



SUSTAINABLE
BRAND INDEX

by SB Insight

Sweden

Official report – Europe's largest
brand study on sustainability

The background image shows a cobblestone street in a Swedish city, likely Stockholm. On the right, there is a multi-story brick building with a white downspout. In the foreground, there are black street lamps and a wooden railing. In the background, a body of water is visible with a small boat, and a cityscape with a prominent domed building (St. Nicholas Church) under a cloudy sky.

2024

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About Sustainable Brand Index™

Founded by SB Insight

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%.

[MORE ABOUT SB INSIGHT](#)



Välkommen!

With great excitement, we bring you the 14th official edition of Sustainable Brand Index™ – Europe's largest independent brand study on sustainability. The study measures consumers' sustainability perception of brands and has been conducted annually by the insight agency SB Insight, since 2011, in the Nordics, the Netherlands, and the Baltics. The study consists of 1617 brands, 36 industries, and 80 500 consumer-interviews. Sustainable Brand Index™ shows us how brands are perceived within sustainability, why they are perceived this way, and how to navigate the results.

Why this study?

We at SB Insight want to drive the sustainability agenda by visualising the economic value of sustainable branding in order to increase the knowledge of and demand for sustainability among consumers and other stakeholders. The intention is to create a positive cycle for transparent, sincere communication and long-term brand trust.

Sustainability affects brands – but how?

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

- How are brands perceived within different areas of sustainability and why?
- What should brands act upon when managing their sustainable brand image?
- What are the consumer attitudes and behaviours towards sustainability – how do they affect brands and how do they evolve over time?
- What future sustainability trends and developments do brands need to be aware of and respond to?

Data collection

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

Target audience and respondents

- The target audience in Sustainable Brand Index™ is the general public, aged 16–75 years, in each surveyed 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 consist of ordinary citizens that are recruited to answer questions at even and uneven intervals.
- The survey utilises quotas for gender, age, and geographical distribution of respondents. To ensure the sample is representative of the general population, the data points are weighted accordingly.
- The average time to complete the survey is approximately 10 minutes. On average, every respondent evaluates a random selection of around 20 brands.
- The study was conducted between December 2023 and February 2024.

Definition of sustainability

The definition of sustainability in Sustainable Brand Index™ is based on the UN Global Goals for Sustainable Development (SDG). The official ranking of Sustainable Brand Index™ is however only the tip of the iceberg. We measure consumer perceptions of sustainability in many different ways, such as specific attitudes, knowledge levels, behaviours, as well as materiality areas relevant to each industry.

Brand selection

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 would encounter 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™ official reports are freely available to the public.

The ranking score

The ranking of Sustainable Brand Index™ reflects consumer perceptions of brand sustainability in each 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". Because the ranking score is made up of both environmental responsibility (100%) and social responsibility (100%), the maximum score a brand could receive is 200%. However, such a high score is not realistic, as it would require 100% of all consumers surveyed to rate the brand as either a 4 or a 5 on both social and environmental responsibility.

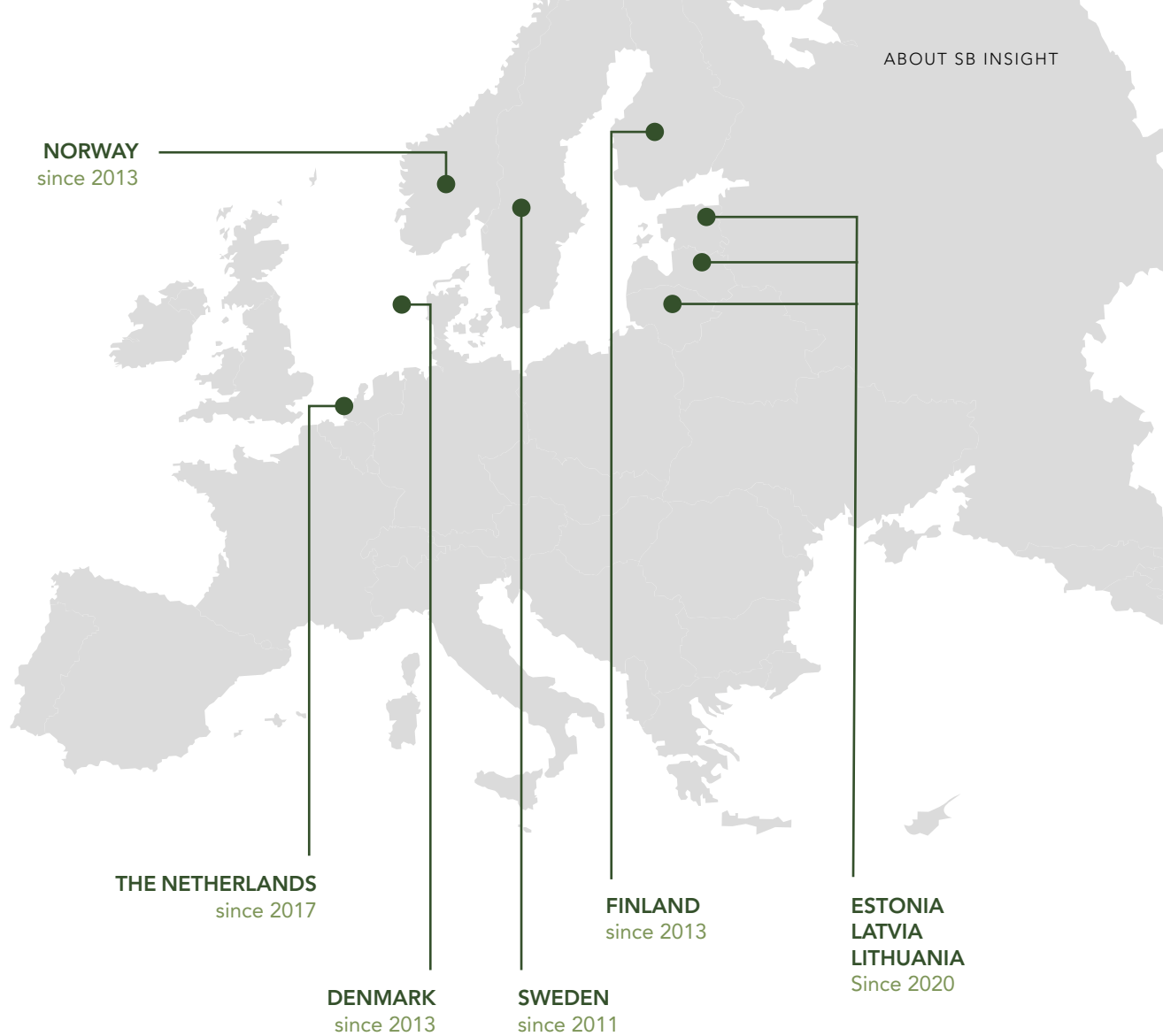
Differences in results between different brands/parameters/years in this report may lie within the margin of error and are thus not statistically significant.



Did you know?

Since 2011, we've gathered over 10 million data points on how consumers perceive sustainability, covering topics, brands, and industries. Peek behind the curtain to see how this knowledge can benefit you.

[DISCOVER MORE](#)



About SB Insight

SB Insight is an insight agency operating on the European market. We are the founders of Sustainable Brand Index™ and driven by a mission to create sustainable brands that thrive in tomorrow's market. We provide data driven insights and expert advice on how sustainability affects branding, communication, and business development. With our vast experience of handling the complexity of sustainability data, consumer insights and branding, we have become a trusted partner for prominent and well-known brands, providing profound and quality sustainability insights.

This official report is just the tip of our data iceberg

To showcase the various kinds of sustainability insights our study can produce, we release an annual official ranking, based on this year's data. This means that brands and their industries included in this official report, also are a part of the vast database of consumer insights – enabling brands to track and deep dive into their sustainability efforts over time. Our study has become a valuable and trusted KPI for brands to measure how effective their sustainability communication is perceived, supporting their sustainable brand image.

[CONTACT US](#)



What we do

We provide data driven insights and expert advice on how sustainability affects branding, communication, and business development. For brands that are included in our study, we offer all our products. For brands not included, we offer custom insights related to their consumers, industries, and markets.

Is your brand included in our study?

CHECK

Contact us to learn more

CONTACT

For brands included in the study:



THE ANALYSIS REPORT

For all brands part of this study, there is an in-depth tailored brand-specific report available. The report provides insights into the perception of your brand and competitors, your target groups, and the trends on the market. Last but not least, it provides actionable recommendations tailored to strengthen your brand's sustainability efforts.



THE STRATEGY REPORT

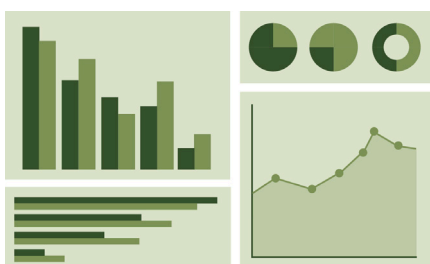
This is the (electric) Rolls-Royce of our reports. It is 100% customised to your needs and current challenges. Our team of experts will work closely with you to provide the most relevant and actionable insights and recommendations based on your needs and internal conditions.



PERCEPTION VS. PERFORMANCE

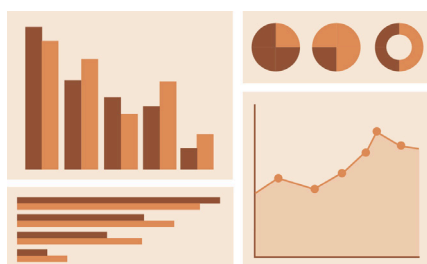
Our newest report, including a long-awaited performance dimension. The report compares your sustainability performance and perception based on ten sector-agnostic areas of the ESRS / CSRD.

For all brands:



DATA PACKAGES

Want to understand how target groups respond to sustainability communication? We provide sustainability data of your choice to support your organisation's strategic decision-making and provide insights on consumer priorities and behaviour. Based on SB Insight's vast sustainability database from the past 14 years.



TAILORED PROJECTS

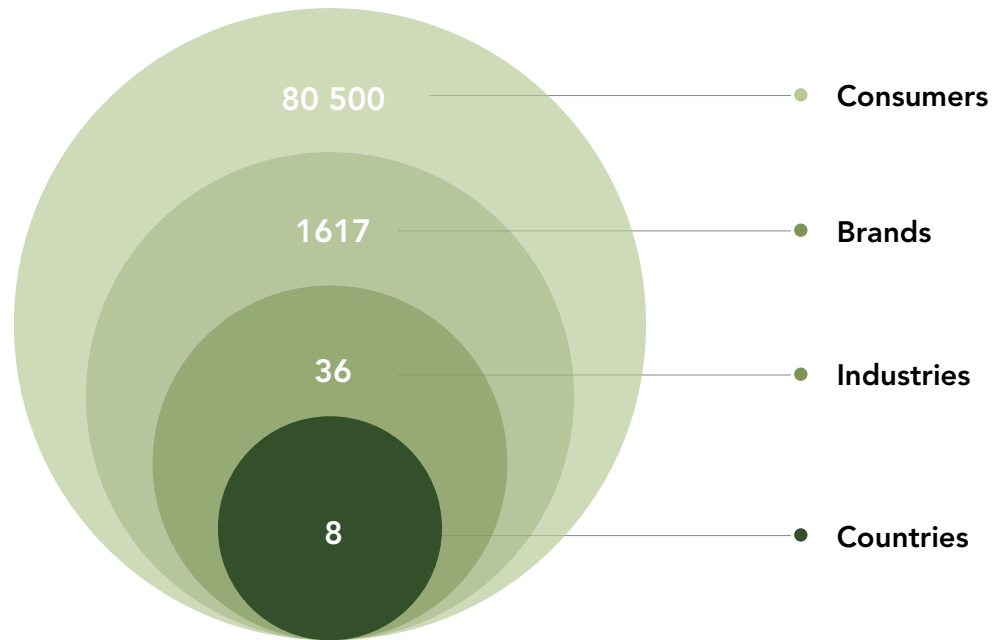
A tailored project within sustainability, branding and/or communication based on a topic or question identified by the client. A data-driven approach and in-depth analysis on the topic, as well as strategic recommendations and advice forward.



LECTURES & WORKSHOPS

Tailored lectures, workshops and education solutions within sustainability, branding and communication on different levels for all occasions. We combine frameworks, data points, practical tools and inspiring cases to deliver actionable insights and spark creative thinking.

