



SUSTAINABLE  
BRAND INDEX

by SB Insight

# The Netherlands

Official report – Europe's largest  
brand study on sustainability

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](#)



# Welkom!

With great excitement, we bring you the 14<sup>th</sup> 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.

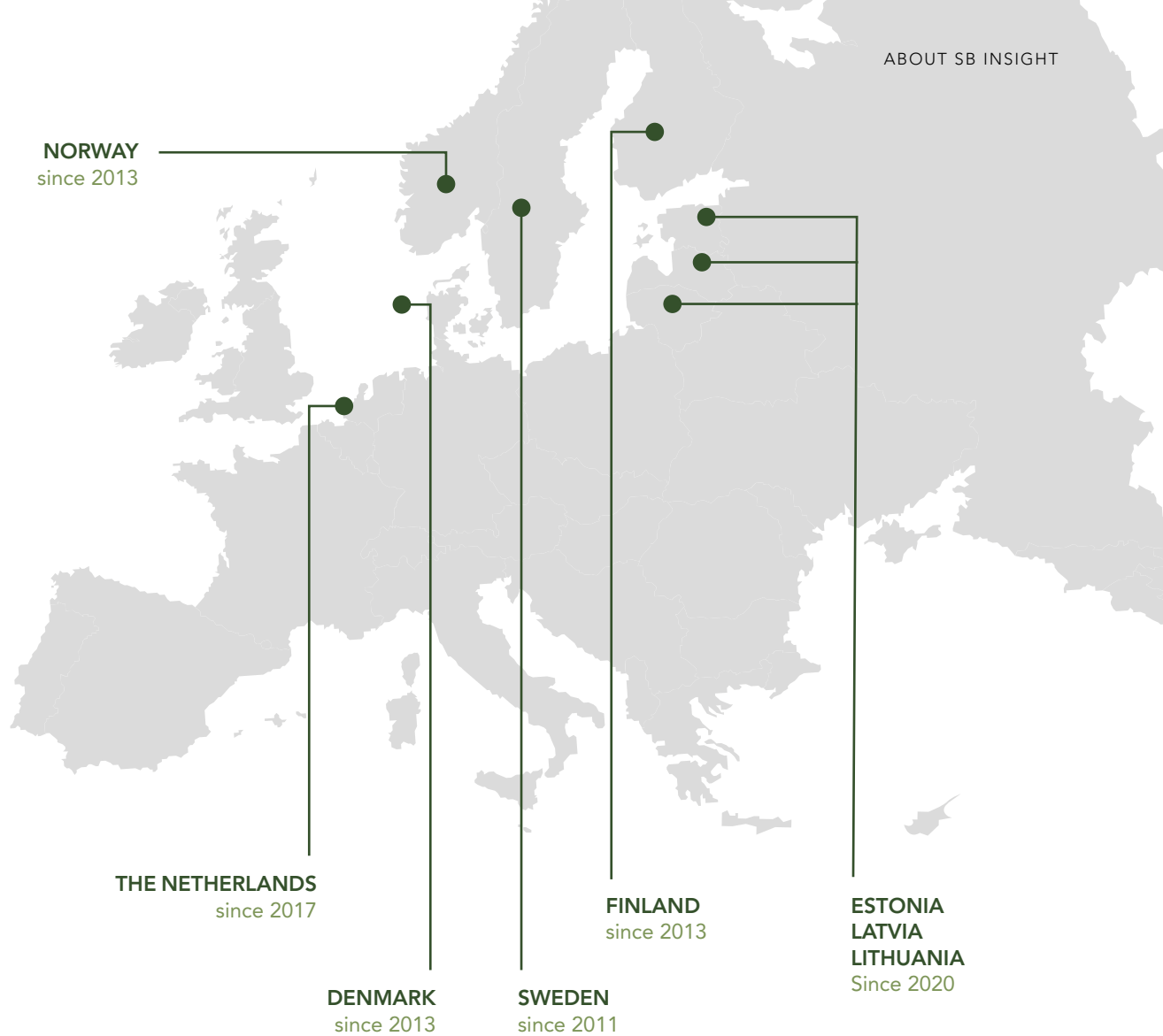
Differences in results between different brands/parameters/years in this report may lie within the margin of error and are thus not statistically significant.



## 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

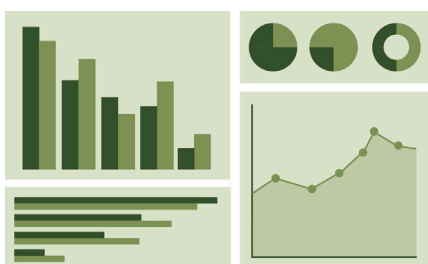
This is the (electric) Rolls-Royce of our reports. It is 100% customised to your needs and current challenges. Our team of experts will work closely with you to provide the most relevant and actionable insights and recommendations based on your needs and internal conditions.



### PERCEPTION VS. PERFORMANCE

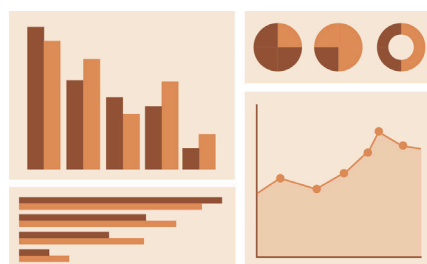
Our newest report, including a long-awaited performance dimension. The report compares your sustainability performance and perception based on ten sector-agnostic areas of the ESRS / CSRD.

## 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

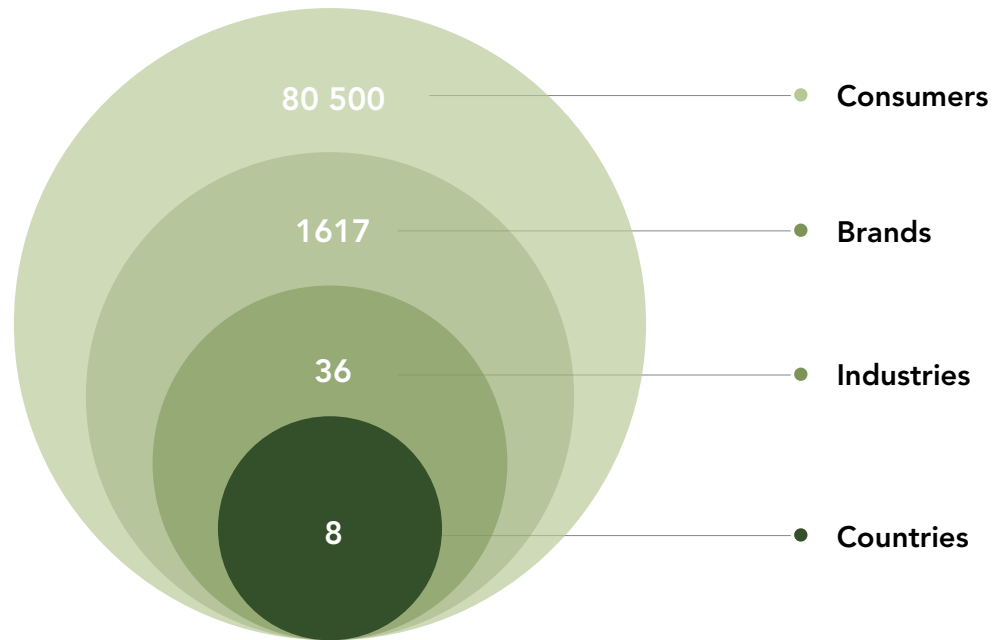
A tailored project within sustainability, branding and/or communication based on a topic or question identified by the client. A data-driven approach and in-depth analysis on the topic, as well as strategic recommendations and advice forward.



### 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
<b>Total</b>	<b>80 500</b>	<b>1617</b>	<b>36</b>



# 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 14<sup>th</sup> 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.

