104. Byggmakker
105. Color Line 
106. Europris
107. Hurtigruten
108. H&M
109. Electrolux
110. Mills
111. Friele 
112. PostNord
113. KiMs
114. Coop byggmix
115. BKK
116. Orkla
117. Pizzabakeren
118. INTERSPORT
119. Biltema
120. Volkswagen
121. Power
122. Telia
123. Hafslund Strøm
124. Widerøe
125. NOR-WAY Bussekspress
126. Kaffebrenneriet
127. Salma
128. Komplettno
129. Siemens
130. BMW
131. Zalando
132. Bohus
133. Dressmann
134. First Price
135. If
136. Audi
137. Adidas
138. Bosch
139. Regal
140. Fjord Line
141. Pierre Robert
142. Narvesen
143. Starbucks
144. Lufthansa
145. Skyr
146. Ving
147. Cubus
148. Joker
149. Nille
150. Ringnes
151. Byggmax
152. MAXBO
153. Princess
154. Bygger'n
155. Pepsi
156. Škoda
157. Coca-Cola
158. Skeidar
159. Hyundai
160. Eika
161. Nordea
162. XL Bygg
163. Jysk
164. Bunnpris
165. Joh. Johannson Kaffe
166. Indiska
167. Subway
168. Sport 1
169. Burger king
170. Eldorado
171. Best Western
172. Nissan
173. TUI
174. Lindex
175. MAX Burgers
176. Delikat
177. Grandiosa
178. Danone
179. Esso
180. Møbelringen
181. Deli de Luca
182. Mango
183. Anton Sport
184. Espresso House
185. Sopp
186. Unilever
187. Ford
188. Rusta
189. KLM
190. Apollo
191. Byggtorget
192. Frende Forsikring
193. Joe & the Juice
194. Shell
195. Kjeldsberg
196. Tilbords
197. Kremmerhuset
198. Matkroken
199. Puma
200. Mitsubishi
201. Montér
202. Procter & Gamble
203. Gina Tricot
204. Big Bite
205. Lyko
206. Amazon
207. Kicks
208. Handelsbanken
209. 7-Eleven
210. Stena Line
211. St1
212. NetOnNet
213. KappAhl
214. Danske Bank
215. Best Stasjon
216. DB Schenker
217. Waynes Coffee
218. Old El Paso
219. Park Inn
220. MATCH
221. Santa Maria
222. Vero Moda
223. Ice
224. Nespresso
225. Elon
226. Zara
227. Fanta
228. Bolia
229. Bank Norwegian
230. L'Oréal Group
231. Carlings
232. Dr. Oetker
233. JaFs
234. Renault
235. Nelly.com
236. British Airways
237. Dolly Dimple's
238. Sprite
239. YX
240. Johnson & Johnson
241. Uno X
242. NorgesTaxi
243. Jack&Jones
244. Finnair
245. Nestlé
246. MIX
247. VIC
248. AirFrance
249. Høyer
250. Codan
251. Accessorize
252. Uber
253. BikBok
254. Santander Consumer Bank

 = Industry winner

**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".


[#sbindex2021](https://www.sustainablebrandindex.com)

RANKING DEVELOPMENT 2013-2021

ABOUT THE RANKING

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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 means a perfect score) is still far out of reach for all brands on the market. To clarify the 2021 ranking position of each brand included in Sustainable Brand Index, a scale of all ranking scores have been provided in the overview below.