Our facts and figures 2024



Breakdown per country

Countries	Consumers	Brands	Industries
Sweden	29000	432	36
Norway	13000	282	25
Denmark	12000	253	25
Finland	12000	243	27
The Netherlands	12000	223	22
Estonia	2500	50	8
Latvia	2500	50	8
Lithuania	2500	84	12
Total	80 500	1617	36

Industries 2024

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
Clothes & fashion - brands	Clothes & fashion - brands	Clothes & fashion - brands	Clothes & fashion - brands	Clothes & fashion	Food & beverage
Clothes & fashion - stores	Clothes & fashion - stores	Clothes & fashion - stores	Clothes & fashion - stores	Consumer goods corporations	Fuel
Consumer goods corporations	Consumer goods corporations	Consumer goods corporations	Consumer goods corporations	Digital	Grocery stores
Digital services	E-commerce	E-commerce	E-commerce	E-commerce	Parcel/delivery*
E-commerce	Electricity & heating	Electricity & heating	Electricity & heating	Energy	Pharmacies
Electricity & heating	Food	Food	Food	Food	Telecommunications
Food	Fuel	Fuel	Fuel	Furniture & decoration	Transport/travel
Forest owners	Furniture & decoration	Furniture & decoration - stores	Furniture & decoration - brands	Grocery stores	
Fuel	Grocery stores	Grocery stores	Furniture & decoration - stores	Health insurance	
Furniture & decoration - brands	Hobby & leisure	Hobby & leisure	Grocery stores	Hobby & leisure	
Furniture & decoration - stores	Home appliances & electronics - brands	Home appliances & electronics - brands	Hobby & leisure	Holiday parks	
Gambling & lottery	Home appliances & electronics - stores	Home appliances & electronics - stores	Home appliances & electronics - brands	Hotels	
Governmental institutions	Hotels	Hotels	Home appliances & electronics - stores	Mobility	
Grocery stores	Insurance & pension	Hygiene & cleaning	Hotels	Pharmacies	
Healthcare providers	Parcels & logistics	Insurance & pension	Hygiene & cleaning	Restaurants, cafes & take-away	
Hobby & leisure	Passenger transport	Parcels & logistics	Insurance & pension	Telecommunications	
Home appliances & electronics - brands	Pharmacies	Passenger transport	Parcels & logistics	Travel & tourism	
Home appliances & electronics - stores	Restaurants, cafes & take-away	Restaurants, cafes & take-away	Passenger transport		
Hotels	Telecommunications	Telecommunications	Pharmacies		
Hygiene & cleaning	Travel & tourism	Travel & tourism	Restaurants, cafes & take-away		
Insurance			Telecommunications		
Opticians			Travel & tourism		
Parcels & logistics					
Passenger transport					
Pension					
Pharmacies					
Real estate					
Restaurants, cafes & take-away					
Telecommunications					
Travel & tourism					
Vehicle inspection & service					

NUMBER OF INDUSTRIES

36

NUMBER OF INDUSTRIES

25

NUMBER OF INDUSTRIES

25

NUMBER OF INDUSTRIES

27

NUMBER OF INDUSTRIES

22

* (only in Lithuania)
NUMBER OF INDUSTRIES

12

Key insights

Sweden

Norway

Denmark

Finland

The Netherlands



A new normal for sustainability

In recent years, the interest in sustainability among consumers across the Nordic markets and the Netherlands has experienced a subtle shift. Despite the complexities introduced by global events, consumer interest in sustainability has only seen a marginal decline since 2023. Discussions around sustainability among consumers this year, compared with previous years, give us a critical insight: the conversation has stabilised since 2021. Our analysis suggests that sustainability is undergoing a maturation process, rooting itself deeply into consumer consciousness. Although consumers are increasingly confused by the complexity, the subject remains on their agenda.

Sustainability is no longer a trend or an add-on. In this year's Sustainable Brand Index™, we'll discover how these shifts have influenced our behaviour groups, consumer perceptions and the effects it has had on brands.

In the 14th edition of the Sustainable Brand Index™ we highlight brands that excelled this year, showing that those with a clear, long-term focus are leading the industry and resonating with consumers.

It's clear that despite global challenges, sustainability remains crucial. For consumers, this is the new normal.

“

Sustainability is undergoing a maturation process, rooting itself deeply into consumer consciousness.



The market development 2023–2024

A subtle shift in consumer interest

In recent years, we've noted a subtle shift in how consumers across the Nordic markets and the Netherlands engage with sustainability. Despite global complexities, the decline in consumer interest in sustainability since 2023 has been marginal. When comparing discussions around sustainability among consumers with previous years, it reveals a significant insight. Since 2021, the conversation has stabilised. Our analysis shows that sustainability is embedding itself more deeply into consumer consciousness, moving from a trend to a key element of consumer behaviour. This transition marks sustainability as the new normal for consumers.

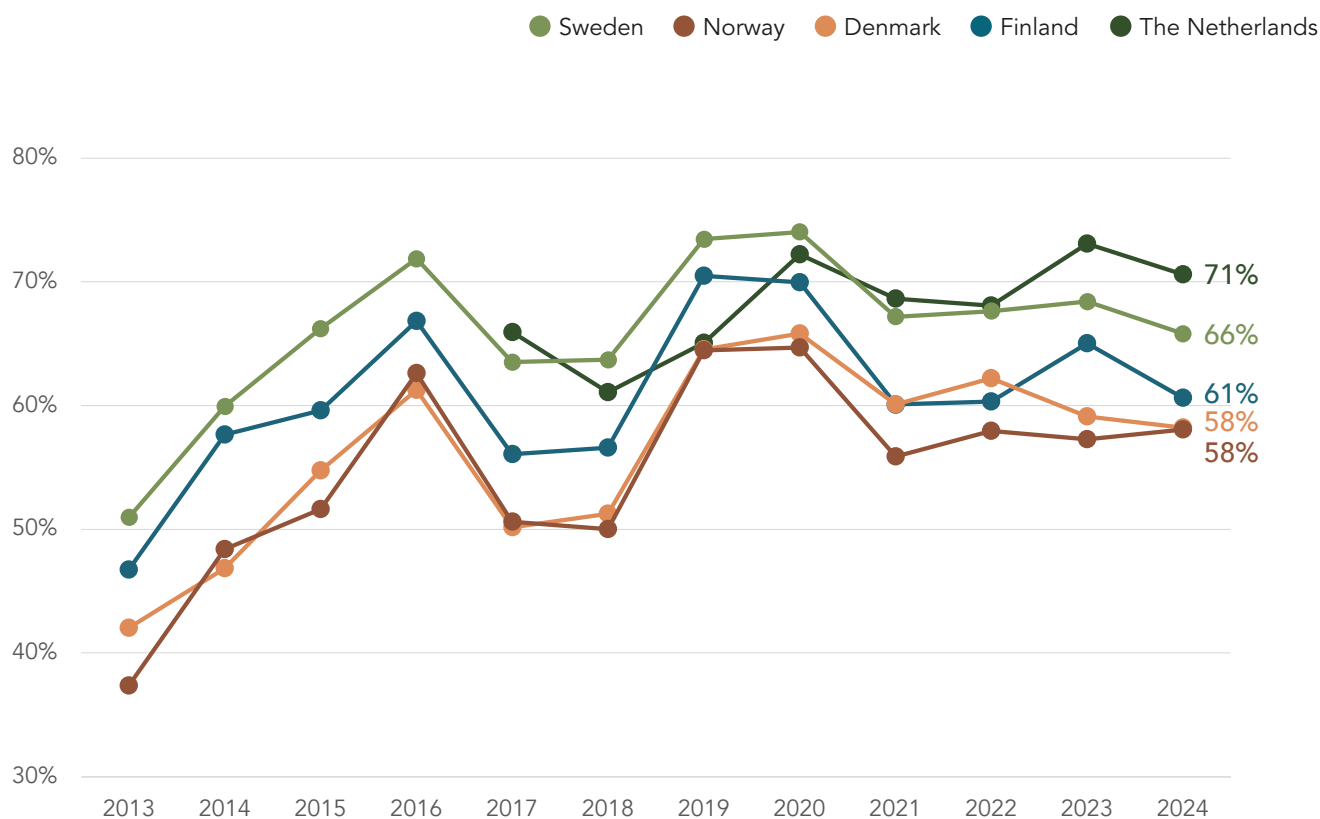
This is an important reminder for brands and marketers that decisions and investments in sustainability made today will have long-term effects. As the global landscape stabilises and consumer priorities once again change – a commitment to sustainability will distinguish forward-thinking brands.

Navigating uncertainty

This stabilisation occurs amidst global unrest and uncertainty. Consumers and brands are both navigating through challenges posed by conflict, geopolitical instability, economic uncertainties, and societal polarisation. In the short term, these global issues have overshadowed sustainability as the main consumer concern. Economic pressures have forced businesses to cut back on media spending, impacting consumer perceptions of brands.

“
Since 2021, the conversation has stabilised.”

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



The maturing sustainability discussion

In 2024, despite a world facing many challenges, our findings reveal that the interest in sustainability among consumers has only slightly decreased. This marginal drop is a testament to the deepening understanding of sustainability's importance on an intellectual level. Consumers are recognising that sustainability is not just a trend but a crucial aspect of our future. This maturity in their perspective explains why discussions on sustainability have remained robust, decreasing only slightly. If we zoom out, we see that this stabilisation has been ongoing since 2021.

Globally, we're facing shared challenges, which likely contribute to our observation of a convergence in sustainability discussions across different regions. This year's data shows that Norway's figures are nearly unchanged and have returned to the 2021 level of 58%. Denmark and the Netherlands show slight decreases, but generally, the trend suggests a growing alignment towards a central point of discussion intensity across all our monitored geographies.

Sustainability is a global challenge that needs a shared global narrative and it has cemented its place in consumer discussions - regardless of geographical boundaries and global uncertainty.

“
Consumers are recognising that sustainability is not just a trend but a crucial aspect of our future.”

Key sustainability topics in 2024

It comes as no surprise that war and conflict is the dominating topic. Alongside, the topic of circular economy has notably risen in importance across the Nordic countries, marking a significant shift towards sustainable living practices. This shift may be driven by economic factors and a growing environmental consciousness among consumers.

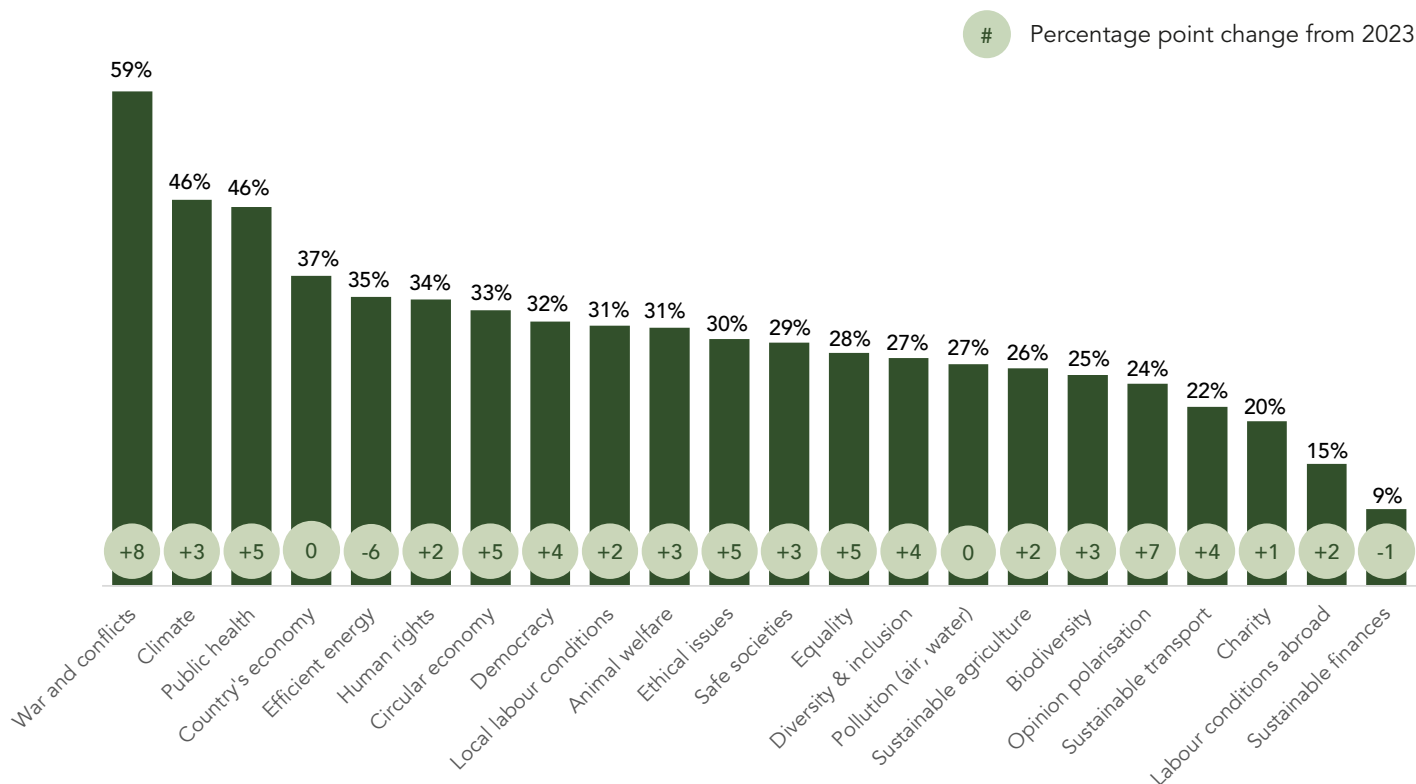
The emphasis on climate change, public health, and other sustainability topics directly influences consumer behaviour and brand perceptions and highlights the need for brands to clearly communicate their contributions to these critical issues. In 2024, discussions on sustainability topics across the five countries have highlighted key areas of concern and interest among consumers. War and conflicts, climate change, biodiversity, public health, opinion polarisation, and economic stability are at the forefront, reflecting the complex global challenges we face today.



Want to deep dive into key topics related to your consumers, brand and market?

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(%) who sometimes/often discuss the following sustainability topics in the Nordics and the Netherlands

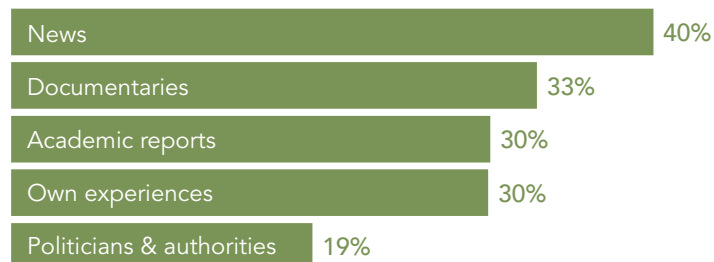


Top five information sources

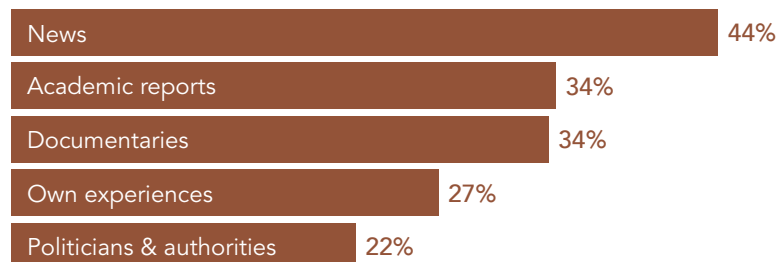
When looking at the information sources that shape consumer interest in sustainability, News reporting is the leading influence across all countries, with the exception of the Netherlands which places documentaries as number one. Mainstream media still plays a significant role in spreading knowledge and awareness on sustainability for the broader public. Documentaries and academic reports also significantly contribute to raising awareness. Interestingly, personal experiences are highlighted in both Finland and the Netherlands. A common trend across all surveyed demographics is the minimal influence of celebrities and activists, who rank lowest as sources of sustainability information.