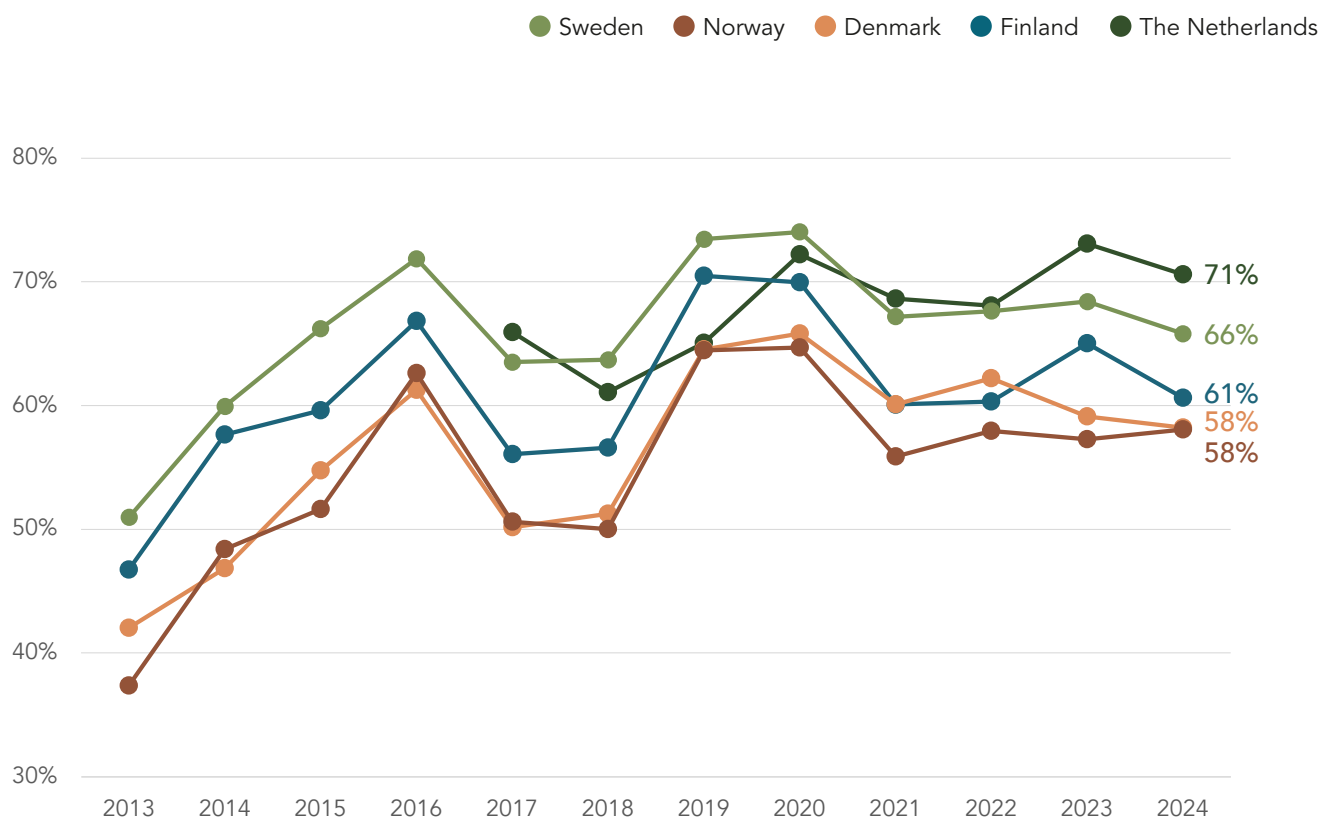
This is an important reminder for brands and marketers that decisions and investments in sustainability made today will have long-term effects. As the global landscape stabilises and consumer priorities once again change – a commitment to sustainability will distinguish forward-thinking brands.

## 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.

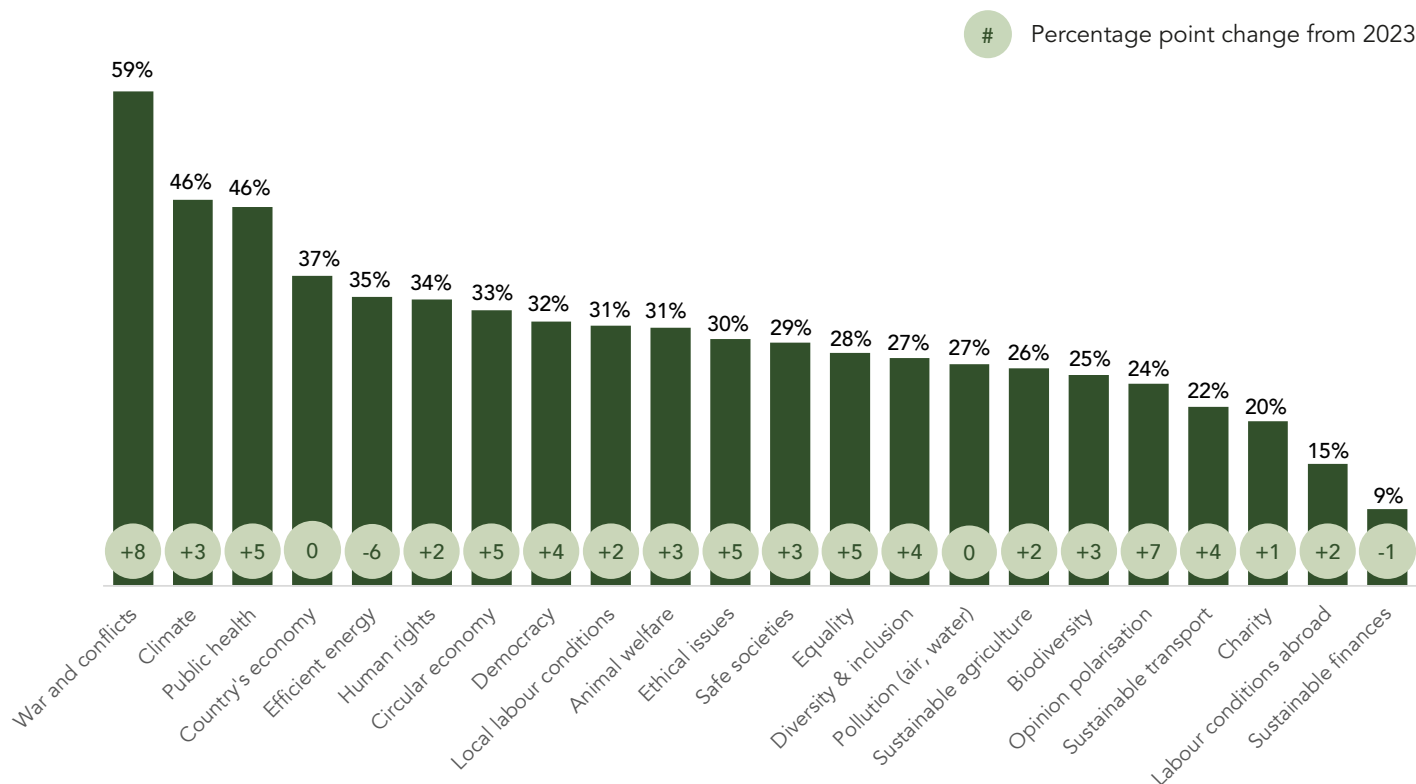
The emphasis on climate change, public health, and other sustainability topics directly influences consumer behaviour and brand perceptions and highlights the need for brands to clearly communicate their contributions to these critical issues. In 2024, discussions on sustainability topics across the 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

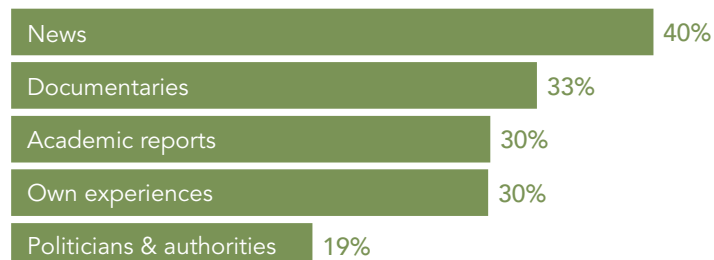


# Top five information sources

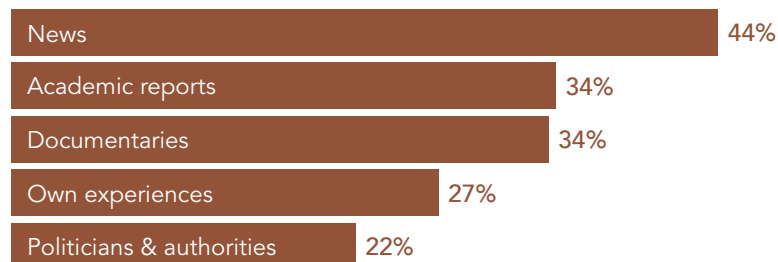
When looking at the information sources that shape consumer interest in sustainability, News reporting is the leading influence across all countries, with the exception of the Netherlands which places documentaries as number one. Mainstream media still plays a significant role in spreading knowledge 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