SCORES

- 100-120%
- 81-100%
- 61-80%
- 41-60%
- 21-40%
- 0-20%

2021 Score		2021	2020	2019	2018	2017	2016	2015	2014	2013
100%	Tine	1	3	1	9	1	2	2	2	
	IKEA	2	2	7	8	10	5	3	5	1
	Kiwi	3	1	3	6	7	3	10	4	
	Finn.no	4								
	Stormberg	5	8	2	3	2	1	1	1	2
	Posten	6	13							
	Coop	7	7	15	12	6	4	5	9	
	Q-Meieriene	8	6	5	5	3	19	11	19	
	Vipps	9								
	Bama	10	10	10	14	5	8			
	Flytoget	11	5	8	2					
	VY	12	24	4	1					
81-100%	Meny	13	30	23	23	29	21	19	18	
	Bergans of Norway	14	11	17	13	11				
	Vinmonopolet	15	17	21	33	15	9	9	6	4
	Kommunal Landspensjonskasse	16	31	44	24	48	48	32	28	
	REMA 1000	17	18	24	31	14	18	14	17	
	Ruter	18	12	22						
	The Body Shop	19	16	11	16	9	6			
	Rørosmeieriet	20	4	13	4					
	Apotek 1	21	33	37	30	36				
	Tesla	22	29	32	7	4				
	Extra	23	38	51	69	66				
	Kavli	24	9	29	29	19	26	26		
	Nordic Choice Hotels	25	21	6	10	8	12	4	3	3
	Gilde	26	15	18	28	12	28	17	14	
	Scandic	27	35	14	15	46	29	20	32	22
	Toyota	28	88	52	53	44	22	15	13	11
	Quality Hotel	29	25	20	22	16	11	7	7	9
	Gjensidige	30	23	36	20	17	14	18	15	12
Sporveien	31									
61-80%	Clarion Hotel	32	28	9	27	40	16	6	10	17
	Comfort Hotel	33	20	19	18	30	20	12	12	8
	Obs	34	22	26	43	54				

RANKING DEVELOPMENT 2013-2021

2021 Score	2021	2020	2019	2018	2017	2016	2015	2014	2013	
	Thon Hotels	35	19	16	21	49	15	22	16	6
	Coop Marked	36	32	48	73	26				
	Coop Mega	37	43	33	34	20				
	Lerøy	38	40	28	35	34	37	29		
	Helly Hansen	39	51							
	Rituals	40	77							
	Vitusapotek	41	39	46	39	37				
	Clarion Collection Hotel	42	26	12	17	35	13	8	8	10
	Lofoten	43	27	47	26					
	Synnøve	44	42	38	46	28	23	16		
	Volvo	45	78	60	77	51	39	21	25	16
	Coop Prix	46	36	61	49	39				
	Fjällräven	47	62	39	40	23				
	Fjordkraft	48	48	57	32	50	10	27		
	Freia	49	53	58	62	41				
	Clas Ohlson	50	55	65	47	73	46	41	36	29
	Ditt Apotek	51	50	30	48	31				
	Stabburet	52	63	75	41	21	25			
	Toro	53	82	94	90	72	49	57	40	
	Prior	54	37	42	44	43	24	48	30	
	Enklere Liv	55	76	59	36	22	17			
	Norrøna	56	47	45	42	25				
	Bring	57	73							
	SpareBank1	58	52	62	51	24	33	23	20	5
	Telenor	59	34	34	67	96	42	40	24	
	NorgesGruppen	60	69	70	80	52	47			
	Tryg	61	64	53	55	42	40	33	39	26
	Miele	62								
	Wasa	63	56							
	Nord-Trøndelag Elektrisitetsverk	64	83	88	78	58				
	Elkjøp	65	66	80	84	61	38	44	21	21
	HeltHjem	66								
	Nortura	67	95	43	45					
	Møllerens	68	65	63	72	38	41	36		
	Norwegian	69	45	54	56					
	Soft Flora	70								
	Peppes Pizza	71	129	132	145	138	114	75		
	Jernia	72	71	118	94	83	60	59	50	38
	Godtlever	73								
	Storebrand	74	46	98	60	64	36	42	31	20
	Nettbuss	75	49	41						
	Normal	76								
	Nordfjord Kjøtt	77								
	Radisson Blu	78	60	27	57	47	31	25	27	7
	Spar	79	61	50	81	76	64	70	45	
	Fortum	80	97	56	38	70	78	106		
	Obs BYGG	81	57	64	86	59				
	Fremtind	82								
	Boots Apotek	83	147	147	76	80				