Top five information sources 2024

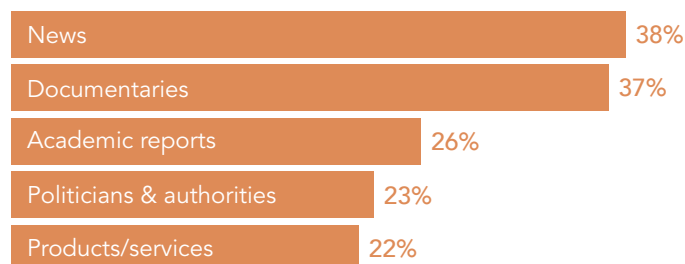
Sweden



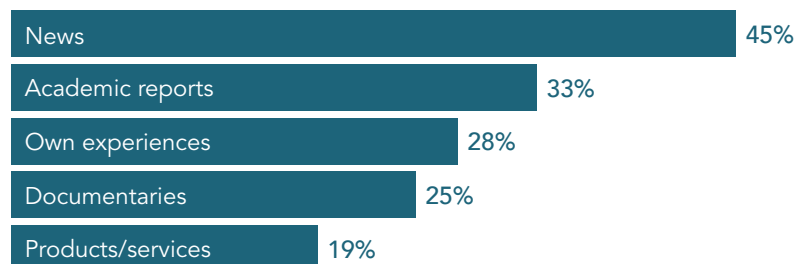
Norway



Denmark



Finland



The Netherlands

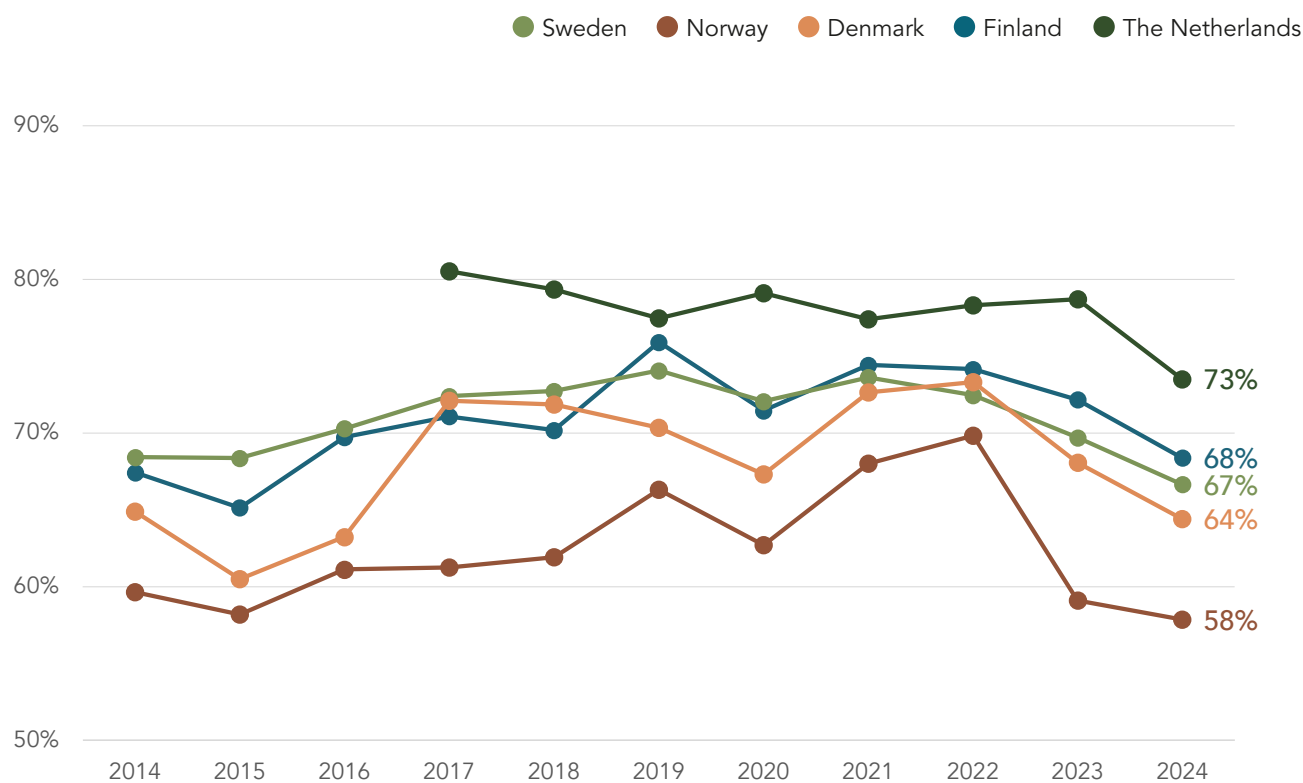


Confusion and economic pressure affect sustainable purchase decisions

This year, our data show a decrease in the number of consumers considering sustainability into their buying decisions. The growing complexity causes confusion among consumers and most likely leads to a state of indifference or passivity towards making conscious decisions.

This does not necessarily mean that there is a reduced value placed on sustainability, but rather a more cost-conscious and scattered consumer approach. Complexity needs clarity and brands need to appeal to consumers who in challenging times look for budget alternatives with clear and immediate benefits.

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





Brand and communication

This year, perceptions of sustainable brands have declined almost everywhere, contrasting sharply with 2023's increases in brand sustainability awareness and attitudes. Norway's rapid decline last year was a hint of what 2024 would have in store for us and indeed we see major declines in all our surveyed markets. This downturn shows the need for brands to step up their sustainability communications and make them more authentic and impactful to show real progress and contribution.

Economic pressures leading to reduced advertising budgets have impacted the scope and reach of sustainability communications. Additionally, brands are increasingly wary of making sustainability claims, partly due to the fear of being accused of greenwashing, especially with stricter regulations like the EU Green Claims Directive on the horizon.

However, it's important to note the rise in positive attitudes towards corporate sustainability communication. This situation reveals a consumer base that craves genuine sustainability messaging.

Average SBI Ranking score

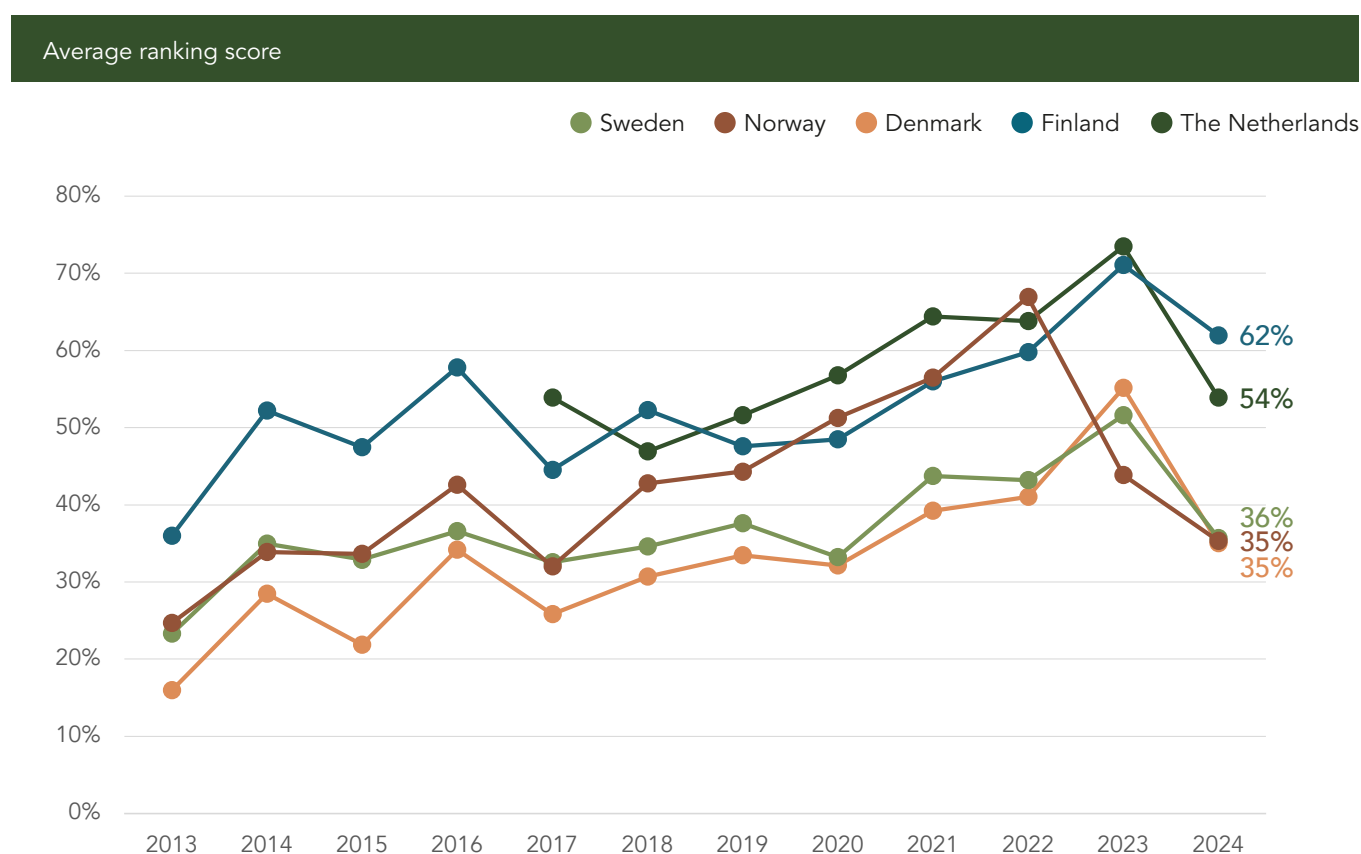
The 2024 Sustainable Brand Index™ ranking marks a departure from last year's positive trends, with a sharp decline in sustainability ranking scores across all markets. Despite previous gains in Sweden, Denmark, Finland, and the Netherlands, these countries now follow Norway's previous downturn.

The most striking development of 2024 is the across-the-board decrease for all the listed countries. 2023 was a record year for all respective countries besides Norway, and now we once again see a significant decrease in Norway, falling to a record low of 35%—a level not seen since around 2017. The biggest declines for 2024 are in the Netherlands and Denmark, both dropping by 20 percentage points respectively.

A key reason for this trend is reduced communication, mainly due to economic challenges affecting media spending. Consequently, consumers are less exposed to brand messages, negatively impacting their overall perception.

However, this negative trend is also attributed to a mix of scandals, greenwashing allegations, and a growing consumer awareness that demands more than just surface-level commitments. Consumers are increasingly doubting how truthful companies are about their efforts. There's a noticeable gap between what companies say they're doing in regards to sustainable development and what is actually happening globally, which is leading to a trust deficit.

The call for change is clear: brands need to consistently make sure that what they communicate also matches what they do. This isn't just about consumer trust; it's about truly helping the planet by showing real action.



Positive attitude and growing mistrust

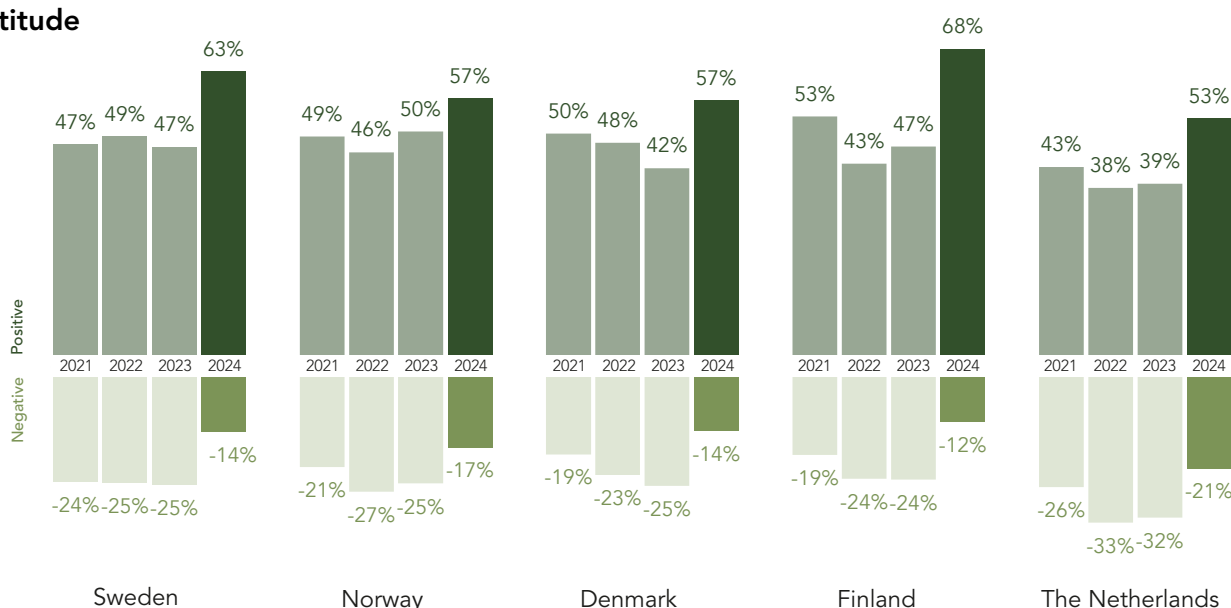
As we look into the current landscape of corporate sustainability communication, our findings show significant changes. Our analysis for 2024 shows an increase in positive consumer attitude towards corporate sustainability communication across all countries. Notably, Finland shows the highest positivity rate with a remarkable surge of 21 percentage points, from 47% to 68%, in just one year.