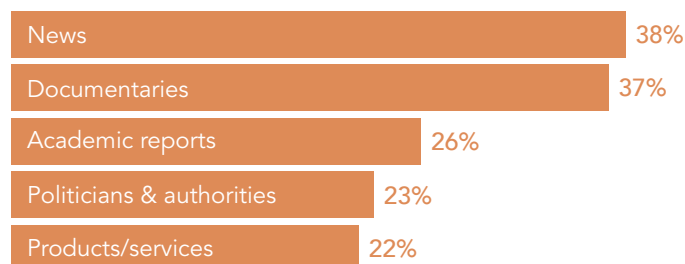
### Sweden



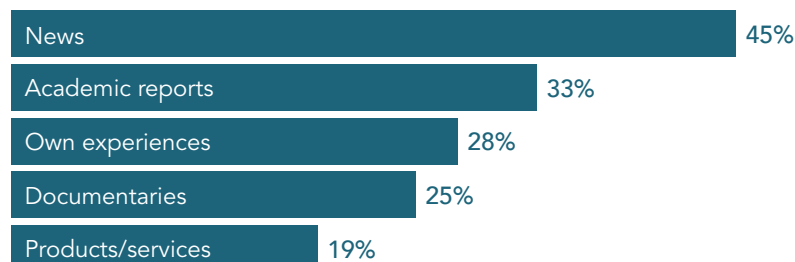
### Norway



### Denmark



### Finland



### The Netherlands

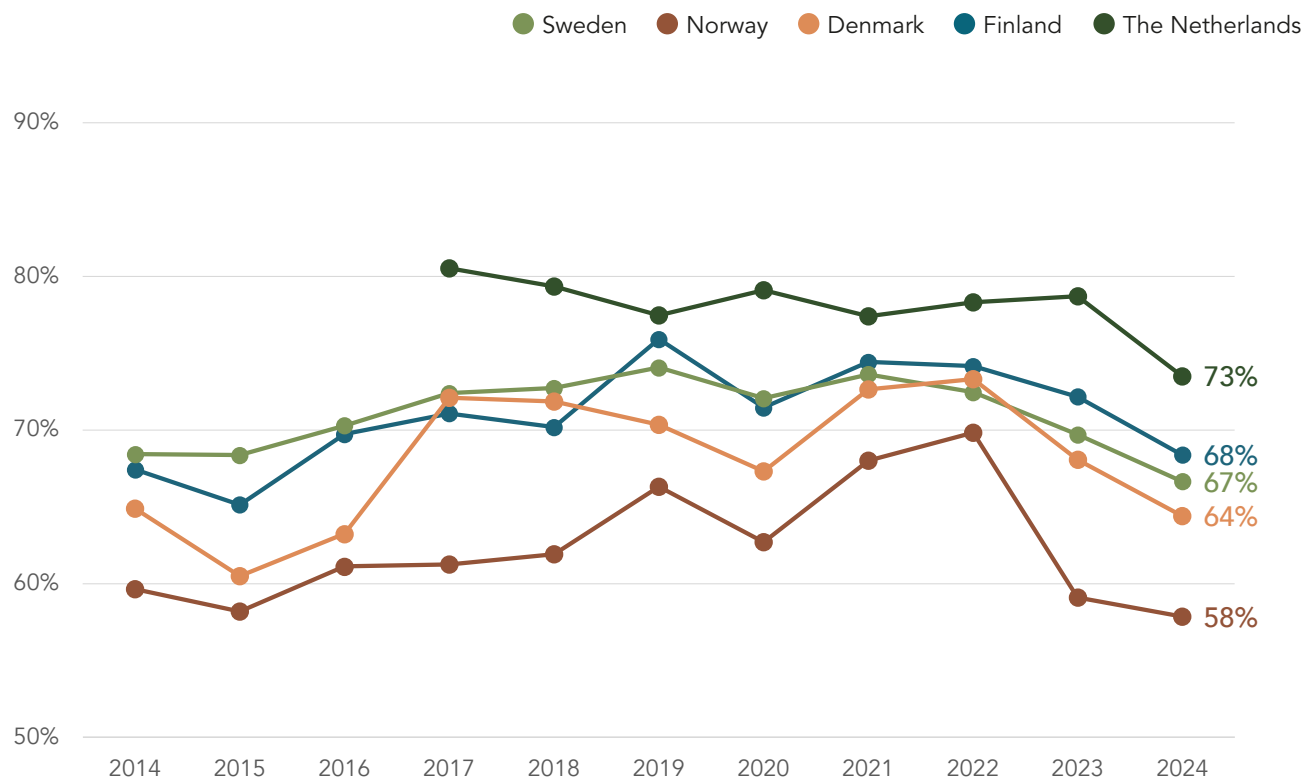


# Confusion and economic pressure affect sustainable purchase decisions

This year, our data shows 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 affects 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

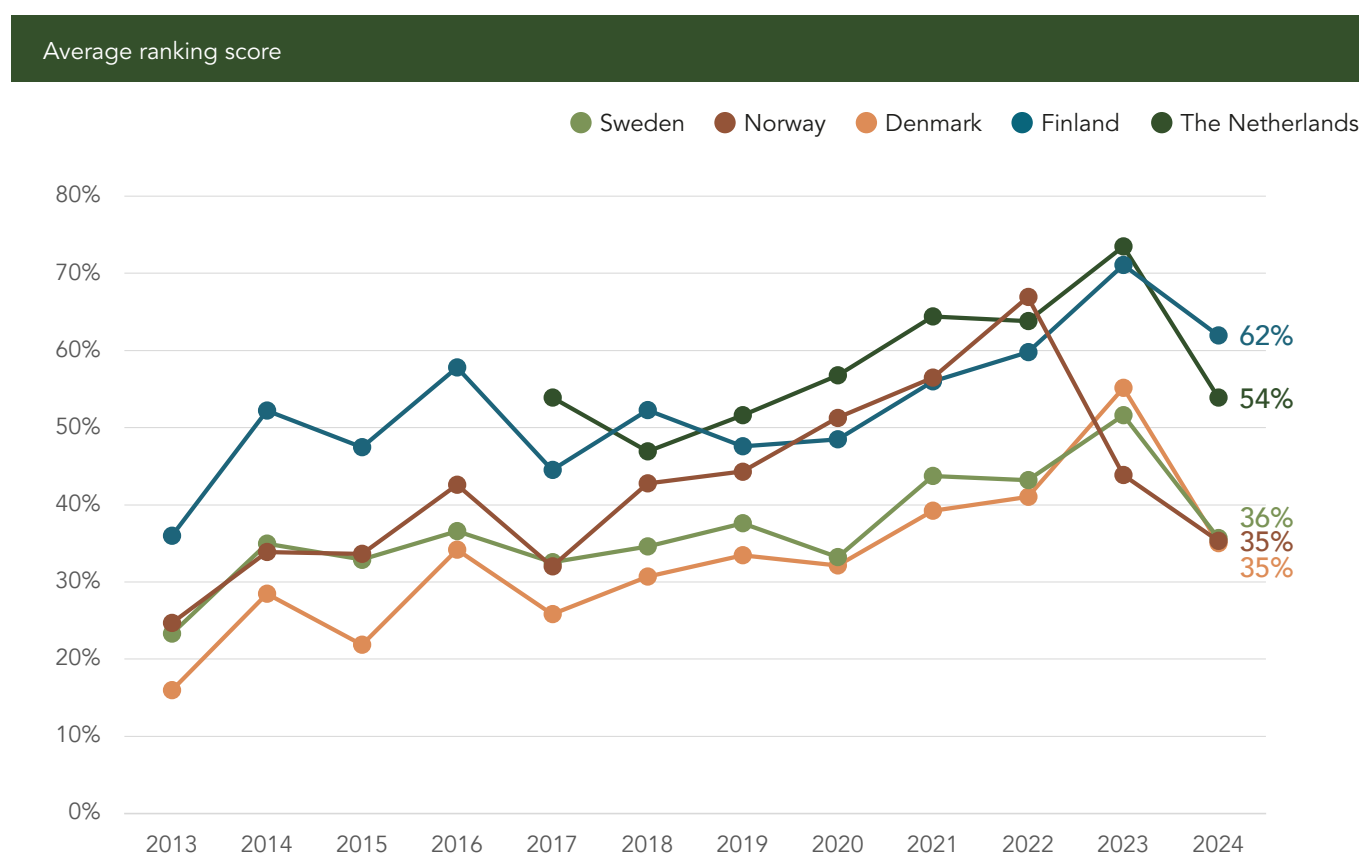
The 2024 Sustainable Brand Index™ ranking marks a departure from last year's positive trends, with a sharp decline in sustainability ranking scores across all markets. Despite previous gains in Sweden, Denmark, Finland, and the Netherlands, these countries now follow Norway's previous downturn.

