

# Sustainability Case Study: Primark Circular Collection

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## Abstracts

In April 2023, Primark introduced its inaugural circular collection – a 35-piece ensemble created in alignment with the Circular Product Standard, founded upon principles endorsed by the Ellen MacArthur Foundation. With prices of GBP4-20, it embodies affordable sustainability.

Euromonitor International's Sustainability reports allows to hear the voice of the industry by exploring specific industry related trends, business campaigns, and attitudes and expectations for sustainability from industry leaders in 5 regions. Reports monitor the levels of sustainability adoption across countries and product categories. Reports also allows to discover where companies and brands lead in terms of a sustainable product portfolio and which ones are falling behind. Use it to learn more about consumers' evolving attitudes, expectations and adoption of sustainability across key global markets.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

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Get a detailed picture of the Sustainability market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

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