However, this positive outlook is paired with high levels of consumer scrutiny. While consumers are more receptive to sustainability messaging, our data shows a clear decline in trust. This is a paradox that highlights a well-informed consumer base that values sustainability but demands authentic action from brands. Our data shows that the three most important factors for building consumer trust are transparency, evidence and clarity.

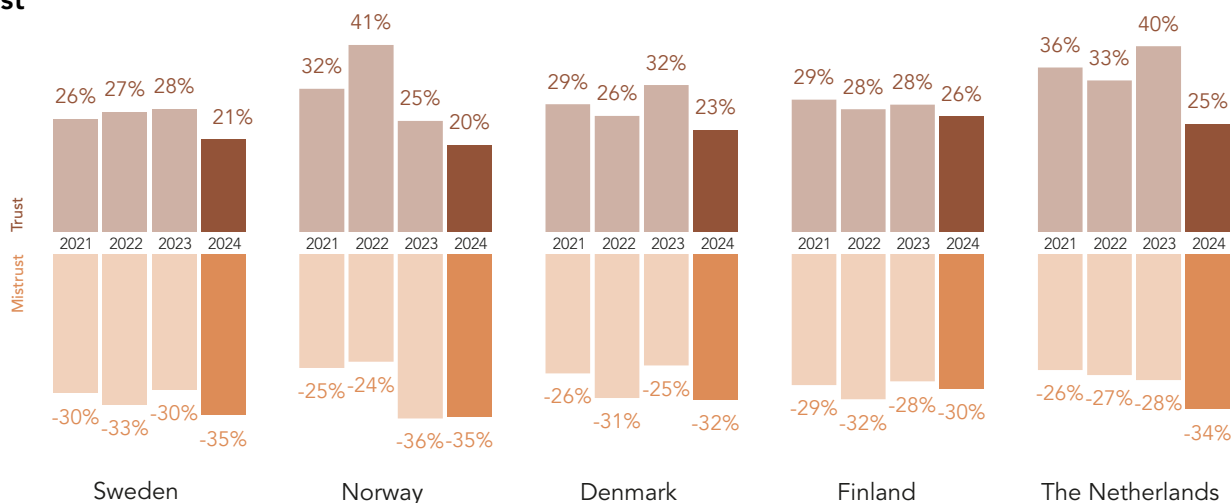
“
Our data shows that the three most important factors for building consumer trust are transparency, evidence and clarity.”

Attitude and trust towards corporate sustainability communication

Attitude



Trust



Behaviour groups

Sweden

Norway

Denmark

Finland

The Netherlands



Our behaviour groups

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. On the next page, you will find a short and useful introduction.

Ego

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

Moderate

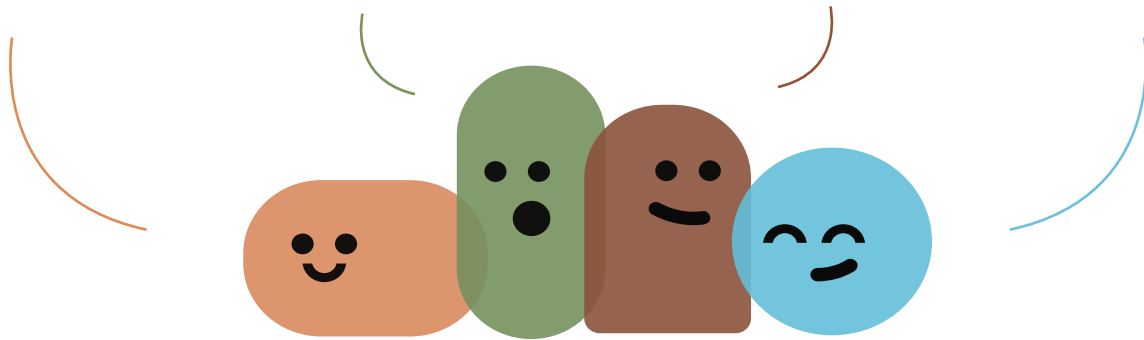
Follower – believes that sustainability can be rather interesting, especially when it is trendy.

Smart

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

Dedicated

Passionate & well-informed on sustainability.



Get to know them

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.

Top five brands per behaviour group in Sweden

Ego

Position	Brand
1	IKEA
2	Polisen
3	Grumme
4	Coop
5	Matsmart

Moderate

Position	Brand
1	Folkhälsomyndigheten
2	Änglamark
3	Arla Eko
4	Grumme
5	Systembolaget

Smart

Position	Brand
1	Grumme
2	Änglamark
3	Folkhälsomyndigheten
4	Lantmännen
5	Polisen

Dedicated

Position	Brand
1	Grumme
2	Matsmart
3	Saltå Kvarn
4	Änglamark
5	Folkhälsomyndigheten

Developments 2023–2024

As we analyse the behaviour groups movements from 2023 to 2024 across all markets, we observe the continuation of a significant development that unfolded last year: the paths of the Smart and Ego groups, which previously moved in parallel to each other, crossed last year and have since taken opposite directions. In 2024, this divergence has become more pronounced: the Smart group is shrinking, while the Ego group is expanding, highlighting a significant shift.

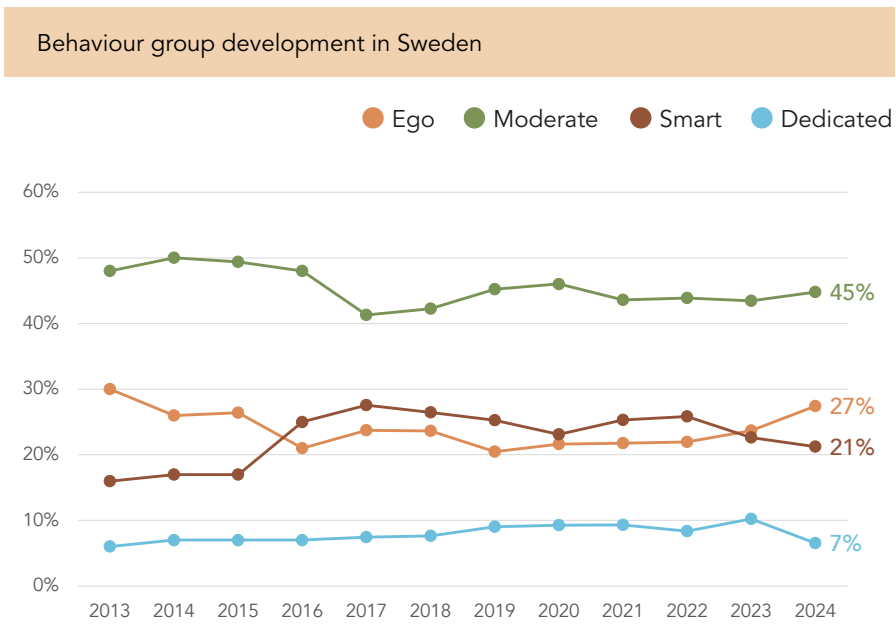
The Smart group, who prioritise sustainability and affordability, faces a decline. In contrast we see that the Ego group, with its focus on personal convenience and cost, is gaining ground. This divergence aligns with broader shifts and puts emphasis on the growing consumer focus on immediate personal benefits over long-term sustainable value.

Last year’s intersection point was not only a passing slowdown, but a precursor of the changes we are witnessing today. This is evident when looking at our behavioural groups and we can also see this when looking at the most discussed topics where opinion polarisation has seen one of the biggest increases across almost all monitored markets.

While the 'Moderate' group is climbing steadily, the decline in the 'Dedicated' group indicates a decrease in unwavering commitment to sustainability among consumers.

In essence, what our Behaviour Group’s development over the past years can tell us is that brands are navigating a complex landscape where not everyone prioritises sustainability or making better choices. However, this does not lessen the importance for brands to be both strategic and honest in their approach - because even the 'Ego' behaviour group values sustainability, but with a different approach.

Understanding the diverse consumer base is crucial. Today's consumers might not always prioritise sustainability but are quick to criticise brands that fall short of their expectations. Brands must navigate this with care and understand that sustainability is not a one-size-fits all.



Sweden ranking 2024



Ranking summary

The Sustainable Brand Index™ ranking scores for 2024 reveal a straightforward shift in consumer perceptions toward sustainable brand images. Our research across our markets shows a clear decline, a strong contrast to the positive trend seen in previous years.

This year, data points to consumer confusion over sustainability—what is beneficial and what isn't—as well as the impact of decreased messaging frequency. The Netherlands, for instance, has seen a decrease from a peak of 74% to 54%, with similar trends across Finland, Denmark, Sweden, and Norway. Despite this, certain brands have demonstrated resilience to these changes.

These brands share some or all of these traits:

1. **Robustness and safety:** Brands with a strong heritage, market dominance, or distinct public responsibility are holding their ground.
2. **Distinctiveness and simplicity:** Those that can articulate their sustainability impact clearly, making it simple for consumers to understand why they are sustainable, maintain their strong position.
3. **Clear passive drivers:** Brands are also upheld by factors such as public ownership or belonging to a positively perceived industry, driving perceptions beyond their sustainability efforts alone.



Discover how top brands using the Sustainable Brand Index™ as their benchmark consistently improve over time.

[LEARN MORE](#)

The Swedish ranking 2024

Industries measured in Sweden:

Airlines
Automotive
Banks
Beauty
Beverage
Clothes & fashion - brands
Clothes & fashion - stores
Consumer goods corporations
Digital services
E-commerce
Electricity & heating
Food
Forest owners
Fuel
Furniture & decoration - brands
Furniture & decoration - stores
Gambling & lottery
Governmental institutions
Grocery stores
Healthcare providers
Hobby & leisure
Home appliances & electronics - brands
Home appliances & electronics - stores
Hotels
Hygiene & cleaning
Insurance
Opticians
Parcels & logistics
Passenger transport
Pension
Pharmacies
Real estate
Restaurants, cafes & take-away
Telecommunications
Travel & tourism
Vehicle inspection & service

**Industries
measured
in Sweden:**

36

**Brands
measured
in Sweden:**

432

**Consumers
surveyed
in Sweden:**

29000



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. Secondly, we measure consumer **attitudes** towards the responsibility of a brand. 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

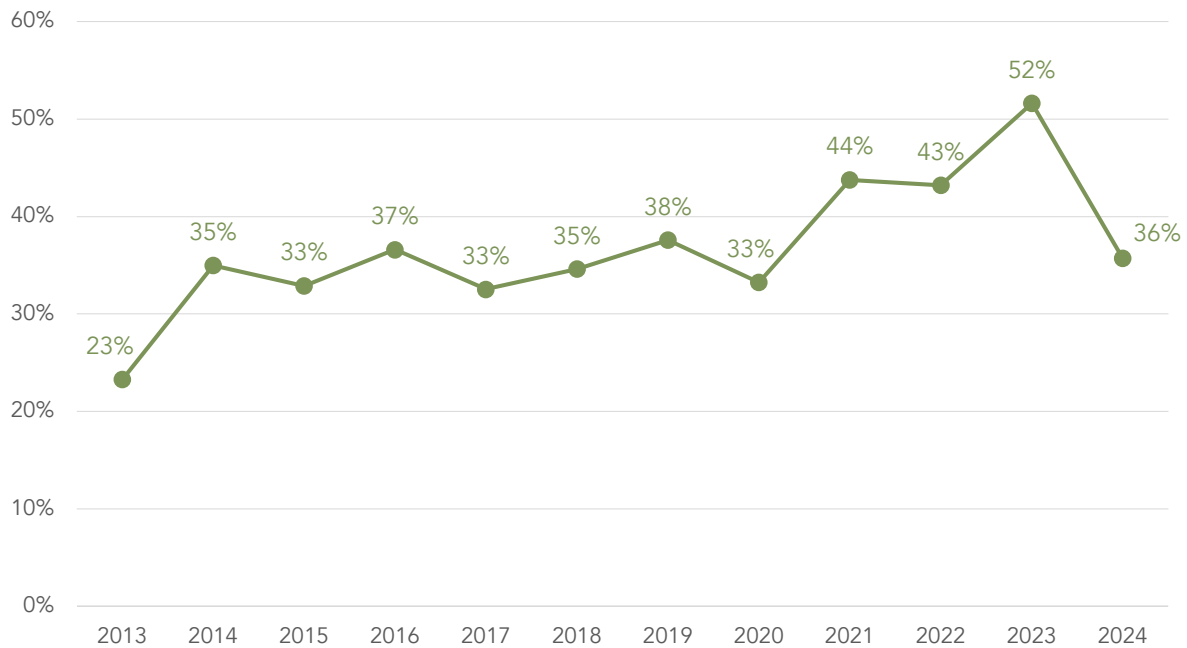
The basis for the ranking in Sustainable Brand Index™ is the UN Global Goals for Sustainable Development (SDGs). The evaluation is done on an overarching level with the goals as a basis for the definition. Each goal is categorised according to the area (environment or social) in which it belongs.



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 Swedish ranking score



The positive trend for Swedish brands has drastically been broken

After years with a positive development, we are now facing a severe decline in the positive attitude towards brands and their sustainability efforts. The average ranking score in Sweden has fallen from 52% to 36%. This represents a 16-percentage-point decline in one year, taking us back to the same lower levels as in 2018 and 2019.

The overall decline in the ranking is mainly due to difficulties for brands to reach consumers. Declining brand communication is directly linked to economic factors influencing media spending. This results in consumers not being reminded as frequently of a brand's presence or messages, something that universally has a negative effect on consumer perception.

Beyond economic factors, a fear of potential criticism also plays a significant role. Concerns over being accused of misleading consumers with false or ambiguous sustainability claims, known as greenwashing, lead brands to reduce their communication. This fear of potential backlash can even extend to brands that are genuinely making positive efforts, causing them to undercommunicate their achievements, a phenomenon known as greenhushing.