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

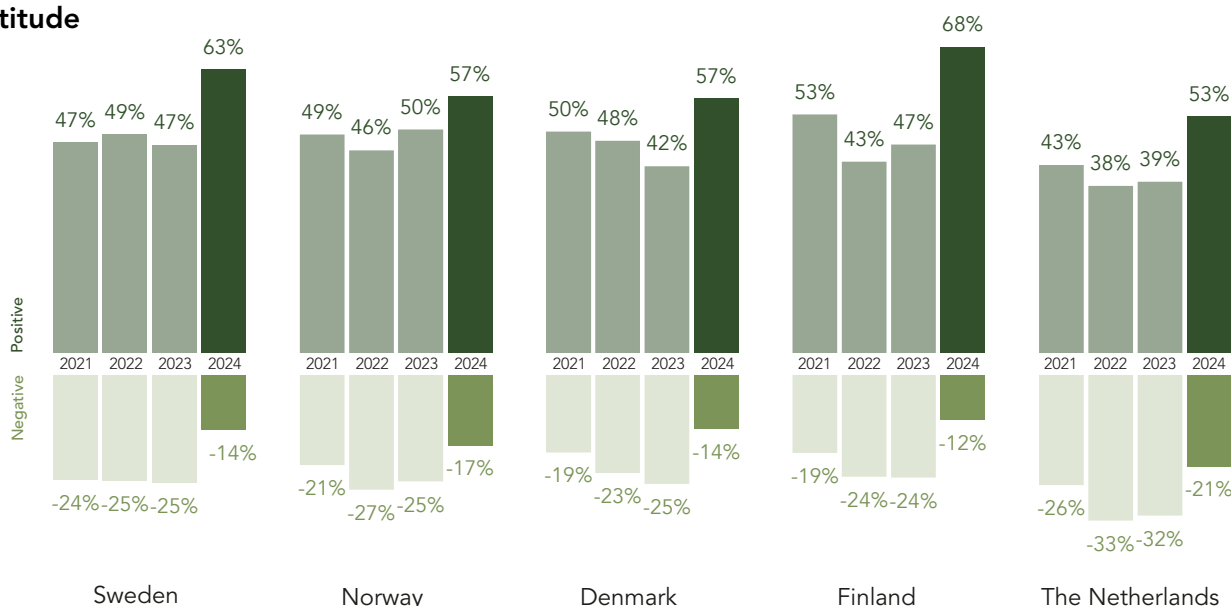
As we look into the current landscape of corporate sustainability communication, our findings show significant changes. Our analysis for 2024 shows an increase in positive consumer attitude towards corporate sustainability communication across all countries. Notably, Finland shows the highest positivity 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.

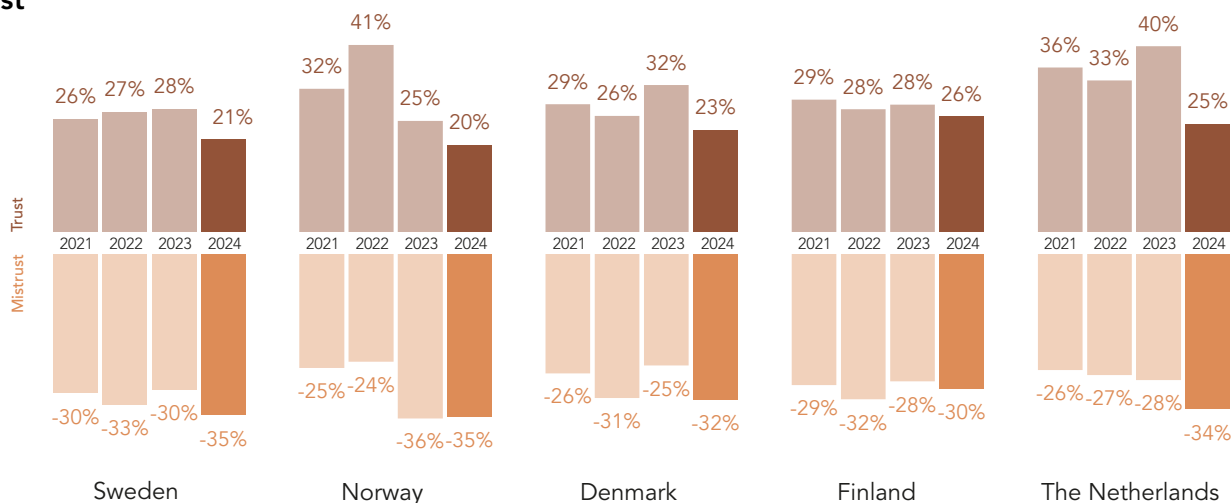
“  
Our data shows that the three most important factors for building consumer trust are transparency, evidence and clarity.”

## Attitude and trust towards corporate sustainability communication

### Attitude



### Trust



# Behaviour groups

The background is a dark, textured surface with a large, vibrant orange circular brushstroke that dominates the center. Inside the circle, there is a dark, almost black silhouette of a person's head and shoulders, looking downwards. The overall aesthetic is artistic and abstract, with scattered small specks of color throughout.

**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**

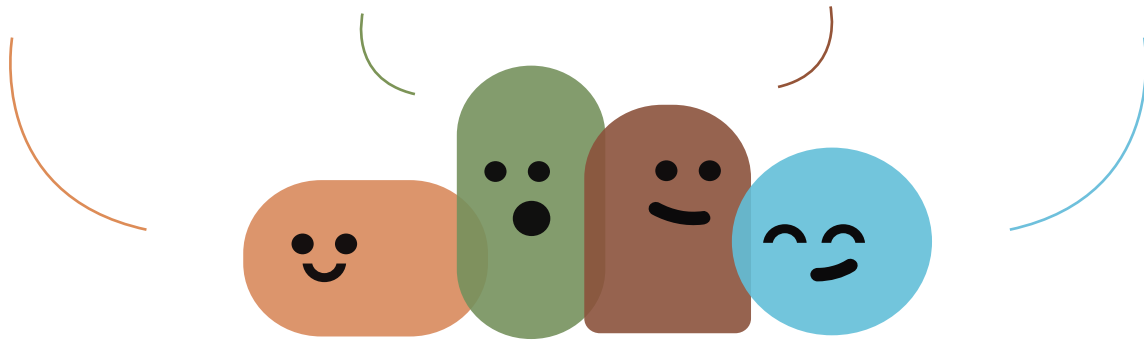
Follower – believes that sustainability can be rather interesting, especially when it is trendy.

**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 the Netherlands

Ego

Position	Brand
1	Tony's Chocolonely
2	Dopper
3	IKEA
4	Zonnatura
5	Spa

Moderate

Position	Brand
1	Greenchoice
2	Ekoplaza
3	De Vegetarische Slager
4	Tony's Chocolonely
5	Dopper

Smart

Position	Brand
1	Tony's Chocolonely
2	De Vegetarische Slager
3	Dopper
4	Marktplaats
5	Ekoplaza

Dedicated

Position	Brand
1	Tony's Chocolonely
2	De Vegetarische Slager
3	Ekoplaza
4	Greenchoice
5	Marktplaats

# Developments 2023–2024

As we analyse the behaviour groups' movements from 2023 to 2024 across all markets, we see the continuation of a development from last year: The Smart group, focusing on sustainability and affordability, is declining, while the Ego group, emphasising personal convenience and cost, is on the rise—a reflection of broader shifts towards immediate personal benefits over long-term sustainable value. Smart and Ego have notably diverged from each other in the Nordic markets.