61-80%

RANKING DEVELOPMENT 2013-2021

2021 Score		2021	2020	2019	2018	2017	2016	2015	2014	2013
61-80%	NorgesEnergi	84	85	55	58	45	27	24		
	SAS	85	44	78	61					
	DNB	86	110	69	100	55	30	30	29	18
	Agder energi	87	75	49	50	32	35	55		
	LOS	88	68							
	Eidsiva Energi	89	176	91	65	65	43	45		
	Fjordland	90	72	87	99					
	Sbanken	91	115	73	64	71	44	54	37	33
	Jula	92	145	155	155	98				
	McDonald's	93	118	120	104	120	156	90		
41-60%	Findus	94	89	72	87	68	56	60	44	
	Gudbrandsdal Energi	95	67	35	25	27	34	28		
	Kid Interiør	96	104	79	121	117	119			
	Haugaland Kraft	97	107	81	63	57				
	Kolonial.no	98								
	Reitangruppen	99	146	99	96	79				
	XXL	100	134	77	37	53	62			
	Lyse	101	90	84	59	18	45	53		
	Circle K	102	106	106	134	93				
	Nike	103	103							
	Byggmakker	104	112	148	116	89	51	63	35	28
	Color Line	105	81							
	Europpris	106	111	131	120	144	104	86	89	71
	Hurtigruten	107	14	31	19					
	H&M	108	127	101	132	95	106	95	77	52
	Electrolux	109								
	Mills	110	123	90	74	67	74	43		
	Friele	111	92							
	PostNord	112								
	KiMs	113	163	169	180	124				
Coop byggmix	114	96	124	101	100					
BKK	115	54	40	88						
Orkla	116	139	96	71	113	76	76	72		
Pizzabakeren	117	135	122							
INTERSPORT	118	80	82	130	77	85				
Biltema	119	109	133	118	97	100	93	57	48	
Volkswagen	120	155	162	111	110	96	31	26	13	
Power	121	114	89	141	101	63	56	38		
Telia	122	102	92	89	91					
Hafslund Strøm	123	58	71	52	33	32	34			
Widerøe	124	74	97	95						
NOR-WAY Bussekspress	125	99	76							
Kaffebrenneriet	126	59								
Salma	127	121	74	75						
Komplett.no	128	105	110	98	116	57				
Siemens	129									
BMW	130	126	137	131	88	89	49	49	41	
Zalando	131	122	185							
Bohus	132	160	117	127	102	77	83	75	47	

RANKING DEVELOPMENT 2013-2021

2021 Score	2021	2020	2019	2018	2017	2016	2015	2014	2013
Dressmann	133	91	102	135	108	131	66	60	42
First Price	134	87	86	166	103	127	96	86	
If	135	70	68	54	82	52	38	33	27
Audi	136	130	130	128	123	82	39	59	23
Adidas	137	138							
Bosch	138								
Regal	139	142	129	112	118				
Fjord Line	140	79							
Pierre Robert	141	136	153	138					
Narvesen	142	137	158	150	129	137	80		
Starbucks	143	190	100	168	154	115	68		
Lufthansa	144	196	177						
Skyr	145	94	66	68	69				
Ving	146	117	146	110	106	71	73	53	44
Cubus	147	169	83	171	78	110	115	66	43
Joker	148	152	125	143	87	88	102	79	
Nille	149	108	85	124	127	102	112	82	50
Ringnes	150	93	116	66	74	65			
Byggmax	151	165	119	122	105	87			
MAXBO	152	150	156	125	84	61	78	46	59
Princess	153	158	114	174	115	124	108	70	78
Bygger'n	154	179	127	182					
Pepsi	155	156	144	157	152	138	109		
Škoda	156	166	172	105	141	105	72	83	54
Coca-Cola	157	113	112	79	92	92	64		
Skeidar	158	101	141	126	135				
Hyundai	159	188	160	213	173	116	125	97	55
Eika	160	84	103	107	121	73	46	91	
Nordea	161	143	165	103	81	59	52	56	24
XL Bygg	162	178	104	123	86				
Jysk	163	168	115	115	112	111	110	98	62
Bunnpris	164	217	168	159	119	126	156	88	
Joh. Johannson Kaffe	165								
Indiska	166	181	175	133	75	70	79	54	
Subway	167	175	149	149	132	135	134		
Sport 1	168	120	105	151	63				
Burger king	169	174	145	214	194	163	157		
Eldorado	170	140	123	170	148	136	133	121	
Best Western	171	187	126	114	104	69	50	58	45
Nissan	172	148	108	113	155	66	71	47	51
TUI	173	141	152	108	90	79	58	43	36
Lindex	174	164	138	146	161	97	116	73	61
MAX Burgers	175								
Delikat	176	119	95	140	180				
Grandiosa	177	124	93	153	85				
Danone	178	161							
Esso	179	197	196	136	142	147	97	51	
Møbelringen	180	154	151	106					
Deli de Luca	181	223	216	202	163	149			