In an unstable world, sustainability as a topic has got competition. Overall it still holds relevance, with Climate ranking in 2nd place for the Swedish respondent's most

discussed sustainability topics. Consumers are still aware, but their priorities have shifted in times of uncertainty. The increasing complexity of sustainability issues has also made it challenging for consumers to understand what brands actually are doing, let alone what is good or bad. The confusion is a fact and confusion leads to indifference.

Notable trends in this year's ranking are attributes as distinctiveness and passive brand drivers – significantly influencing the performance of certain brands. Saltå Kvarn, Grumme, Skona, SJ and Fjällräven are brands driven by distinctiveness. State-owned brands exemplified by Folkhälsomyndigheten and Polisen demonstrate the benefits of passive brand drivers.

The difference between brands in the top and in the bottom is increasing. The top 30 brands are still on high levels while the rest of the market is falling back.

2024 largest gainers ↑		
1	Houdini	+132
2	Skistar	+123
3	Ellevio	+123

2024 largest droppers ↓		
1	Marabou	-235
2	Zalando	-157
3	Power	-145

Top 10 2024



1. Änglamark 	57. SL	113. Vy Flygbussarna	169. OLW	225. Ekströms
2. Grumme 	58. Ramlösa	114. The North Face	170. Besikta	226. Fazer
3. Folkhälsomyndigheten	59. Loka	115. YES	171. Swedbank	227. Siemens
4. Systembolaget 	60. Hälsans Kök	116. Zeta	172. Elgiganten	228. Bosch Home
5. IKEA 	61. Kungsörnen	117. KRY 	173. Circle K 	229. Kavli
6. Polisen	62. Kolmården	118. Houdini	174. Ellevio	230. Samsung
7. Lantmännen	63. Oddlygood	119. Paulúns	175. Synoptik	231. PEAB
8. Skona	64. Södra Skogsägarna 	120. PostNord 	176. Arbetsförmedlingen	232. Santa Maria
9. Coop	65. Haglöfs	121. Toyota	177. Lindex	233. Espresso House
10. Apoteket 	66. Clarion Hotel	122. Volkswagen	178. Libero	234. Barilla
11. Saltå Kvarn	67. Plantagen 	123. Google	179. KappAhl	235. BAUHAUS
12. ICA love Eco	68. Pensionsmyndigheten	124. Garant	180. Lumene	236. ATG
13. Matsmart 	69. Clarion Collection Hotel	125. Microsoft	181. SBAB	237. Spendrups
14. SJ 	70. Quality Hotel	126. Löfbergs	182. Orrefors	238. Webhallen
15. ICA	71. Polarn O. Pyret	127. Mathem	183. Gröna Lund	239. Granit
16. Arla	72. Clas Ohlson	128. Electrolux 	184. Lönneberga	240. Best Western
17. Fjällräven 	73. Skatteverket	129. Skogaholm	185. Klarna	241. INDISKA
18. Kung Markatta	74. Bilprovningen 	130. God Morgon	186. Jula	242. SAS 
19. Polarbröd	75. KPA Pension 	131. Adlibris	187. Avanza Bank	243. Nike
20. Naturkompaniet 	76. Elite Hotels	132. Flixbus	188. Bravo	244. Team Sportia
21. Försvarsmakten	77. Kivik	133. Stadium	189. Bixia	245. Nivea
22. Urtekram	78. Alpro	134. Gevalia	190. NetOnNet	246. SEB
23. Vattenfall 	79. Axfood	135. Öresundskraft	191. INTERSPORT	247. DOZ Apotek
24. Apotek Hjärtat	80. Västtrafik	136. If	192. Specsavers	248. Praktikertjänst
25. Skansen 	81. Blomsterlandet	137. Mälarenergi	193. Hästens	249. Cloetta
26. MAX Burgers 	82. Lambi	138. Göteborg Energi	194. Byggmax	250. TUI
27. Norrmejerier	83. E.ON	139. Synsam 	195. Åhléns	251. Cervera
28. Volvo Cars 	84. AMF	140. Scan	196. SPP	252. Rusta
29. Skellefteå Kraft	85. Agria Djurförsäkring	141. Telia 	197. Ben & Jerry's	253. Norrlands Guld
30. Länsförsäkringar 	86. Lidl	142. First Hotels	198. Kalles Kaviar	254. Apple
31. Scandic Hotels 	87. HSB 	143. Linas matkasse	199. Skanska	255. Nordea
32. Oatly	88. Spotify	144. Fiskars	200. Swedavia	256. Capio
33. GoGreen	89. Hemköp	145. Handelsbanken 	201. Miele	257. A+
34. Folksam	90. Essity 	146. Humana	202. BMW	258. Carlsberg
35. Willys	91. Skånetrafiken	147. Stockholm Exergi	203. Designorget	259. ÖoB
36. Leksands Knäckebröd	92. Fortum	148. Risenta	204. MEDS.se	260. Preem
37. Blocket	93. MTRX	149. Stora Enso	205. Doktor24	261. Opus
38. Planti	94. Comfort Hotel	150. Dafgårds	206. Hemtex	262. Pressbyrå
39. AXA	95. LUSH	151. Yoggi	207. Elon	263. BRA (Braathens Regional Airlines)
40. Swish 	96. Trygg-Hansa	152. Frebaco	208. Bring	264. Åbro
41. Serla	97. Husqvarna	153. ICA Banken	209. Estrella	265. DHL
42. Tetra Pak	98. Zoégas	154. Abba	210. Dove	266. Guldfågeln
43. Bregott	99. Jämtkraft	155. Orkla	211. Holmen	267. Middagsfrid
44. The Body Shop 	100. Telge Energi	156. Kjell & Company 	212. Philips	268. Adidas
45. Tradera	101. Arlanda Express	157. Biltema	213. Via	269. Coca-Cola
46. GodEl	102. Tesla	158. Mölndal Energi	214. Mio	270. Lyko
47. ACO	103. City Gross	159. SkiStar	215. OKQ8	271. Migrationsverket
48. Pågen	104. Sveaskog	160. Felix	216. Pampers	272. Youtube
49. Kivra	105. Riksbyggen	161. Peak Performance	217. Göteborgs Kex	273. Cylinda
50. Kronans Apotek	106. Valio	162. Kosta Boda 	218. XXL	274. Ving
51. Skånemejerier	107. Svenska Postkodlotteriet 	163. KIA	219. Skandia	275. Sibylla
52. Apotea.se	108. ProViva	164. Radisson Blu	220. Familjebostäder	276. Semper
53. Svenska Lantchips	109. McDonald's	165. Försäkringskassan	221. Billerud	277. Kockens
54. Wasabröd	110. SCA	166. Rörstrand	222. DB Schenker	278. Absolut Vodka
55. Arvid Nordquist 	111. Lego	167. Findus	223. Audi	279. Fontana
56. Liseberg	112. Svenska Spel	168. Rituals	224. Iittala	280. Normal

281. H&M	337. Eldorado	393. TaxiKurir
282. JYSK	338. Björn Borg	394. MrGreen
283. Mariestads	339. Hallon	395. Fanta
284. Kronfågel	340. LG	396. Boozt.com
285. Heinz	341. Wallenstam	397. Skopunkten
286. KICKS	342. Vardaga	398. Tempo
287. Svenska bostäder	343. Ballerina	399. Avis
288. Subway	344. DinSko	400. Renault
289. Kopparbergs	345. bygghemma.se	401. Halebop
290. ŠKODA	346. Procter & Gamble (P&G)	402. Scorett
291. Rydbergs	347. St1	403. Budget
292. Dressmann	348. Alecta	404. Solresor
293. Mercedes-Benz	349. Tre (3)	405. Attendo
294. Acne Studios	350. Reebok	406. CDON
295. Joe & the Juice	351. Heineken	407. Red Bull
296. Smarteyes	352. Viking Line	408. Resurs Bank
297. Finnair	353. Filippa K	409. VERO MODA
298. Nordnet Bank	354. Harrys	410. Fiat
299. Vagabond	355. Burger King	411. Oreo
300. Ellos	356. Monki	412. Sverigetaxi
301. MECA	357. Comviq	413. Nelly.com
302. Swedish Match	358. Norwegian	414. Air France
303. HORNBACK	359. Hedin Bil	415. BikBok
304. Apollo	360. Sixt	416. Gina Tricot
305. Colgate	361. Cubus	417. Santander Consumer Bank
306. Lagerhaus	362. Jollyroom	418. Brothers
307. JM	363. Facebook	419. ZARA
308. Lufthansa	364. O'Learys	420. Amazon
309. Telenor	365. Aleris	421. Deichmann
310. Magnum	366. Lexington	422. Danone
311. GANT	367. Rikshem	423. Collector Bank
312. Stena Line	368. Power	424. Glitter
313. Marabou	369. Mabi	425. X (formerly Twitter)
314. K-Bygg	370. Pepsodent	426. LensWay
315. Trocadero	371. Danske Bank	427. Marginalen Bank
316. Knorr	372. Nissan	428. Ryanair
317. Royal Copenhagen	373. Teknikmagasinet	429. Unibet
318. Ikano Bank	374. Wolt	430. LeoVegas
319. Tele2	375. FOREX	431. Betsson
320. Sony	376. UPS	432. Maria Casino
321. Tallink / Silja Line	377. Pringles	
322. Mekonomen	378. Nestlé	
323. 7-Eleven	379. Unilever	
324. Sprite	380. Nespresso	
325. Royaldesign.se	381. Balder	
326. Puma	382. DollarStore	
327. Pepsi	383. Tulip	
328. Zalando	384. Europcar	
329. Bilia	385. Uber	
330. INGO	386. JACK & JONES	
331. Johnson & Johnson	387. Shell	
332. MQ Marqet	388. Hertz	
333. KLM	389. British Airways	
334. Taxi Stockholm	390. L'Oréal Paris	
335. Dustin Home	391. Wayne's Coffee	
336. Canon	392. Foodora	

Sweden's most sustainable brand 2011-2024

These are the brands that are perceived as the most sustainable brands according to Swedish consumers in Sustainable Brand Index™ over time.



Ranking development 2011-2024

About the ranking

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. Secondly, we measure consumer **attitudes** towards the responsibility of a brand. 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. To clarify the 2024 ranking position of each brand included in Sustainable Brand Index™, a scale of all ranking scores have been provided in the overview below.

Scores

- 101-120%
- 81-100%
- 61-80%
- 41-60%
- 21-40%
- 0-20%

2024 Score		2024	2023	2022	2021	2020	2019	2018	2017	2016	2015	2014	2013	2012	2011
94% ——— 81-100%	Änglamark	1	2	3	4	2	2								
	Grumme	2	4												
	Folkhälsomyndigheten	3	8	7	8										
	Systembolaget	4	15	12	9	8	12	8	8	5	7	11	11	13	9
	IKEA	5	3	1	2	1	1	2	4	4	5	4	8	3	5
	Polisen	6	12	6	11	11									
	Lantmännen	7	10	9	7	6	3	3	6	10	3	1	4	4	6
	Skona	8	17												
	Coop	9	9	2	1	4	4	1	5	2	2	3	2	1	1
	Apoteket	10	1	8	6	5	6	4	1	1	4	10			
61-80%	Saltå Kvarn	11	30	14	5	9	10	7	2	3	1	2			
	ICA I love Eco	12	7	11											
	Matsmart	13	5	4											
	SJ	14	25	15	12	7	8	9	11	8	13	15	6	8	11
	ICA	15	6	5	3	3	5	5	3	11	6	5	1	2	2
	Arla	16	11	10	17	10	9	18	19	15	8	6	5	10	4
	Fjällräven	17	19	16	21	13	15	11	14	7	9				
	Kung Markatta	18	33	17	14	16	7	12	9	19	14				
	Polarbröd	19	16	13	18	21	28	59	42	36	39	31	52		
	Naturkompaniet	20	18	18	16	18	11	14	18	16	15	12	9		
41-60%	Försvarmakten	21	27	22	43	24									
	Urtekram	22	59	25	20										
	Vattenfall	23	38	24	34	31	42	44	54	44	56	51	14	32	34
	Apotek Hjärtat	24	13	19	10	15	17	21	12	14	20	19			
	Skansen	25	49	28											
	MAX Burgers	26	20	21	13	14	13	19	21	21	19	18	10	18	15
	Norrmejerier	27	42	32	45	32	35	20	20	18	17	16	20	62	14
	Volvo Cars	28	22	29	15	19	20	15	10	6	11	8	7	5	3
	Skellefteå Kraft	29	55	61	26	27	43	26	25	24	26	20	23	30	94
	Länsförsäkringar	30	50	36	69	41	34	38	57	45	43	36	24	15	67
	Scandic Hotels	31	57	47	30	28	18	22	29	20	25	21	16	19	13
	Oatly	32	63	52	50	33	31	46	38	52					
	GoGreen	33	14	20	22	12	16	10							
	Folksam	34	40	75	42	38	44	52	48	49	33	33	21	16	81
	Willys	35	21	43	29	26	33	39	40	42	73	81	55	45	25
	Leksands Knäckebröd	36	39	40											