This trend has not yet reached the Netherlands. Yet, as we step into 2024, a slight shift is becoming noticeable. The Smart group is starting to decline while the Ego group is on the rise, hinting that they are moving closer to each other. This development, slightly different from what we can see in the Nordics, might be a sign of what's next for the Dutch market, where Ego for the first time could outpace the Smart behaviour group.

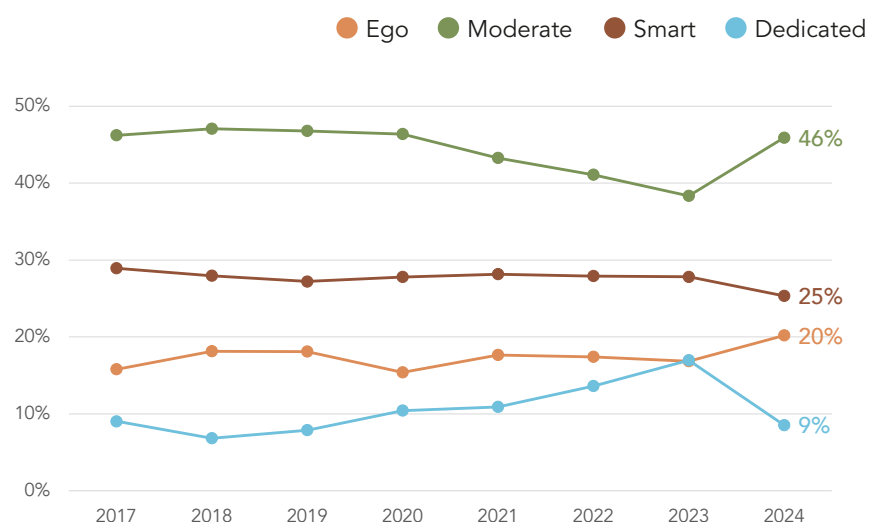
The crossing of paths between the Smart and Ego groups in the Nordic markets signifies the broader shifts, which are further highlighted by the fact that Opinion polarisation has developed as one of the most discussed topics in almost all the markets we monitor.

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.

Behaviour group development in the Netherlands



# The Netherlands 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.

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# The Dutch ranking 2024

## Industries measured in the Netherlands:

Airlines  
Automotive  
Banks  
Beauty  
Beverage  
Clothes & fashion  
Consumer goods corporations  
Digital  
E-commerce  
Energy  
Food  
Furniture & decoration  
Grocery stores  
Health insurance  
Hobby & leisure  
Holiday parks  
Hotels  
Mobility  
Pharmacies  
Restaurants, cafes & take-away  
Telecommunications  
Travel & tourism

**Industries  
measured in  
the Netherlands:**

**22**

**Brands  
measured in  
the Netherlands:**

**223**

**Consumers  
surveyed in  
the Netherlands:**

**12000**



## 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

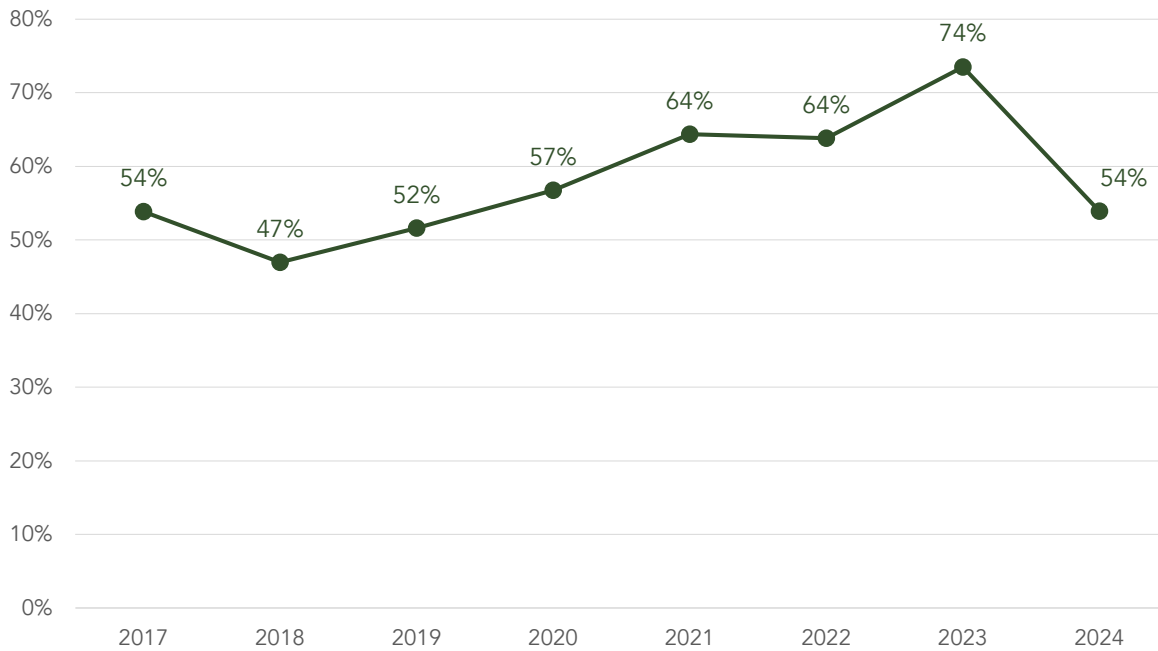
The basis for the ranking in Sustainable Brand Index™ is the UN Global Goals for Sustainable Development (SDGs). The evaluation is done on an overarching level with the goals as a basis for the definition. Each goal is categorised according to the area (environment or social) in which it belongs.



## 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 Dutch ranking score



## The positive trend for Dutch brands has drastically been broken

After a long period of positive developments, the sustainability landscape in the Netherlands has shifted notably in 2024. Our data reveals a significant decline in the positivity towards brands' sustainability efforts – the average SBI ranking score plummets from 74% in 2023 to 54% in 2024—a 20 percentage-point drop, marking the largest decrease since our study began.

This overall decline is mainly due to the challenges brands face in reaching consumers. Diminished brand communication, closely tied to economic factors affecting media spending, has led to consumers being less frequently reminded of a brand's presence or its sustainability messages, negatively impacting consumer perception.

Furthermore, a fear of potential criticism, particularly accusations of greenwashing—making false or unclear sustainability claims—has led brands to reduce their communication. This anxiety extends even to brands actively making positive sustainability efforts, who may undercommunicate their achievements due to fear of backlash, a phenomenon known as greenhushing.

Sustainability remains a relevant topic, with climate change ranked second among the Dutch respondents' most discussed sustainability issues. But shifting priorities

and the growing complexity of sustainability challenges have made it difficult for consumers to grasp the extent of brands' efforts, leading to confusion and, consequently, indifference.

This year's ranking highlights certain trends, with distinctiveness and passive brand drivers playing a significant role in the performance of specific brands. Examples include Tony's Chocolonely, Ecoplaza, De Vegetarische Slager, Dopper, and NS, demonstrating how distinctiveness or being state-owned can benefit a brand, offering consumers simplicity in a fragmented reality.

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 ↑	2024 largest droppers ↓
1 Côte d'or +77	1 CONO Kaasmakers -80
2 energiedirect.nl +71	2 Procter & Gamble -75
3 Kanis & Gunnink +66	3 Dormio Resorts & Hotels -58