41-60%

RANKING DEVELOPMENT 2013-2021

2021 Score	2021	2020	2019	2018	2017	2016	2015	2014	2013
Mango	182	192	200	197	190	174	151	134	
Anton Sport	183	132	134	142					
Espresso House	184	153	139	91	172	140	136		
Sopps	185	185	190	195	143	103			
Unilever	186	151	183	109	204	160	158	139	
Ford	187	167	184	191	167	121	74	55	35
Rusta	188	184							
KLM	189	173	157						
Apollo	190	189	179	158	137	95	65	52	31
Byggtorget	191	180	178	129					
Frende Forsikring	192	162	121	119	130	107	105	107	
Joe & the Juice	193	206	143	70	158	81			
Shell	194	170	174	169	162	98	82	92	
Kjeldsberg	195								
Tilbords	196	203	180	162					
Kremmerhuset	197								
Matkroken	198	171	136	148	128	80			
Puma	199	240							
Mitsubishi	200	177	191	199	126	122	114	103	64
Montér	201	149	167	187	134				
Procter & Gamble	202	209	211	215	175	177	144	140	
Gina Tricot	203	238	207	201	192	143	152	136	81
Big Bite	204	216	195	184	200	153	161		
Lyko	205								
Amazon	206								
Kicks	207	182	166	212	146	144			
Handelsbanken	208	159	173	172	168	93	111	87	69
7-Eleven	209	225	163	161	179	168	122		
Stena Line	210	213							
St1	211	128	182	156	189	171	147	137	
NetOnNet	212								
KappAhl	213	125	150	179	131	108	99	90	49
Danske Bank	214	212	224	152	157	99	98	104	80
Best Stasjon	215	207	197	186	181	151	149	120	
DB Schenker	216	200							
Waynes Coffee	217	194	204	185	178	120			
Old El Paso	218	222	226	167	203	128			
Park Inn	219	199	135	137	188	155	113	118	65
MATCH	220	191	186	196	156	169	132	109	77
Santa Maria	221	208	159	164	160	145			
Vero Moda	222	244	220	207	187	154	150	126	
Ice	223								
Nespresso	224								
Elon	225	210	219	165	159				
Zara	226	201	187	209	122	164	145	113	72
Fanta	227								
Bolia	228	205	199	223	170				
Bank Norwegian	229	228	193						
L'Oréal Group	230	242	206	208	201	159	143	122	