Ranking development 2011–2024

2024 Score	2024	2023	2022	2021	2020	2019	2018	2017	2016	2015	2014	2013	2012	2011	
	Blocket	37	51	55	68	43	50	34	35	85	54				
	Planti	38													
	AXA	39	35	39	41	40	24	31	23	35					
	Swish	40	26	31	28	30	30								
	Serla	41													
	Tetra Pak	42	52	49	53	34	32	23	39						
	Bregott	43													
	The Body Shop	44	31	23	19	25	21	13	13	13	12	9			
	Tradera	45	43	96	107	59	62	70	60	93	85				
	GodE!	46	56	42	25	23	23	17	15	9	10	7	3	6	19
	ACO	47	34												
	Pågen	48	37	30	77	68	55	74	50	55	71	59	69		
	Kivra	49	32	34	33	51									
	Kronans Apotek	50	23	54	32	56	25	37	22	23	28	43			
	Skånemejerier	51	29	37	36	20	19	16	16	17	16	14	17	48	8
	Apotea.se	52	24	60	44	37	39	33	27						
	Svenska Lantchips	53	48	45	46	50	47	56							
	Wasabröd	54	28	38	37	44	66	41	44	31	30	17	36		
	Arvid Nordquist	55	78	68	55	74	57	40	58	59	46	57	37		
	Liseberg	56	64	44	40										
	SL	57	69	57	47	22	49	24	30	30	23	26	22	29	
	Ramlösa	58	44	63	38	69	40	48							
	Loka	59	54	50	64	42	58	32							
	Hälsans Kök	60	36	46	54										
	Kungsörnen	61	45	56	56	35	37	29	24	28					
	Kolmården	62	61	26											
	Oddlygood	63													
	Södra Skogsägarna	64	156	92	35	81									
	Haglöfs	65	46	27	27	48	22	30	34						
	Clarion Hotel	66	104	85	48	57	38	47	51	25	31	44	63	41	
	Plantagen	67	47												
	Pensionsmyndigheten	68	83	59	88	85									
	Clarion Collection Hotel	69	71	64	39	54	36	50	49	37	44	38	54	50	
	Quality Hotel	70	97	58	66	76	27	43	74	27	64	52	75	39	
	Polarn O. Pyret	71	115	211	115	107	71	63	52	34	35	45	45		
	Clas Ohlson	72	72	70	74	53	78	77	78	58	45	35	41	24	44
	Skatteverket	73	107	104	52	62									
	Bilprovingen	74	67	41	57	39	41	27	28	33	18	13	13	9	10
	KPA Pension	75	68	65	31	46	65	58	47	22	21	30	18	11	74
	Elite Hotels	76	95	53	106	64	64	81	67	64	72	58	73	67	
	Kivik	77													
	Alpro	78	105	48	72										
	Axfood	79	65	78	117	60	69	65							
	Västtrafik	80	102	62	90	61	48	42	36	65	49	49	35	105	
	Blomsterlandet	81	58												
	Lambi	82													
	E.ON	83	125	134	83	66	73	83	63	41	75	77	29	63	42
	AMF	84	93	66	96	115	96	78	53	38	36	32	25	22	75
	Agria Djurförsäkring	85	76	51											
	Lidl	86	74	93	130	97	83	125	111	121	143	117	167	140	114
	HSB	87	108	76	73	99	112	67							
	Spotify	88	62	73	71	45	60	61	70	70					

41-60%

Ranking development 2011-2024

2024 Score	2024	2023	2022	2021	2020	2019	2018	2017	2016	2015	2014	2013	2012	2011	
	Hemköp	89	41	69	75	65	51	36	41	29	40	28	42	20	16
	Essity	90	203	67											
	Skånetrafiken	91	135	77	110	67	85	73	45	67	57	34	50	94	
	Fortum	92	198	196	154	112	113	94	76	69	87	90	34	74	56
	MTRX	93	118	88	70	73	114								
	Comfort Hotel	94	98	135	67	71	61	60	68	57	76	56	77	42	
	LUSH	95	158	100	59	75	46								
	Trygg-Hansa	96	88	136	127	91	109	80	77	73	62	66	31	70	102
	Husqvarna	97	146	102	105	145	165	107	131	101	81	75	96	81	21
	Zoégas	98	117	94	146	86	76	68	55	61	52	74	57		
	Jämtkraft	99	106	81	63	49	67	55	32	53	50	39	30	27	96
	Telge Energi	100	120	98	86	96	63	45	33	26	22	27	15	14	54
	Arlanda Express	101	126	168	103	88	70	35	46	43	34	25	43	49	
	Tesla	102	53	35	24	17	14	6	7						
	City Gross	103	66	82	51	52	68	49	26	47	32	29	49	68	36
	Sveaskog	104	75	87	120	29									
	Riksbyggen	105	133	79	143	179	129	146							
	Valio	106	73	108	61	63	75	69	64	46	70	37			
	Svenska Postkodlotteriet	107	180	154	230	148	131	124							
	ProViva	108	60	95	95										
	McDonald's	109	130	84	60	70	59	71	56	77	51	47	26	35	39
	SCA	110	150	103	108	92									
	Lego	111													
	Svenska Spel	112	177	216	126	110	82	138	97	88					
	Vy Flygbussarna	113	189	169	94	101	80	64	96	75	53	61	53	87	53
	The North Face	114	91	74	125	121	89	111	109						
	YES	115	84												
	Zeta	116	165	131	84	136	127	119							
	KRY	117	112	145	148										
	Houdini	118	249	167	133	200	128	161							
	Paulúns	119	139	72	97										
	PostNord	120	212	111	145	228	180								
	Toyota	121	169	89	81	146	81	79	65	39	55	24	28	26	18
	Volkswagen	122	144	118	232	229	242	143	143	169	48	73	46	28	24
	Google	123	70	91	92	58	56	53	31	32	27	22	44	60	32
	Garant	124	82	130	111	82	104								
	Microsoft	125	114	121	89	168	79	62	66	63	37	46	95	57	45
	Löfbergs	126	121	86	172	95	84	84	59	51	59	63	70		
	Mathem	127	119	124	76	130	118	114							
	Electrolux	128	81	83	65	120	101	109	88	76	68	41	76	23	23
	Skogaholm	129	96	144	124	103	90	121	95	74	101	68	62		
	God Morgon	130	123	181	173										
	Adlibris	131	110	126	190	151									
	Flixbus	132	201	149	210	139	135	76	79	60	38	48	39	33	37
	Stadium	133	90	99	118	108	99	89	80	103	91	65	100		
	Gevalia	134	87	129	104	122	97	98	75	71	42	42	48		
	Öresundskraft	135	149	192	100	150	87	51	82	68	77	85	51	84	110
	If	136	167	132	135	94	119	128	94	87	83	92	60	75	113
	Mälarenergi	137	159	114	129										
	Göteborg Energi	138	186	115	121	135	106	95	84	48	84	94	38	120	115
	Synsam	139	113	127	93	144	130								
	Scan	140	80	185	128	83	86	99	71	54	29	40	33	47	12

Ranking development 2011–2024

2024 Score	2024	2023	2022	2021	2020	2019	2018	2017	2016	2015	2014	2013	2012	2011	
	Telia	141	151	160	136	98	105	135	103	92	74	79	59	46	40
	First Hotels	142	193	128	98	119	77	86	69	56	63	50	93	54	
	Linäs matkasse	143	86	90	58	80	53	54							
	Fiskars	144	197	228											
	Handelsbanken	145	200	148	191	142	170	127	105	100	97	64	32	52	77
	Humana	146	214	101	62	78									
	Stockholm Exergi	147	175	186	123	116	102								
	Risenta	148	127	119	79	84	54	57	37	62					
	Stora Enso	149	252	226	116	113									
	Dafgård	150	79	116	131	149	199	173	112	99	96	96	68	37	41
	Yoggi	151													
	Frebaco	152	179	80	113	132	123	141							
	ICA Banken	153	152	110	144	141	103	92	62	50	47	60	19	25	63
	Abba	154	128	106	161	104	91	104	72	127	94				
	Orkla	155	236	184	159	175	205	183	136	150	188				
	Kjell & Company	156	94	140	141	156	146	139	130	130	108	110	126	98	
	Biltema	157	101	162	152	176	126	133	142	151	125	100	108	136	
	Möln dal Energi	158	223	141	82										
	SkiStar	159	281	227	122										
	Felix	160	89	105	109	90	74	97	73	94	86	67	84	88	31
	Peak Performance	161	166	182	167										
	Kosta Boda	162	196	209	168	140	153	129							
	KIA	163	132	143	149	226	216	213	202	199	144	189	131	158	
	Radisson Blu	164	270	147	150	133	88	85	93	83	65	82	82		
	Försäkringskassan	165	211	207	222	223									
	Rörstrand	166	207	256	264	201	151	159							
	Findus	167	100	158	147	125	117	82	90	86	82	84	56	72	33
	Rituals	168	103	120	114	157									
	OLW	169	163	174	227	231	198	164	163						
	Besikta	170	176	305	255	225	152	90							
	Swedbank	171	109	138	142	131	111	101	89	97	69	89	27	51	73
	Elgiganten	172	129	188	229	147	136	150	134						
	Circle K	173	160	201	221	186	157	130	119						
	Ellevio	174	296												
	Synoptik	175	99	156	134	167	188								
	Arbetsförmedlingen	176	213	205	200	221									
	Lindex	177	138	109	157	127	94	113	83	109	103	111	78	55	50
	Libero	178													
	KappAhl	179	173	164	87	117	95	108	87	108	105	113	102	64	46
	Lumene	180	209	237											
	SBAB	181	273	152	228	159	230	154	151	132	95	150	107	110	125
	Orrefors	182	183	208	187	190	163	96							
	Gröna Lund	183	122	175	112										
	Lönneberga	184	184	194	194	143									
	Klarna	185	85	113	80	105	92	75							
	Jula	186	141	223	166	177	138	148	156	136	142	130	119	111	
	Avanza Bank	187	229	139	175	272	182	247	177	201	140	211	124	155	148
	Bravo	188	137	153	195										
	Bixia	189	302	189	156	129	100								
	NetOnNet	190	171	166	244	166	154	167	155						
	INTERSPORT	191	174	123	162	137	108	118	117	113	98	105	103		
	Specsavers	192	195	172	165	183	140								

21-40%

Ranking development 2011–2024

2024 Score	2024	2023	2022	2021	2020	2019	2018	2017	2016	2015	2014	2013	2012	2011	
	Hästens	193	181	258	164	199	181	100	91	80	66	54	72	36	27
	Byggmax	194	178	190	219	152	168	140	116	124	123	97	174	123	
	Åhléns	195	92	159	78	77	52	72	61	79	60	62	74	53	28
	SPP	196	230	133	185	230	143	181	110	72	67	93	81	34	99
	Ben & Jerry's	197	225												
	Kalles Kaviar	198	264	213	181										
	Skanska	199	234	177	170	114	179								
	Swedavia	200	267	146	188	128	142	105	122	98	117	114	97	133	
	Miele	201	191	107	263	155	156	122	100	82	113	88	113		
	BMW	202	227	150	203	218	212	162	120	96	88	103	47	86	29
	Designtorget	203	295	231	223	163	116	157							
	MEDS.se	204	220	233	182										
	Doktor24	205	143	214	252										
	Hemtex	206	218	212	207	193	124	137	141	119	129	104	116	107	65
	Elon	207	226	142	119	106									
	Bring	208	232	225	208	286	276								
	Estrella	209	182	178	201	202	139	218	154						
	Dove	210	172												
	Holmen	211	185	155	140	111									
	Philips	212	194	203	218										
	Via	213	244												
	Mio	214	142	241	186	195	162	149	128	137	119	134	157	85	59
	OKQ8	215	154	265	160	154	147	145	107	105	106	78	40	77	38
	Pampers	216													
	Göteborgs Kex	217	164	215	211	172	164	126	101						
	XXL	218	237	286	238	340	226	206	147	189	158	144	213		
	Skandia	219	278	250	302	216	177	158	173	114	127	142	88	80	128
	Familjebostäder	220	140	151											
	Billerud	221	317	200	189	79									
	DB Schenker	222	208	224	174	153	193								
	Audi	223	153	187	214	233	206	169	123	102	100	101	83	66	30
	Iittala	224	246	280	269	263	233	203							
	Ekströms	225	221	222	280										
	Fazer	226	202	202	178	207	171	212	153	162	141	137	128	137	82
	Siemens	227	251	199	196	270	159	176	162	125	112	128	123		
	Bosch Home	228	168	171	101	124	110	120	144	91	107	95	141	90	
	Kavli	229	238	204	246	188	213	221	139						
	Samsung	230	111	193	199	212	134	117	114	123	110	126	136	119	88
	PEAB	231	263	244	192	205	173								
	Santa Maria	232	124	170	179	181	178	163	127	131	137	131	140		
	Espresso House	233	134	125	137	224	93	93	102	118	135	124			
	Barilla	234	266	264	303	237	222	186	204	181	166				
	BAUHAUS	235	131	240	177	241	155	151	115	149	133	127	135	149	
	ATG	236	301	288	249	210	197								
	Spendrups	237	206	157	290	158	125	179	132	115	99	107	89	65	51
	Webhallen	238	265	210											
	Granit	239	311	277	132	161	137	153							
	Best Western	240	254	163	138	109	121	112	106	84	78	72	85	91	
	INDISKA	241	259	173	171	187	133	110	81	78	80	69	65	59	60
	SAS	242	255	289	193	102	98	88	85	66	41	70	67	31	52
	Nike	243	145	137	151	236	158	142	158	179					
	Team Sportia	244	256	243	205	191	204	155	125	167	114	119	99		