# Top 10 2024



01

Tony's Chocolonely



02

Ekoplaza



03

De Vegetarische  
Slager



04

Dopper



05

Greenchoice



06

IKEA



07

Zonnatura



08

NS












09

HEMA



10

Dille & Kamille

<b>1. Tony's Chocolonely</b> 	58. Rabobank	115. Karwei	172. Uber
2. Ekoplaza 	59. Volvo Cars	116. Calvé	173. Kwantum
3. De Vegetarische Slager	60. Yumeko	117. NESCAFÉ	174. Heineken
4. Dopper	61. Kneipp	118. Honig	175. SPAR
5. Greenchoice 	62. PLUS	119. Blokker	176. Mercedes-Benz
6. IKEA 	63. Eneco	120. Microsoft	177. Goossens
7. Zonnatura	64. MUD Jeans 	121. Aviko	178. Sprite
8. NS 	65. Essent	122. Old Amsterdam	179. Novotel
9. HEMA 	66. Zeeman	123. Iglo	180. MAGGI
10. Dille & Kamille	67. Nivea	124. Volkswagen	181. Amazon
11. ANWB	68. KPN 	125. Starbucks	182. Action
12. ASN Bank 	69. Knab	126. The Student Hotel	183. WE Fashion
13. Oatly	70. Etos	127. De Ruijter	184. Croma
14. The Body Shop 	71. La Place 	128. ABN AMRO	185. M&M's
15. Alpro	72. Campina Botergoud	129. Fletcher Hotels	186. Fanta
16. Marktplaats 	73. Activia	130. Apple	187. Bavaria
17. Zuivelhoeve	74. VGZ	131. Xenos	188. Mercure
18. Weleda	75. Bolletje	132. Nike	189. KitKat
19. Vivera	76. CZ	133. Achmea	190. Amstel
20. Lidl	77. Decathlon	134. H&M	191. Shell
21. Spa 	78. Auping	135. Andrélon	192. Leen Bakker
22. Arla	79. Dirk	136. Coca-Cola	193. KLM 
23. Vandebron	80. Google 	137. Odido	194. Peugeot
24. Albert Heijn	81. ENGIE	138. Hertog	195. KFC
25. Vattenfall	82. Toyota	139. Bona	196. Schiphol
26. Valess	83. Praxis	140. Lindt	197. Subway
27. HAK	84. Blue Band	141. Knorr	198. MediaMarkt
28. Tesla 	85. Maaslander	142. Unox	199. Ford
29. Triodos Bank	86. ALDI	143. Verstegen	200. Beter Bed
30. Coolblue	87. ING	144. Airbnb	201. Mars
31. Campina	88. Bonduelle	145. Danio	202. ZARA
32. LUSH	89. Zaanlander	146. Vodafone	203. Renault
33. FrieslandCampina 	90. energiedirect.nl	147. Zalando	204. ibis
34. Garden Gourmet	91. C&A	148. Alliander	205. Burger King
35. bol.com	92. Van der Valk 	149. Oxxio	206. TUI
36. ANWB Reizen 	93. Milner	150. KIA	207. Transavia
37. Optimel	94. Appelsientje	151. NH Hotel Group	208. FEBO
38. Arriva	95. CoolBest	152. ŠKODA	209. Pepsi
39. BeceL Pro Activ	96. Center Parks	153. Milka	210. Axe
40. Chaudfontaine	97. Nespresso	154. Unilever	211. Trendhopper
41. Innocent	98. GAMMA	155. Heinz	212. L'Oréal Paris
42. BeceL	99. Dormio Resorts & Hotels	156. Mora	213. Red Bull
43. Pickwick	100. Dove	157. Magnum	214. Corendon
44. a.s.r. 	101. Kanis & Gunnink	158. Europarcs	215. Procter & Gamble (P&G)
45. Jumbo	102. Côte d'or	159. Opel	216. Oad
46. Kruidvat 	103. Chocomel	160. Roompot Vakanties	217. Total
47. Sourcy	104. Verkade	161. Grolsch	218. BP
48. Philips	105. CONO Kaasmakers	162. De Bijenkorf	219. Sunweb
49. Rituals	106. Oasis Premium Resorts	163. Booking.com	220. Primark
50. Landal GreenParks 	107. Menzis	164. wehkamp	221. Esso
51. Almhof	108. McDonald's	165. Grand'Italia	222. easyJet
52. Ben & Jerry's	109. Budget Energie	166. BMW	223. Ryanair
53. Douwe Egberts	110. Lipton Ice Tea	167. Dr. Oetker	
54. Melkunie	111. Sanex	168. JYSK	
55. SNS Bank	112. Bertolli	169. Toblerone	
56. Beemster kaas	113. Nestlé	170. Ola	
57. Connexion	114. Nestlé Chocolate	171. Palmolive	

# The Netherland's most sustainable brand 2017-2024

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



# Ranking development 2017-2024

## 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
113%	Tony's Chocolonely	1	1	2	1	1	1	1	
	Ekoplaza	2							
101-120%	De Vegetarische Slager	3	2	1	2				
	Dopper	4	5						
	Greenchoice	5	8	3	3	2	2	3	1
	IKEA	6	11	9	6	5	7	5	2
	Zonnatura	7	6	4	5	7	3	4	3
	NS	8	23	6	8	6	6	10	
	HEMA	9	22	30	22	11	26	19	10
	Dille & Kamille	10	9						
	ANWB	11	7	5	4	3	5	6	
	ASN Bank	12	32	17	9	17	14	12	11
	Oatly	13	12	42	37	63	37		
	The Body Shop	14	24	13	16	20	13	13	12
	Alpro	15	14	8	14	21	12		
	Marktplaats	16	49						
	Zuivelhoeve	17							
81-100%	Weleda	18	17						
	Vivera	19	15	20	29				
	Lidl	20	13	18	26	28	19	20	22
	Spa	21	19	25	15				
	Arla	22	20	22	23	31	15	21	20
	Vandebron	23	10	19	7	9	21	7	27
	Albert Heijn	24	16	10	13	15	11	9	9
	Vattenfall	25	59	15	11	8	46	22	16
	Valess	26	4	7	25				
	HAK	27	29	12	21				
	Tesla	28	27	11	17	4	4	2	
	Triodos Bank	29	26	27	18	24	20	14	6
	Coolblue	30	47	37	49	37	49	38	74
	Campina	31	18	14	12	12	10	11	7
	LUSH	32	21						
	FrieslandCampina	33							
	Garden Gourmet	34	33	36	53				
	bol.com	35	36	34	30	26	36	31	44
	ANWB Reizen	36	25	33					
61-80%									

# Ranking development 2017–2024

2024 Score		2024	2023	2022	2021	2020	2019	2018	2017
	Optimel	37	35	29	44	33	29	39	42
	Arriva	38	72	64	59	50	24	56	
	Becel Pro Activ	39	31	32	24	16	17		
	Chaudfontaine	40	38	46	31				
	Innocent	41	54	52					
	Becel	42	30	38	34	23	16		
	Pickwick	43	45	31	39	22	30	15	14
	a.s.r.	44	89	77					
	Jumbo	45	40	24	20	27	25	23	23
	Kruidvat	46	60	58	65	42	66	69	65
	Sourcy	47	48	66	52				
	Philips	48	42	39	27	18	8	8	4
	Rituals	49	34	43	35	34	31	18	15
	Landal GreenParks	50	52	40	43	10	18	25	
	Almhof	51	73	61	42	43	40	26	33
	Ben & Jerry's	52							
	Douwe Egberts	53	37	55	47	29	27	27	19
	Melkunie	54	44	26	19	19	23		
	SNS Bank	55	82	59	77	61	51	57	59
	Beemster kaas	56	46	23	36	25	42		
	Connexion	57	39	63	45	39	34	47	
	Rabobank	58	78	45	40	14	22	17	13
	Volvo Cars	59	65	94	92	52	57	35	
	Yumeko	60	41						
	Kneipp	61	57						
	PLUS	62	87	35	33	32	41	34	29
	Eneco	63	67	28	10	13	9	16	8
	MUD Jeans	64	51						
	Essent	65	91	16	41	30	28	30	17
	Zeeman	66	62	107	84	74	88	66	82
	Nivea	67	83	71					
	KPN	68	69	70	60	51			
	Knab	69	75	104	104	90	94	91	
	Etos	70	77	44	56	58	61	73	75
	La Place	71	88	82	72	44	38	32	25
	Campina Botergoud	72	66	47	50	45	33		
	Activia	73	50	41	55	36	48	46	32
	VGZ	74	58	80	63	64	62		
	Bolletje	75	56	51	28	38	53	53	37
	CZ	76	80	53	62	72	84		
	Decathlon	77	61						
	Auping	78	68	73					
	Dirk	79	76	88	107	100	102	89	77
	Google	80	124	89	66				
	ENGIE	81	74	74	58	48	50	42	55
	Toyota	82	71	76	54	40	44	44	
	Praxis	83	86	100	68	55	98	65	49
	Blue Band	84	95	69	38	71	56		
	Maaslander	85	55	49	51	47	47	33	18
	ALDI	86	85	96	69	66	110	110	86
	ING	87	98	75	85	56	39	86	30
	Bonduelle	88	96	95	89				