41-60%

RANKING DEVELOPMENT 2013-2021

2021 Score		2021	2020	2019	2018	2017	2016	2015	2014	2013
	Carlings	231	214	223	192	182	158	137	114	70
	Dr. Oetker	232	226	176	198	176				
	JaFs	233	198	181	218	208	167			
	Renault	234	231	225	206	197	123	123	116	58
	Nelly.com	235								
	British Airways	236	186	213						
	Dolly Dimple's	237	234	221	177	183	157			
	Sprite	238								
	YX	239	193	203	160	198	142	135	128	
	Johnson & Johnson	240	219	161	190	164	146	139	106	
	Uno X	241	218	228	210	196	139	140	117	
	NorgesTaxi	242								
	Jack&Jones	243	195	218	203	185	166	141	112	
	Finnair	244	204	215						
	Nestlé	245	157	188	163	145	133	120		
	MIX	246	245	210	220	199	170			
	VIC	247	233	217						
	AirFrance	248	211	230						
	Høyer	249	172	194						
	Codan	250	224	205	211	184	130	165	115	68
	Accessorize	251	221	233	183	202	181	166	132	
	Uber	252	229							
	BikBok	253	215	222	216	186	162	162	131	79
34%	Santander Consumer Bank	254	236	209	221	205	173	146	125	76



04

INDUSTRY RANKINGS

2021

THE NORWEGIAN RANKING 2021

INDUSTRIES MEASURED IN NORWAY

Airlines
Automotive
Banks
Beauty
Beverage
Clothes & Fashion - Brands
Clothes & Fashion - Stores
Consumer Goods Corporations
E-commerce
Electricity & Heating
Food
Fuel
Furniture & Decoration
Grocery Stores
Hobby & Leisure
Home appliances & Consumer electronics
Hotels
Insurance & Pension
Parcels & Logistics
Pharmacies
Restaurants, Cafes & Take-away
Telecommunications
Transport
Travel & Tourism

TOTAL AMOUNT OF INDUSTRIES MEASURED IN NORWAY

24

TOTAL AMOUNT OF BRANDS MEASURED IN NORWAY

254

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 definition of environmental and social responsibility 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™ B2C 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.

INDUSTRY OVERVIEW 2021

RANKING OF INDUSTRIES

The Industry Ranking overview shows how industries overall are perceived on sustainability according to Norwegian 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 Norwegian consumers.

Ranking position	Industry
01.	GROCERY STORES
02.	PHARMACIES
03.	HOTELS
04.	PARCELS & LOGISTICS
05.	BEAUTY
06.	CLOTHES & FASHION - BRANDS
07.	TRANSPORT
08.	FOOD
09.	ELECTRICITY & HEATING
10.	INSURANCE & PENSION
11.	HOBBY & LEISURE
12.	HOME APPLIANCES & CONSUMER ELECTRONICS
13.	AUTOMOTIVE
14.	E-COMMERCE
15.	TELECOMMUNICATIONS
16.	BANKS
17.	FURNITURE & DECORATION
18.	TRAVEL & TOURISM
19.	AIRLINES
20.	RESTAURANTS, CAFES & TAKE-AWAY
21.	CONSUMER GOODS CORPORATIONS
22.	BEVERAGE
23.	FUEL
24.	CLOTHES & FASHION - STORES

INDUSTRY WINNER

The Industry Winner overview shows the brands that are perceived as the most sustainable brand within their specific industry according to Norwegian 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™ 2021.

Ranking position	Brand	Industry
1	TINE	FOOD
2	IKEA	FURNITURE & DECORATION
3	KIWI	GROCERY STORES
4	FINN.NO	E-COMMERCE
5	STORMBERG	CLOTHES & FASHION - BRANDS
6	POSTEN	PARCELS & LOGISTICS
9	VIPPS	BANKS
11	FLYTOGET	TRANSPORT
16	KOMMUNAL LANDSPENSJONSKASSE	INSURANCE & PENSION
19	THE BODY SHOP	BEAUTY
21	APOTEK 1	PHARMACIES
22	TESLA	AUTOMOTIVE
25	NORDIC CHOICE HOTELS	HOTELS
34	OBS	HOBBY & LEISURE
48	FJORDKRAFT	ELECTRICITY & HEATING
59	TELENOR	TELECOMMUNICATIONS
60	NORGESGRUPPEN	CONSUMER GOODS CORPORATIONS
62	MIELE	HOME APPLIANCES & CONSUMER ELECTRONICS
69	NORWEGIAN	AIRLINES
71	PEPPES PIZZA	RESTAURANTS, CAFES & TAKE-AWAY
100	XXL	CLOTHES & FASHION - STORES
102	CIRCLE K	FUEL
105	COLOR LINE	TRAVEL & TOURISM
111	FRIELE	BEVERAGE