21-40%

Ranking development 2011–2024

2024 Score	2024	2023	2022	2021	2020	2019	2018	2017	2016	2015	2014	2013	2012	2011	
	Nivea	245													
	SEB	246	294	176	183	269	201	178	146	120	120	125	106	93	111
	DOZ Apotek	247	148	206	153	182	132	134	124	111	151	169			
	Praktikertjänst	248	253	217	184	204									
	Cloetta	249	190	262	273	173	207	177	135	141	145	133	110		
	TUI	250	272	198	242	118	172	152	118	104	58	53	58		
	Cervera	251	250	276	241	247	191	222							
	Rusta	252	116	219	243	238	257	170	187	177	186	177	197		
	Norrlands Guld	253	161	195	163	184	202	144							
	Apple	254	136	179	102	123	120	87	99	89	90	71	94	82	72
	Nordea	255	312	268	270	273	244	216	172	128	131	109	71	112	87
	Capio	256	248	161	158	170									
	A+	257	304												
	Carlsberg	258	155	315	212	180	150	165	157	133	128	121	112	102	55
	ÖoB	259	147	218	220	214									
	Preem	260	319	263	226	138	122	102	126	110	175	120	111	109	80
	Opus	261	277	253	180	239	148	147							
	Pressbyrån	262	243	275	217	164	195	136	145	142	124	116	114	139	71
	BRA (Braathens Regional Airlines)	263	356	245	333	192	220	184	218						
	Åbro	264	288	283	274	198	210	237	104	90	122	76	104	96	66
	DHL	265	204	117	202	222	254								
	Guldfågeln	266	199	278	91	72									
	Middagsfrid	267	260	230	209	169	184	156							
	Adidas	268	228	183	204	232	167	204	169	204					
	Coca-Cola	269	240	261	234	206	260	188	148	144	174	155	155	132	101
	Lyko	270	241	248	224	275									
	Migrationsverket	271	382	296	318	287									
	Youtube	272	157	234	237	165	161								
	Cylinda	273	231	255	278	215	169	132	129	116	115	99	118	43	
	Ving	274	239	310	277	134	144	115	121	112	93	83	61		
	Sibylla	275	233	251	176	248	185	182	159	147	149	149	137	97	78
	Semper	276	210	242	266	197	187								
	Kockens	277	274	257	206	203									
	Absolut Vodka	278	341	337	327	126	215	195	176	160	156	164			
	Fontana	279	335	271	288	312	249	201	197	198					
	Normal	280													
	H&M	281	215	112	169	87	141	123	86	81	92	91	80	44	17
	JYSK	282	188	165	250	174	200	174	200	185	172	146	129	121	
	Mariestads	283	292	297	197	162	192	189							
	Kronfågel	284	162	282	85	89	72	66							
	Heinz	285	283	357	328	296	228	231	179	164	152				
	KICKS	286	293	302	299	254	240	259	240	215	203	184			
	Svenska bostäder	287	224	191											
	Subway	288	287	311	216	250	223	171	149	173	154	151	161	152	121
	Kopparbergs	289	291	345	310	293	174	166	113	107	116	122	117	104	61
	ŠKODA	290	322	339	239	315	217	254	170	143	134	140	109	73	58
	Rydbergs	291	337	353	291										
	Dressmann	292	217	260	245	245	175	199	137	153	173	160	177	135	
	Mercedes-Benz	293	205	180	240	208	196	198	108	138	146	129	90	79	47
	Acne Studios	294	364	321	233	194	271	253	217	209					
	Joe & the Juice	295	245	238	99	171	145	131	168						
	Smarteyes	296	187	327	271	242	234								

21-40%

Ranking development 2011-2024

2024 Score	2024	2023	2022	2021	2020	2019	2018	2017	2016	2015	2014	2013	2012	2011	
	Finnair	297	374	377	307	255	247	246	227	180	132	158	158	122	
	Nordnet Bank	298	365	254	213	227	221	238	211	197	214	218	164	188	147
	Vagabond	299	327	391	313	274	286	256	190	210	198	173	216		
	Ellos	300	313	290	309	251	224	219							
	MECA	301	347	308	308	319	298	288	267	214	194	182	187		
	Swedish Match	302	380	285											
	HORNBACH	303	331	279	295	281	313	265	238	205	234	192	195	160	
	Apollo	304	323	330	301	235	229	202	164	145	118	108	146		
	Colgate	305													
	Lagerhaus	306	275	313	253	289	189	214	194	216					
	JM	307	360	274	272	185	208	185							
	Lufthansa	308	349	383	335	292	245	196	228	159	139	136	156	142	130
	Telenor	309	247	270	323	253	265	225	205	174	180	197	145	164	112
	Magnum	310	325												
	GANT	311	318	324	294	271	263	220	220	212					
	Stena Line	312	257	235	285	189	160	197	160						
	Marabou	313	77	197	139	93	115	91	92	117	102	87	87		
	K-Bygg	314	298	239	235	256									
	Trocadero	315													
	Knorr	316	192	325	260										
	Royal Copenhagen	317	363	292	298	301	325	300							
	Ikano Bank	318	324	328	276	209	262	232	133	134	109	118	115	116	126
	Tele2	319	242	307	265	160	218	194	167	183	170	166	152	114	100
	Sony	320	219	229	300	262	190	209	198	135	138	135	175	125	68
	Tallink / Silja Line	321	305	221	283	178	227	160	180						
	Mekonomen	322	314	236	231	196	219	175	150	161	126	115	120	58	
	7-Eleven	323	351	281	334	265	294	266	233	208	206	191	192	171	133
	Sprite	324	366	393	317										
	Royaldesign.se	325	339	341	321	290	267	208							
	Puma	326	290	365	340	277	232	234	262	224					
	Pepsi	327	216	295	292	279	274	280	209	252	227	206	154	193	119
	Zalando	328	170	273	198	258	283	267							
	Bilia	329	307	343											
	INGO	330	344	360	304	282	237	190	208	178	191	180	162	181	118
	Johnson & Johnson	331	352	336	305	305	309	230	189	206	178	200			
	MQ Marqet	332	333	249	293	322	253	233	229	219	160	165	184	170	79
	KLM	333	355	298	336	266	239	262	256	184	187	178	170	146	139
	Taxi Stockholm	334	373	370	315	303	268	255	231	195	161	167	148	128	
	Dustin Home	335	367	392	349	325	246	252							
	Canon	336	329	364	319	353	284	200	230						
	Eldorado	337	300	352	358										
	Björn Borg	338	340	300	337	321									
	Hallon	339	321	309	357										
	LG	340	289	259	257	316	308	205	236	218	202	159	166	191	95
	Wallenstam	341	385	314											
	Vardaga	342	279	122	256	246									
	Ballerina	343	280	312	282	259	273	271							
	DinSko	344	284	340	341	342	312	257	244	242	199	198	185		
	byggghemma.se	345	261												
	Procter & Gamble (P&G)	346	361	356	348	359	345	244	261	217	211	224			
	St1	347	326	317	251	260	266	248	203	172	209	168	163	190	134
	Alecta	348	379	232	248	211	225	211	140	106	111	123	86	78	103

21-40%

Ranking development 2011–2024

2024 Score	2024	2023	2022	2021	2020	2019	2018	2017	2016	2015	2014	2013	2012	2011	
	Tre (3)	349	375	350	367	351	295	291	243	225	179	232	224	167	127
	Reebok	350	320	294	314	310	238	258	195	200					
	Heineken	351	372	287	370	268	303	223	201	223	197				
	Viking Line	352	269	318	225	217	149	180	166						
	Filippa K	353	354	322	267	261	186	191	181	175					
	Harrys	354	386	349	306	362	301	285							
	Burger King	355	299	267	262	213	209	168	171	152	136	132	130	100	90
	Monki	356	285	269	275	311	241	278							
	Comviq	357	235	344	281										
	Norwegian	358	271	316	326	234	183	207	188	192	163	199	127	108	
	Hedin Bil	359	262	299											
	Sixt	360	383	386	286	309	332	305	272	258	232	222	215	185	
	Cubus	361	282	359	331	299	256	284	213	233	233	219	189	157	
	Jollyroom	362	389	342											
	Facebook	363	268	293	284	240	211	116	98	95					
	O'Learys	364	378	334	374	313	236	290							
	Aleris	365	286	266	215	306									
	Lexington	366	370	351	259										
	Rikshem	367	303	246											
	Power	368	222	304	236	304	214	226	221						
	Mabi	369	406	323	258	370	243	318	270	231	247	223	217	169	
	Pepsodent	370													
	Danske Bank	371	403	362	363	337	341	304	248	232	196	205	199	182	145
	Nissan	372	330	346	296	252	264	249	184	156	162	152	149	127	85
	Teknikmagasinet	373	309	376	366	294									
	Wolt	374													
	FOREX	375	390	395	355	327	259	236	191	234	167	145	180	150	140
	UPS	376	381	402	330	335	344								
	Pringles	377	336	367	382	358	336	316							
	Nestlé	378	357	388	342	285	282	282	234						
	Unilever	379	368	306	324	308	321	313	225	228	213	236			
	Nespresso	380	343	252	329	288	285	239	199	191					
	Balder	381	328	247											
	DollarStore	382	297	333	356										
	Tulip	383	396	358	353	338	327	322	263						
	Europcar	384	395	331	346	344	329	321	260	203	201	188	186	187	
	Uber	385	402	338	332	323	252								
	JACK & JONES	386	306	319	350	360	305	261	257	256	225	228	223		
	Shell	387	377	368	380	346	277	293	222	229	208	227	159	174	93
	Hertz	388	393	382	376	339	347	273	269	190	184	147	172	162	
	British Airways	389	388	399	325	320	322	277	216	207	153	202	191	183	137
	L'Oréal Paris	390	338	379	354	365	326	268	264	236	205	204			
	Wayne's Coffee	391	276	220	287	220	166	106	138	158	150	154			
	Foodora	392													
	TaxiKurir	393	401	380	388	367	315	307	266	213	226	195	212	131	
	MrGreen	394	359	335	279	244	248								
	Fanta	395	258	272	352										
	Boozt.com	396	332	363	289	336									
	Skopunkten	397	369	361	312	284	287	281	250	253	222	203			
	Tempo	398	346	366	368	352	323								
	Avis	399	400	381	373	343	318	306	276	241	210	201	214	141	
	Renault	400	316	372	365	329	269	270	214	148	171	148	133	99	62

Ranking development 2011–2024

2024 Score		2024	2023	2022	2021	2020	2019	2018	2017	2016	2015	2014	2013	2012	2011
	Halebop	401	334	303	347										
	Scorett	402	387	371	377	297	334	301	249	245	246	230	202		
	Budget	403	342	347	320	341	346	303	282	260	249	225	219	200	
	Solresor	404	345	354	345	295	319	224	232	194	157	139	150		
	Attendo	405	413	398	379	317									
	CDON	406	350	291	297										
	Red Bull	407	398	394	372										
	Resurs Bank	408	315	301	384	345									
	VERO MODA	409	362	374	339	276	300	312	274						
	Fiat	410	409	403	369	368	348	324	265	257	239	229	211	198	98
	Oreo	411	376	348	386	376	307	297							
	Sverigetaxi	412	358	373	351	354	278	250	251	226	224	214	182	151	
	Nelly.com	413	310	329	316	302	331	292							
	Air France	414	411	406	375	374	352	272	271	247	231	226	206	199	141
	BikBok	415	391	396	371	347	338								
	Gina Tricot	416	410	390	338	267	317	263	219	235	221	183	205	177	97
	Santander Consumer Bank	417	408	320	381	371	340	310	277	230	228	235	227	195	151
	Brothers	418	399	389	322	283	328	314	255	237	200	190	226		
	ZARA	419	384	332	344	291	292	294	215	261	237	216	208	192	
	Amazon	420	353	401	360										
	Deichmann	421	404	405	362	355	324	296	273	263	250	233	218		
	Danone	422	371	369	254	314	299	309	245	221	229	193			
	Collector Bank	423	407	397											
	Glitter	424	392	375	378	373	316								
	X (formerly Twitter)	425	412	326	364	349	288	215	178	154					
	LensWay	426	397	378	343	331	335								
	Marginalen Bank	427	405	384	359	369	342								
	Ryanair	428	416	407	390	366	353	323	285	265	253	242	228		
	Unibet	429	414	400	385	380	351	325	284						
	LeoVegas	430	417	409	389	378	355								
	Betsson	431	415	404	387	379	350	326	286						
8%	Maria Casino	432	418	408	383	381	354								

Sweden industry ranking 2024

Industry overview 2024

Ranking of industries

The industry ranking overview shows how industries overall are perceived on sustainability according to Swedish 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 Swedish consumers.

Ranking position	Industry
1	Pharmacies
2	Grocery stores
3	Governmental institutions
4	Insurance
5	Hotels
6	Hygiene & cleaning
7	Electricity & heating
8	Food
9	Forest owners
10	Beauty
11	Digital services
12	Furniture & decoration - stores
13	Pension
14	Hobby & leisure
15	Travel & tourism
16	Clothes & fashion - brands
17	Opticians
18	Beverage
19	Passenger transport
20	Vehicle inspection & service
21	E-commerce
22	Automotive
23	Furniture & decoration - brands
24	Parcels & logistics
25	Home appliances & electronics - stores
26	Real estate
27	Home appliances & electronics - brands
28	Healthcare providers
29	Restaurants, cafes & take-away
30	Fuel
31	Clothes & fashion - stores
32	Banks
33	Consumer goods corporations
34	Telecommunications
35	Airlines
36	Gambling & lottery

Industry winner

The industry winner overview shows the brands that are perceived as the most sustainable brand within their specific industry according to Swedish 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™ 2024.