# Ranking development 2017–2024

2024 Score	2024	2023	2022	2021	2020	2019	2018	2017
Zaanlander	89							
energiedirect.nl	90	142	62	67	49	32	28	21
C&A	91	63	86	94	57	63	63	53
Van der Valk	92	106	60	81	60	64	64	
Milner	93	53	48	46	35	60	62	28
Appelsientje	94	109	56	57	54	59	48	40
CoolBest	95	94	50	90	62	65	29	45
Center Parks	96	70	54	61	41	58	41	
Nespresso	97	131	101	74	78	75	36	73
GAMMA	98	103	91	101	88	109	72	76
Dormio Resorts & Hotels	99							
Dove	100	90	78					
Kanis & Gunnink	101	148	116	119	91	119	76	39
Côte d'or	102	160	105	95	98	73	70	
Chocomel	103	123	92	113	96	97	75	60
Verkade	104	105	72	48	53	91	60	31
CONO Kaasmakers	105							
Oasis Premium Resorts	106							
Menzis	107	43	90	73	46	35		
McDonald's	108	139	149	131	89	55	45	34
Budget Energie	109							
Lipton Ice Tea	110	104	98					
Sanex	111	136	68					
Bertolli	112	64	79	71	86	80	81	
Nestlé	113							
Nestlé Chocolate	114	116	130	86	104	90	54	
Karwei	115	93	85	102	94	76	87	48
Calvé	116	102	111	75	59	69	67	57
NESCAFÉ	117	107	106	93	95	92	50	70
Honig	118	127	81	91	108	79	55	62
Blokker	119	97	84	109	111	124	102	69
Microsoft	120	128	110	78				
Aviko	121	110	57	105	84			
Old Amsterdam	122	145	112	98	80	104	97	85
Iglo	123	115	67	79	79			
Volkswagen	124	92	126	112	102	87	113	
Starbucks	125	101	122	103	82	83	61	
The Student Hotel	126							
De Ruijter	127	120	125	96	68	113	58	71
ABN AMRO	128	152	132	99	76	52	59	50
Fletcher Hotels	129	158	165	126	107	114	90	
Apple	130	126	140	100				
Xenos	131	138	139	134	123	132	117	84
Nike	132	112	103	76	92	67	100	51
Achmea	133	100	87	88	67	107		
H&M	134	140	93	122	75	99	93	52
Andrélon	135	170	162					
Coca-Cola	136	114	141	97	87	95	51	36
Odido	137	153	144	146	105			
Hertog	138							
Bona	139	130	136	118	127	77		
Lindt	140	79	128	129				

41-60%

# Ranking development 2017–2024

2024 Score	2024	2023	2022	2021	2020	2019	2018	2017	
	Knorr	141	125	114	117	97	81	84	64
	Unox	142	113	117	87	69			
	Verstegen	143	122	127	124	122			
	Airbnb	144	147	170	161	139			
	Danio	145	81	115	106	83	100	83	61
	Vodafone	146	181	151	120	116			
	Zalando	147	137	134	133				
	Alliander	148	99	137	143	143	96	101	78
	Oxxio	149	155	147	114	124	82	77	43
	KIA	150	84	148	116	110	85	80	
	NH Hotel Group	151	167	131	140	109	103	107	
	ŠKODA	152	184	124	168	150	153	125	
	Milka	153	117	109	83	112	115	95	
	Unilever	154							
	Heinz	155	172	108	110	93	117	74	68
	Mora	156	188	123	108	137			
	Magnum	157							
	Europarcs	158							
	Opel	159	141	152	137	118	112	94	
	Roompot Vakanties	160	111	97	132	65	72	85	
	Grolsch	161	133	133	158	85	106	108	47
	De Bijenkorf	162	174	154	127	113	120	103	66
	Booking.com	163	182	166	188	156			
	wehkamp	164	164	129	156	147	142	127	
	Grand'Italia	165	135	99	147	117	128	112	88
	BMW	166	189	153	141	99	116	109	
	Dr. Oetker	167	132	102	128	106			
	JYSK	168	119	169	167	138	138	145	87
	Toblerone	169	183	182	162	133	145	129	
	Ola	170	134	168	145	114			
	Palmolive	171	171	121					
	Uber	172	203	187	178	169			
	Kwantum	173	150	156	175	152	131	126	
	Heineken	174	146	120	123	77	86	43	38
	SPAR	175	159	113	115	119	126	121	96
	Mercedes-Benz	176	154	150	157	121	101	88	
	Goossens	177	165	184	191	154	133	137	105
	Sprite	178	195	177	171				
	Novotel	179	161	160	159	103	155	124	
	MAGGI	180	168	118	135	115	129	119	100
	Amazon	181	199	197	179				
	Action	182	162	138	142	130	125	136	92
	WE Fashion	183	157	157	170	155	143	123	97
	Croma	184	175	119	144	151	121		
	M&M's	185	144	176	165	158	151	139	
	Fanta	186	156	173	138				
	Bavaria	187	129	158	130	120	136	116	67
	Mercure	188	143	142	121	153	108	98	
	KitKat	189	177	174	176	136	122	144	
	Amstel	190	166	161	152	128	137	79	80
	Shell	191	179	179	169	141	78	96	56
	Leen Bakker	192	173	155	153	140	118	133	81

41-60%

21-40%

# Ranking development 2017–2024

2024 Score		2024	2023	2022	2021	2020	2019	2018	2017
	KLM	193	191	185	160	81	70	49	
	Peugeot	194	121	163	172	149	93	141	
	KFC	195	206	192	166	170	148	151	99
	Schiphol	196	205	175	139	101	45	37	
	Subway	197	169	143	150	125	141	106	90
	MediaMarkt	198	163	171	125				
	Ford	199	176	183	148	132	105	105	
	Beter Bed	200	185	146	149	129	147	138	
	Mars	201	180	167	136	142	111	118	91
	ZARA	202	196	180	151	164	162	132	102
	Renault	203	178	159	174	126	140	99	
	ibis	204	187	194	164	148	159	114	
	Burger King	205	193	195	192	173	146	152	98
	TUI	206	201	172	181	144	139	104	
	Transavia	207	198	189	183	159	123	111	
	FEBO	208	197	178	184	172	165	150	104
	Pepsi	209	151	193	155	166	135	120	94
	Axe	210	190	188					
	Trendhopper	211	202	200	180	167	166	149	
	L'Oréal Paris	212							
	Red Bull	213							
	Corendon	214	207	186	177	168	163	140	
	Procter & Gamble (P&G)	215							
	Oad	216							
	Total	217	200	196	193	174	154	128	95
	BP	218	192	199	186	161	152	122	83
	Sunweb	219	194	164	182	146	150	135	
	Primark	220	204	198	190	171	149	134	103
	Esso	221	209	191	185	157	127	92	63
	easyJet	222	208	201	196	175	164	153	
	Ryanair	223	210	202	195	176	167	148	

21-40%

27%

# The Netherlands industry ranking 2024



# Industry overview 2024

## Ranking of industries

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

Ranking position	Industry
1	Grocery stores
2	Banks
3	Pharmacies
4	Mobility
5	Beauty
6	E-commerce
7	Food
8	Health insurance
9	Hobby & leisure
10	Energy
11	Furniture & decoration
12	Beverage
13	Holiday parks
14	Digital
15	Telecommunications
16	Clothes & fashion
17	Automotive
18	Consumer goods corporations
19	Travel & tourism
20	Hotels
21	Restaurants, cafes & take-away
22	Airlines

## Industry winner

The industry winner overview shows the brands that are perceived as the most sustainable brand within their specific industry according to Dutch consumers. In other words, the brand is ranked highest in comparison to the other brands that are measured within their industry, according to Sustainable Brand Index™ 2024.