2021

INDUSTRY RANKING



OUT OF THE TOTAL 24 INDUSTRIES
MEASURED, THE INDUSTRY
AIRLINES RANKS

19th

AIRLINES

Ranking position	Brand
69	Norwegian
85	SAS
124	Widerøe
144	Lufthansa
189	KLM
236	British Airways
244	Finnair
248	AirFrance

2021

INDUSTRY RANKING



OUT OF THE TOTAL 24 INDUSTRIES
MEASURED, THE INDUSTRY
AUTOMOTIVE RANKS

13th

AUTOMOTIVE

Ranking position	Brand
22	Tesla
28	Toyota
45	Volvo
120	Volkswagen
130	BMW
136	Audi
156	Škoda
159	Hyundai
172	Nissan
187	Ford
200	Mitsubishi
234	Renault

2021

INDUSTRY RANKING



OUT OF THE TOTAL 24 INDUSTRIES
MEASURED, THE INDUSTRY
BANKS RANKS

16th

BANKS

Ranking position	Brand
9	Vipps
58	SpareBank1
86	DNB
91	Sbanken
160	Eika
161	Nordea
208	Handelsbanken
214	Danske Bank
229	Bank Norwegian
254	Santander Consumer Bank

2021

INDUSTRY RANKING



OUT OF THE TOTAL 24 INDUSTRIES
MEASURED, THE INDUSTRY
BEAUTY RANKS

5th

BEAUTY

Ranking position Brand

19	The Body Shop
40	Rituals
76	Normal
207	Kicks

2021

INDUSTRY RANKING



OUT OF THE TOTAL 24 INDUSTRIES
MEASURED, THE INDUSTRY
BEVERAGE RANKS

22nd

BEVERAGE

Ranking position	Brand
111	Friele
150	Ringnes
155	Pepsi
157	Coca-Cola
165	Joh. Johannson Kaffe
195	Kjeldsberg
224	Nespresso
227	Fanta
238	Sprite



OUT OF THE TOTAL 24 INDUSTRIES
MEASURED, THE INDUSTRY CLOTHES
& FASHION - BRANDS RANKS

6th

CLOTHES & FASHION - BRANDS

Ranking position	Brand
5	Stormberg
14	Bergans of Norway
39	Helly Hansen
47	Fjällräven
56	Norrøna
103	Nike
137	Adidas
141	Pierre Robert
183	Anton Sport
199	Puma

2021

INDUSTRY RANKING



OUT OF THE TOTAL 24 INDUSTRIES
MEASURED, THE INDUSTRY CLOTHES &
FASHION - STORES RANKS

24thCLOTHES & FASHION
- STORES

Ranking position	Brand	Ranking position	Brand
100	XXL	243	Jack&Jones
108	H&M	247	VIC
118	INTERSPORT	249	Høyer
133	Dressmann	251	Accessorize
147	Cubus	253	BikBok
166	Indiska		
168	Sport 1		
174	Lindex		
182	Mango		
203	Gina Tricot		
213	KappAhl		
220	MATCH		
222	Vero Moda		
226	Zara		
231	Carlings		



OUT OF THE TOTAL 24 INDUSTRIES
MEASURED, THE INDUSTRY CONSUMER
GOODS CORPORATIONS RANKS

21st

CONSUMER GOODS CORPORATIONS

Ranking position	Brand
60	NorgesGruppen
99	Reitangruppen
116	Orkla
178	Danone
186	Unilever
202	Procter & Gamble
230	L'Oréal Group
240	Johnson & Johnson
245	Nestlé

2021

INDUSTRY RANKING



OUT OF THE TOTAL 24 INDUSTRIES
MEASURED, THE INDUSTRY
E-COMMERCE RANKS

14th

E-COMMERCE

Ranking position	Brand
4	Finn.no
73	Godtlevvert
98	Kolonial.no
128	Komplett.no
131	Zalando
205	Lyko
206	Amazon
212	NetOnNet
235	Nelly.com