Ranking position	Industry	Brand
1	Änglamark	Food
2	Grumme	Hygiene & cleaning
3	Folkhälsomyndigheten	Governmental institutions
4	Systembolaget	Grocery stores
5	IKEA	Furniture & decoration - stores
10	Apoteket	Pharmacies
13	Matsmart	E-commerce
14	SJ	Passenger transport
17	Fjällräven	Clothes & fashion - brands
20	Naturkompaniet	Clothes & fashion - stores
23	Vattenfall	Electricity & heating
25	Skansen	Travel & tourism
26	MAX	Restaurants, cafes & take-away
28	Volvo Cars	Automotive
30	Länsförsäkringar	Insurance
31	Scandic Hotels	Hotels
40	Swish	Digital services
44	The Body Shop	Beauty
55	Arvid Nordquist	Beverage
64	Södra Skogsägarna	Forest owners
67	Plantagen	Hobby & leisure
74	Bilprovningen	Vehicle inspection & service
75	KPA Pension	Pension
87	HSB	Real estate
90	Essity	Consumer goods corporations
107	Svenska Postkodlotteriet	Gambling & lottery
117	KRY	Healthcare providers
120	PostNord	Parcels & logistics
128	Electrolux	Home appliances & electronics - brands
139	Synsam	Opticians
141	Telia	Telecommunications
145	Handelsbanken	Banks
156	Kjell & Company	Home appliances & electronics - stores
162	Kosta Boda	Furniture & decoration - brands
173	Circle K	Fuel
242	SAS	Airlines

1st

Out of the total 36 industries measured,
the industry Pharmacies ranks 1st

Pharmacies

Ranking
position

Brand

10	Apoteket
24	Apotek Hjärtat
50	Kronans Apotek
247	DOZ Apotek

2nd

Out of the total 36 industries measured,
the industry Grocery stores ranks 2nd

Grocery stores

Ranking
position

Brand

4	Systembolaget
9	Coop
15	ICA
35	Willys
79	Axfood
86	Lidl
89	Hemköp
103	City Gross
398	Tempo

3rd

Out of the total 36 industries measured,
the industry Governmental institutions ranks 3rd

Governmental institutions

Ranking
position

Brand

3	Folkhälsomyndigheten
6	Polisen
21	Försvarsmakten
68	Pensionsmyndigheten
73	Skatteverket
165	Försäkringskassan
176	Arbetsförmedlingen
271	Migrationsverket

4th

Out of the total 36 industries measured,
the industry Insurance ranks 4th

Insurance

Ranking
position

Brand

30	Länsförsäkringar
34	Folksam
85	Agria Djurförsäkring
96	Trygg-Hansa
136	If

5th

Out of the total 36 industries measured,
the industry Hotels ranks 5th

Hotels

Ranking
position

Brand

31	Scandic Hotels
66	Clarion Hotel
69	Clarion Collection Hotel
70	Quality Hotel
76	Elite Hotels
94	Comfort Hotel
142	First Hotels
164	Radisson Blu
240	Best Western

6th

Out of the total 36 industries measured,
the industry Hygiene & cleaning ranks 6th

Hygiene & cleaning

Ranking
position

Brand

2	Grumme
8	Skona
41	Serla
82	Lambi
115	YES
178	Libero
213	Via
216	Pampers
257	A+
305	Colgate
370	Pepsodent

7th

Out of the total 36 industries measured,
the industry Electricity & heating ranks 7th

Electricity & heating

Ranking
position

Brand

23	Vattenfall
29	Skellefteå Kraft
46	GodEl
83	E.ON
92	Fortum
99	Jämtkraft
100	Telge Energi
135	Öresundskraft
137	Mälarenergi
138	Göteborg Energi
147	Stockholm Exergi
158	Mölndal Energi
174	Ellevio
189	Bixia

8th

Out of the total 36 industries measured,
the industry Food ranks 8th

Food

Ranking position	Brand	Ranking position	Brand	Ranking position	Brand
1	Änglamark	63	Oddlygood	225	Ekströms
7	Lantmännen	78	Alpro	226	Fazer
11	Saltå Kvarn	106	Valio	229	Kavli
12	ICA I love Eco	116	Zeta	232	Santa Maria
16	Arla	119	Paulúns	234	Barilla
18	Kung Markatta	124	Garant	249	Cloetta
19	Polarbröd	129	Skogaholm	266	Guldfågeln
22	Urtekram	140	Scan	276	Semper
27	Norrmejerier	148	Risenta	277	Kockens
32	Oatly	150	Dafgårds	279	Fontana
33	GoGreen	151	Yoggi	284	Kronfågel
36	Leksands Knäckebröd	152	Frebaco	285	Heinz
38	Planti	154	Abba	291	Rydbergs
39	AXA	160	Felix	310	Magnum
43	Bregott	167	Findus	313	Marabou
48	Pågen	169	OLW	316	Knorr
51	Skånemejerier	184	Lönneberga	337	Eldorado
53	Svenska Lantchips	197	Ben & Jerry's	343	Ballerina
54	Wasabröd	198	Kalles Kaviar	377	Pringles
60	Hälsans Kök	209	Estrella	383	Tulip
61	Kungsörnen	217	Göteborgs Kex	411	Oreo

9th

Out of the total 36 industries measured,
the industry Forest owners ranks 9th

Forest owners

Ranking
position

Brand

64	Södra Skogsägarna
104	Sveaskog
110	SCA
149	Stora Enso
211	Holmen
221	Billerud

10th

Out of the total 36 industries measured,
the industry Beauty ranks 10th

Beauty

Ranking
position

Brand

44	The Body Shop
47	ACO
95	LUSH
168	Rituals
180	Lumene
210	Dove
245	Nivea
280	Normal
286	KICKS

11th

Out of the total 36 industries measured,
the industry Digital services ranks 11th

Digital services

Ranking
position

Brand

40	Swish
49	Kivra
88	Spotify
123	Google
125	Microsoft
272	Youtube
363	Facebook
425	X (formerly Twitter)

12th

Out of the total 36 industries measured, the industry Furniture & decoration - stores ranks 12th

Furniture & decoration - stores

Ranking position Brand

5	IKEA
203	Designtorget
206	Hemtex
214	Mio
239	Granit
251	Cervera
282	JYSK
306	Lagerhaus

13th

Out of the total 36 industries measured,
the industry Pension ranks 13th

Pension

Ranking
position

Brand

75	KPA Pension
84	AMF
196	SPP
219	Skandia
348	Alecta

14th

Out of the total 36 industries measured,
the industry Hobby & leisure ranks 14th

Hobby & leisure

Ranking
position

Brand

67	Plantagen
72	Clas Ohlson
81	Blomsterlandet
97	Husqvarna
111	Lego
144	Fiskars
157	Biltema
186	Jula
194	Byggmax
235	BAUHAUS
252	Rusta
259	ÖoB
303	HORNBACH
314	K-Bygg
382	DollarStore

15th

Out of the total 36 industries measured,
the industry Travel & tourism ranks 15th

Travel & tourism

Ranking
position

Brand

25	Skansen
56	Liseberg
62	Kolmården
159	SkiStar
183	Gröna Lund
250	TUI
274	Ving
304	Apollo
312	Stena Line
321	Tallink / Silja Line
352	Viking Line
404	Solresor

16th

Out of the total 36 industries measured, the industry Clothes & fashion - brands ranks 16th

Clothes & fashion - brands

Ranking
position

Brand

17	Fjällräven
65	Haglöfs
114	The North Face
118	Houdini
161	Peak Performance
243	Nike
268	Adidas
294	Acne Studios
299	Vagabond
311	GANT
326	Puma
338	Björn Borg
350	Reebok
353	Filippa K

17th

Out of the total 36 industries measured,
the industry Opticians ranks 17th

Opticians

Ranking
position

Brand

139	Synsam
175	Synoptik
192	Specsavers
296	Smarteyes

18th

Out of the total 36 industries measured,
the industry Beverage ranks 18th

Beverage

Ranking position	Brand	Ranking position	Brand
55	Arvid Nordquist	289	Kopparbergs
58	Ramlösa	315	Trocadero
59	Loka	324	Sprite
77	Kivik	327	Pepsi
98	Zoégas	351	Heineken
108	ProViva	380	Nespresso
126	Löfbergs	395	Fanta
130	God Morgon	407	Red Bull
134	Gevalia		
188	Bravo		
237	Spendrups		
253	Norrlands Guld		
258	Carlsberg		
264	Åbro		
269	Coca-Cola		
278	Absolut Vodka		
283	Mariestads		

19th

Out of the total 36 industries measured,
the industry Passenger transport ranks 19th

Passenger transport

Ranking
position

Brand

14	SJ
57	SL
80	Västtrafik
91	Skånetrafiken
93	MTRX
101	Arlanda Express
113	Vy Flygbussarna
132	Flixbus
334	Taxi Stockholm
360	Sixt
369	Mabi
384	Europcar
385	Uber
388	Hertz
393	TaxiKurrir
399	Avis
403	Budget
412	Sverigetaxi

20th

Out of the total 36 industries measured,
the industry Vehicle inspection & service ranks 20th

Vehicle inspection & service

Ranking
position

Brand

74	Bilprovningen
170	Besikta
261	Opus
301	MECA
322	Mekonomen

21st

Out of the total 36 industries measured,
the industry E-commerce ranks 21st

E-commerce

Ranking position	Brand	Ranking position	Brand
13	Matsmart	406	CDON
37	Blocket	413	Nelly.com
45	Tradera	420	Amazon
52	Apotea.se	426	LensWay
127	Mathem		
131	Adlibris		
143	Linax matkasse		
204	MEDS.se		
267	Middagsfrid		
270	Lyko		
300	Ellos		
325	Royaldesign.se		
328	Zalando		
335	Dustin Home		
345	bygghemma.se		
362	Jollyroom		
396	Boozt.com		

22nd

Out of the total 36 industries measured,
the industry Automotive ranks 22nd

Automotive

Ranking position	Brand
28	Volvo Cars
102	Tesla
121	Toyota
122	Volkswagen
163	KIA
202	BMW
223	Audi
290	ŠKODA
293	Mercedes-Benz
329	Bilia
359	Hedin Bil
372	Nissan
400	Renault
410	Fiat

23rd

Out of the total 36 industries measured, the industry Furniture & decoration - brands ranks 23rd

Furniture & decoration - brands

Ranking position Brand

162	Kosta Boda
166	Rörstrand
182	Orrefors
193	Hästens
224	Iittala
317	Royal Copenhagen
366	Lexington

24th

Out of the total 36 industries measured,
the industry Parcels & logistics ranks 24th

Parcels & logistics

Ranking
position

Brand

120	PostNord
208	Bring
222	DB Schenker
265	DHL
376	UPS

25th

Out of the total 36 industries measured, the industry
Home appliances & electronics - stores ranks 25th

Home appliances & electronics - stores

Ranking Brand
position

156	Kjell & Company
172	Elgiganten
190	NetOnNet
207	Elon
238	Webhallen
368	Power
373	Teknikmagasinet

26th

Out of the total 36 industries measured,
the industry Real estate ranks 26th

Real estate

Ranking
position

Brand

87	HSB
105	Riksbyggen
199	Skanska
220	Familjebostäder
231	PEAB
287	Svenska bostäder
307	JM
341	Wallenstam
367	Rikshem
381	Balder

27th

Out of the total 36 industries measured, the industry
Home appliances & electronics - brands ranks 27th

Home appliances & electronics - brands

Ranking
position

Brand

128	Electrolux
201	Miele
212	Philips
227	Siemens
228	Bosch Home
230	Samsung
254	Apple
273	Cylinda
320	Sony
336	Canon
340	LG

28th

Out of the total 36 industries measured,
the industry Healthcare providers ranks 28th

Healthcare providers

Ranking
position

Brand

117	KRY
146	Humana
205	Doktor24
248	Praktikertjänst
256	Capio
342	Vardaga
365	Aleris
405	Attendo

29th

Out of the total 36 industries measured, the industry
Restaurants, cafes & take-away ranks 29th

Restaurants, cafes & take-away

Ranking
position

Brand

26	MAX Burgers
109	McDonald's
233	Espresso House
262	Pressbyrån
275	Sibylla
288	Subway
295	Joe & the Juice
323	7-Eleven
354	Harrys
355	Burger King
364	O'Learys
374	Wolt
391	Wayne's Coffee
392	Foodora

30th

Out of the total 36 industries measured,
the industry Fuel ranks 30th

Fuel

Ranking
position

Brand
position

173	Circle K
215	OKQ8
260	Preem
330	INGO
347	St1
387	Shell

31st

Out of the total 36 industries measured, the industry Clothes & fashion - stores ranks 31st

Clothes & fashion - stores

Ranking position	Brand	Ranking position	Brand
20	Naturkompaniet	397	Skopunkten
71	Polarn O. Pyret	402	Scorett
133	Stadium	409	VERO MODA
177	Lindex	415	BikBok
179	KappAhl	416	Gina Tricot
191	INTERSPORT	418	Brothers
195	Åhléns	419	ZARA
218	XXL	421	Deichmann
241	INDISKA	424	Glitter
244	Team Sportia		
281	H&M		
292	Dressmann		
332	MQ Marqet		
344	DinSko		
356	Monki		
361	Cubus		
386	JACK & JONES		

32nd

Out of the total 36 industries measured,
the industry Banks ranks 32nd

Banks

Ranking
position

Brand

145	Handelsbanken
153	ICA Banken
171	Swedbank
181	SBAB
185	Klarna
187	Avanza Bank
246	SEB
255	Nordea
298	Nordnet Bank
318	Ikano Bank
371	Danske Bank
375	FOREX
408	Resurs Bank
417	Santander Consumer Bank
423	Collector Bank
427	Marginalen Bank

33rd

Out of the total 36 industries measured, the industry Consumer goods corporations ranks 33rd

Consumer goods corporations

Ranking position Brand

90	Essity
155	Orkla
331	Johnson & Johnson
346	Procter & Gamble (P&G)
378	Nestlé
379	Unilever
390	L'Oréal Paris
422	Danone

34th

Out of the total 36 industries measured,
the industry Telecommunications ranks 34th

Telecommunications

Ranking
position

Brand

141	Telia
309	Telenor
319	Tele2
339	Hallon
349	Tre (3)
357	Comviq
401	Halebop

35th

Out of the total 36 industries measured,
the industry Airlines ranks 35th

Airlines

Ranking
position

Brand

242	SAS
263	BRA (Braathens Regional Airlines)
297	Finnair
308	Lufthansa
333	KLM
358	Norwegian
389	British Airways
414	Air France
428	Ryanair

36th

Out of the total 36 industries measured,
the industry Gambling & lottery ranks 36th

Gambling & lottery

Ranking
position

Brand

107	Svenska Postkodlotteriet
112	Svenska Spel
236	ATG
394	MrGreen
429	Unibet
430	LeoVegas
431	Betsson
432	Maria Casino

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 have become a trusted partner for well-known and established brands. We provide actionable insights on how sustainability affects branding, communication, and business development, helping brands to make informed decisions and transform into sustainable brands.

"We believe sustainability is at the core of the successful brands of tomorrow, and our job is to guide brands in their transformation."

Our business areas

More about our offerings on page 7.



Sustainable
Brand Index™



Tailored research
and reports



Tailored lectures
and seminars

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**SUSTAINABLE
BRAND INDEX**
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