Ranking position	Industry	Brand
1	Food	Tony's Chocolonely
2	Grocery stores	Ekoplaza
5	Energy	Greenchoice
6	Furniture & decoration	IKEA
8	Mobility	NS
9	Hobby & leisure	HEMA
12	Banks	ASN Bank
14	Beauty	The Body Shop
16	E-commerce	Marktplaats
21	Beverage	Spa
28	Automotive	Tesla
33	Consumer goods corporations	FrieslandCampina
36	Travel & tourism	ANWB Reizen
44	Health insurance	a.s.r.
46	Pharmacies	Kruidvat
50	Holiday parks	Landal GreenParks
64	Clothes & fashion	MUD Jeans
68	Telecommunications	KPN
71	Restaurants, cafes & take-away	La Place
80	Digital	Google
92	Hotels	Van der Valk
193	Airlines	KLM

**1<sup>st</sup>**

Out of the total 22 industries measured,  
the industry Grocery stores ranks 1<sup>st</sup>

# Grocery stores

Ranking  
position

Brand

---

2	Ekoplaza
20	Lidl
24	Albert Heijn
45	Jumbo
62	PLUS
79	Dirk
86	ALDI
175	SPAR

**2<sup>nd</sup>**

Out of the total 22 industries measured,  
the industry Banks ranks 2<sup>nd</sup>

# Banks

Ranking  
position

Brand

---

12	ASN Bank
29	Triodos Bank
55	SNS Bank
58	Rabobank
69	Knab
87	ING
128	ABN AMRO

3<sup>rd</sup>

Out of the total 22 industries measured, the industry Pharmacies ranks 3<sup>rd</sup>

# Pharmacies

Ranking  
position

Brand

46 Kruidvat

70 Etos



4<sup>th</sup>

Out of the total 22 industries measured,  
the industry Mobility ranks 4<sup>th</sup>

# Mobility

Ranking  
position

Brand

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8	NS
11	ANWB
38	Arriva
57	Connexion
172	Uber
196	Schiphol
216	Oad

5<sup>th</sup>

Out of the total 22 industries measured,  
the industry Beauty ranks 5<sup>th</sup>

# Beauty

Ranking  
position

Brand

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14	The Body Shop
18	Weleda
32	LUSH
49	Rituals
61	Kneipp
67	Nivea
100	Dove
111	Sanex
135	Andrélon
171	Palmolive
210	Axe

**6<sup>th</sup>**

Out of the total 22 industries measured,  
the industry E-commerce ranks 6<sup>th</sup>

# E-commerce

Ranking  
position

Brand

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16	Marktplaats
30	Coolblue
35	bol.com
147	Zalando
164	wehkamp
181	Amazon

7<sup>th</sup>

Out of the total 22 industries measured,  
the industry Food ranks 7<sup>th</sup>

# Food

Ranking position	Brand	Ranking position	Brand	Ranking position	Brand
1	Tony's Chocolonely	75	Bolletje	142	Unox
3	De Vegetarische Slager	84	Blue Band	143	Verstegen
7	Zonnatura	85	Maaslander	145	Danio
13	Oatly	88	Bonduelle	153	Milka
15	Alpro	89	Zaanlander	155	Heinz
17	Zuivelhoeve	93	Milner	156	Mora
19	Vivera	102	Côte d'or	157	Magnum
22	Arla	104	Verkade	165	Grand'Italia
26	Valess	105	CONO Kaasmakers	167	Dr. Oetker
27	HAK	112	Bertolli	169	Toblerone
31	Campina	114	Nestlé Chocolate	170	Ola
34	Garden Gourmet	116	Calvé	180	MAGGI
37	Optimel	118	Honig	184	Croma
39	Becel Pro Activ	121	Aviko	185	M&M's
42	Becel	122	Old Amsterdam	189	KitKat
51	Almhof	123	Iglo	201	Mars
52	Ben & Jerry's	127	De Ruijter		
54	Melkunie	138	Hertog		
56	Beemster kaas	139	Bona		
72	Campina Botergoud	140	Lindt		
73	Activia	141	Knorr		



Out of the total 22 industries measured, the industry Health insurance ranks 8<sup>th</sup>

# Health insurance

Ranking position    Brand

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- 44 a.s.r.
- 74 VGZ
- 76 CZ
- 107 Menzis
- 133 Achmea

9<sup>th</sup>

Out of the total 22 industries measured,  
the industry Hobby & leisure ranks 9<sup>th</sup>

# Hobby & leisure

Ranking  
position

Brand

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9	HEMA
10	Dille & Kamille
83	Praxis
98	GAMMA
115	Karwei
119	Blokker
131	Xenos
173	Kwantum
182	Action
198	MediaMarkt

10<sup>th</sup>

Out of the total 22 industries measured,  
the industry Electricity & heating ranks 10<sup>th</sup>

# Energy

Ranking  
position

Brand

Ranking position	Brand
5	Greenchoice
23	Vandebron
25	Vattenfall
63	Eneco
65	Essent
81	ENGIE
90	energiesdirect.nl
109	Budget Energie
148	Alliander
149	Oxxio
191	Shell
217	Total
218	BP
221	Esso

**11<sup>th</sup>**

Out of the total 22 industries measured, the industry Furniture & decoration ranks 11<sup>th</sup>

# Furniture & decoration

Ranking  
position

Brand

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6	IKEA
48	Philips
60	Yumeko
78	Auping
168	JYSK
177	Goossens
192	Leen Bakker
200	Beter Bed
211	Trendhopper



12<sup>th</sup>

Out of the total 22 industries measured,  
the industry Beverage ranks 12<sup>th</sup>

# Beverage

Ranking position	Brand	Ranking position	Brand
21	Spa	186	Fanta
40	Chaudfontaine	187	Bavaria
41	Innocent	190	Amstel
43	Pickwick	209	Pepsi
47	Sourcy	213	Red Bull
53	Douwe Egberts		
94	Appelsientje		
95	CoolBest		
97	Nespresso		
101	Kanis & Gunnink		
103	Chocomel		
110	Lipton Ice Tea		
117	NESCAFÉ		
136	Coca-Cola		
161	Grolsch		
174	Heineken		
178	Sprite		

**13<sup>th</sup>**

Out of the total 22 industries measured,  
the industry Holiday parks ranks 13<sup>th</sup>

# Holiday parks

Ranking    Brand  
position

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- 50    Landal GreenParks
- 96    Center Parks
- 158    Europarcs
- 160    Roompot Vakanties

**14<sup>th</sup>**

Out of the total 22 industries measured, the industry Digital ranks 14<sup>th</sup>

# Digital

Ranking  
position

Brand

- 
- 80 Google
  - 120 Microsoft
  - 130 Apple

15<sup>th</sup>

Out of the total 22 industries measured, the industry Telecommunications ranks 15<sup>th</sup>

# Telecommunications

Ranking position    Brand

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68	KPN
137	Odido
146	Vodafone

**16<sup>th</sup>**

Out of the total 22 industries measured, the industry Clothes & fashion ranks 16<sup>th</sup>

# Clothes & fashion

Ranking  
position

Brand

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64	MUD Jeans
66	Zeeman
77	Decathlon
91	C&A
132	Nike
134	H&M
162	De Bijenkorf
183	WE Fashion
202	ZARA
220	Primark

17<sup>th</sup>

Out of the total 22 industries measured,  
the industry Automotive ranks 17<sup>th</sup>

# Automotive

Ranking position	Brand
28	Tesla
59	Volvo Cars
82	Toyota
124	Volkswagen
150	KIA
152	ŠKODA
159	Opel
166	BMW
176	Mercedes-Benz
194	Peugeot
199	Ford
203	Renault

**18<sup>th</sup>**

Out of the total 22 industries measured, the industry Consumer goods corporations ranks 18<sup>th</sup>

# Consumer goods corporations

Ranking  
position

Brand

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33	FrieslandCampina
113	Nestlé
154	Unilever
212	L'Oréal Paris
215	Procter & Gamble (P&G)

**19<sup>th</sup>**

Out of the total 22 industries measured,  
the industry Travel & tourism ranks 19<sup>th</sup>

# Travel & tourism

Ranking  
position

Brand

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36	ANWB Reizen
99	Dormio Resorts & Hotels
106	Oasis Premium Resorts
144	Airbnb
163	Booking.com
206	TUI
214	Corendon
219	Sunweb



**20<sup>th</sup>**

Out of the total 22 industries measured,  
the industry Hotels ranks 20<sup>th</sup>

# Hotels

Ranking  
position

Brand

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92	Van der Valk
126	The Student Hotel
129	Fletcher Hotels
151	NH Hotel Group
179	Novotel
188	Mercure
204	ibis

**21<sup>st</sup>**

Out of the total 22 industries measured, the industry  
Restaurants, cafes & take-away ranks 21<sup>st</sup>

# Restaurants, cafes & take-away

Ranking  
position

Brand

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71	La Place
108	McDonald's
125	Starbucks
195	KFC
197	Subway
205	Burger King
208	FEBO

**22<sup>nd</sup>**

Out of the total 22 industries measured,  
the industry Airlines ranks 22<sup>nd</sup>

# Airlines

Ranking  
position

Brand

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193	KLM
207	Transavia
222	easyJet
223	Ryanair

# 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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