2021

INDUSTRY RANKING



OUT OF THE TOTAL 24 INDUSTRIES
MEASURED, THE INDUSTRY
ELECTRICITY & HEATING RANKS

9th

ELECTRICITY & HEATING

Ranking
position

Brand

48	Fjordkraft
64	Nord-Trøndelag Elektrisitetsverk (NTE Energi)
80	Fortum
84	NorgesEnergi
87	Agder energi
88	LOS
89	Eidsiva Energi
95	Gudbrandsdal Energi
97	Haugaland Kraft
101	Lyse
115	BKK
123	Hafslund Strøm

2021

INDUSTRY RANKING



OUT OF THE TOTAL 24 INDUSTRIES
MEASURED, THE INDUSTRY
FOOD RANKS

8th

FOOD

Ranking position	Brand	Ranking position	Brand
1	Tine	77	Nordfjord Kjøtt
8	Q-Meieriene	90	Fjordland
10	Bama	94	Findus
20	Rørosmeieriet	110	Mills
24	Kavli	113	KiMs
26	Gilde	127	Salma
38	Lerøy	134	First Price
43	Lofoten	139	Regal
44	Synnøve	145	Skyr
49	Freia	170	Eldorado
52	Stabburet	176	Delikat
53	Toro	177	Grandiosa
54	Prior	185	Sopps
63	Wasa	218	Old El Paso
67	Nortura	221	Santa Maria
68	Møllerens	232	Dr. Oetker
70	Soft Flora		

2021

INDUSTRY RANKING



OUT OF THE TOTAL 24 INDUSTRIES
MEASURED, THE INDUSTRY
FUEL RANKS

23rd

FUEL

Ranking position	Brand
------------------	-------

102	Circle K
179	Esso
194	Shell
211	St1
215	Best Stasjon
239	YX
241	Uno X

2021

INDUSTRY RANKING



OUT OF THE TOTAL 24 INDUSTRIES
MEASURED, THE INDUSTRY **FURNITURE &
DECORATION** RANKS

17th

FURNITURE & DECORATION

Ranking position	Brand
2	IKEA
96	Kid Interiør
132	Bohus
149	Nille
153	Princess
158	Skeidar
163	Jysk
180	Møbelringen
188	Rusta
196	Tilbords
197	Kremmerhuset
228	Bolia

2021

INDUSTRY RANKING



OUT OF THE TOTAL 24 INDUSTRIES
MEASURED, THE INDUSTRY
GROCERY STORES RANKS

1st

GROCERY STORES

Ranking position	Brand
3	Kiwi
7	Coop
13	Meny
15	Vinmonopolet
17	REMA 1000
23	Extra
36	Coop Marked
37	Coop Mega
46	Coop Prix
79	Spar
148	Joker
164	Bunnpris
198	Matkroken

2021

INDUSTRY RANKING



OUT OF THE TOTAL 24 INDUSTRIES
MEASURED, THE INDUSTRY
HOBBY & LEISURE RANKS

11th

HOBBY & LEISURE

Ranking position	Brand
34	Obs
50	Clas Ohlson
55	Enklere Liv
72	Jernia
81	Obs BYGG
92	Jula
104	Byggmakker
106	Europris
114	Coop byggmix
119	Biltema
151	Byggmax
152	MAXBO
154	Bygger'n
162	XL Bygg
191	Byggtorget
201	Montér

2021

INDUSTRY RANKING



OUT OF THE TOTAL 24 INDUSTRIES
MEASURED, THE INDUSTRY HOME
APPLIANCES & CONSUMER ELECTRONICS RANKS

12th

HOME APPLIANCES & CONSUMER ELECTRONICS

Ranking
position

Brand

62	Miele
65	Elkjøp
109	Electrolux
121	Power
129	Siemens
138	Bosch
225	Elon

2021

INDUSTRY RANKING



OUT OF THE TOTAL 24 INDUSTRIES
MEASURED, THE INDUSTRY
HOTELS RANKS

3rd

HOTELS

Ranking position	Brand
25	Nordic Choice Hotels
27	Scandic
29	Quality Hotel
32	Clarion Hotel
33	Comfort Hotel
35	Thon Hotels
42	Clarion Collection Hotel
78	Radisson Blu
171	Best Western
219	Park Inn

2021

INDUSTRY RANKING



OUT OF THE TOTAL 24 INDUSTRIES
MEASURED, THE INDUSTRY
INSURANCE & PENSION RANKS

10th

INSURANCE & PENSION

Ranking
position

Brand

16	KLP (Kommunal Landspensjonskasse)
30	Gjensidige
61	Tryg
74	Storebrand
82	Fremtind
135	If
192	Frende Forsikring
250	Codan

2021

INDUSTRY RANKING



OUT OF THE TOTAL 24 INDUSTRIES
MEASURED, THE INDUSTRY
PARCELS & LOGISTICS RANKS

4th

PARCELS & LOGISTICS

Ranking position	Brand
6	Posten
57	Bring
66	HeltHjem
112	PostNord
216	DB Schenker

2021
INDUSTRY RANKING

OUT OF THE TOTAL 24
INDUSTRIES MEASURED, THE
INDUSTRY PHARMACIES RANKS

2nd

PHARMACIES

Ranking position	Brand
21	Apotek 1
41	Vitusapotek
51	Ditt Apotek
83	Boots Apotek



OUT OF THE TOTAL 24 INDUSTRIES
MEASURED, THE INDUSTRY RESTAU-
RANTS, CAFES & TAKE-AWAY RANKS

20th

RESTAURANTS, CAFES & TAKE-AWAY

Ranking position	Brand	Ranking position	Brand
71	Peppes Pizza	233	JaFs
93	McDonald's	237	Dolly Dimple's
117	Pizzabakeren	246	MIX
126	Kaffebrenneriet		
142	Narvesen		
143	Starbucks		
167	Subway		
169	Burger king		
175	MAX Burgers		
181	Deli de Luca		
184	Espresso House		
193	Joe & the Juice		
204	Big Bite		
209	7-Eleven		
217	Waynes Coffee		

2021
INDUSTRY RANKING

OUT OF THE TOTAL 24 INDUSTRIES
MEASURED, THE INDUSTRY
TELECOMMUNICATIONS RANKS

15th

TELECOMMUNICATIONS

Ranking position	Brand
------------------	-------

59	Telenor
122	Telia
223	Ice

2021

INDUSTRY RANKING



OUT OF THE TOTAL 24 INDUSTRIES
MEASURED, THE INDUSTRY
TRANSPORT RANKS

7th

TRANSPORT

Ranking
position

Brand

11	Flytoget
12	VY
18	Ruter
31	Sporveien
75	Nettbuss
107	Hurtigruten
125	NOR-WAY Bussekspress
242	NorgesTaxi
252	Uber



OUT OF THE TOTAL 24 INDUSTRIES
MEASURED, THE INDUSTRY
TRAVEL & TOURISM RANKS

18th

TRAVEL & TOURISM

Ranking position	Brand
105	Color Line
140	Fjord Line
146	Ving
173	TUI
190	Apollo
210	Stena Line

On a mission to create sustainable brands.

SB Insight is the founder of Sustainable Brand Index™, Europe's largest independent brand study on sustainability. We are a Stockholm-based insight agency on a mission to create sustainable brands. We provide decision-making material on how sustainability affects branding, communication and business development. Through in-depth studies, reports and education solutions, we offer our clients data driven sustainability insights, tailored analysis and strategic tools.

Our team helps you in your transition to building a more sustainable brand. With over ten years of experience and data from different sectors and markets, we have broad and in-depth knowledge of brands, industries, consumers and market developments. We help you by creating a holistic sustainability analysis that can be difficult to create on your own.

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SB INSIGHT

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