



# SUSTAINABLE BRAND INDEX

by SB Insight

# Estonia

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](#)



# Tere tulemast!

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 Baltics, the Nordics and the Netherlands. The study consists of 1617 brands, 36 industries, and 82 300 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 January 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 between 900 and 2500 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.

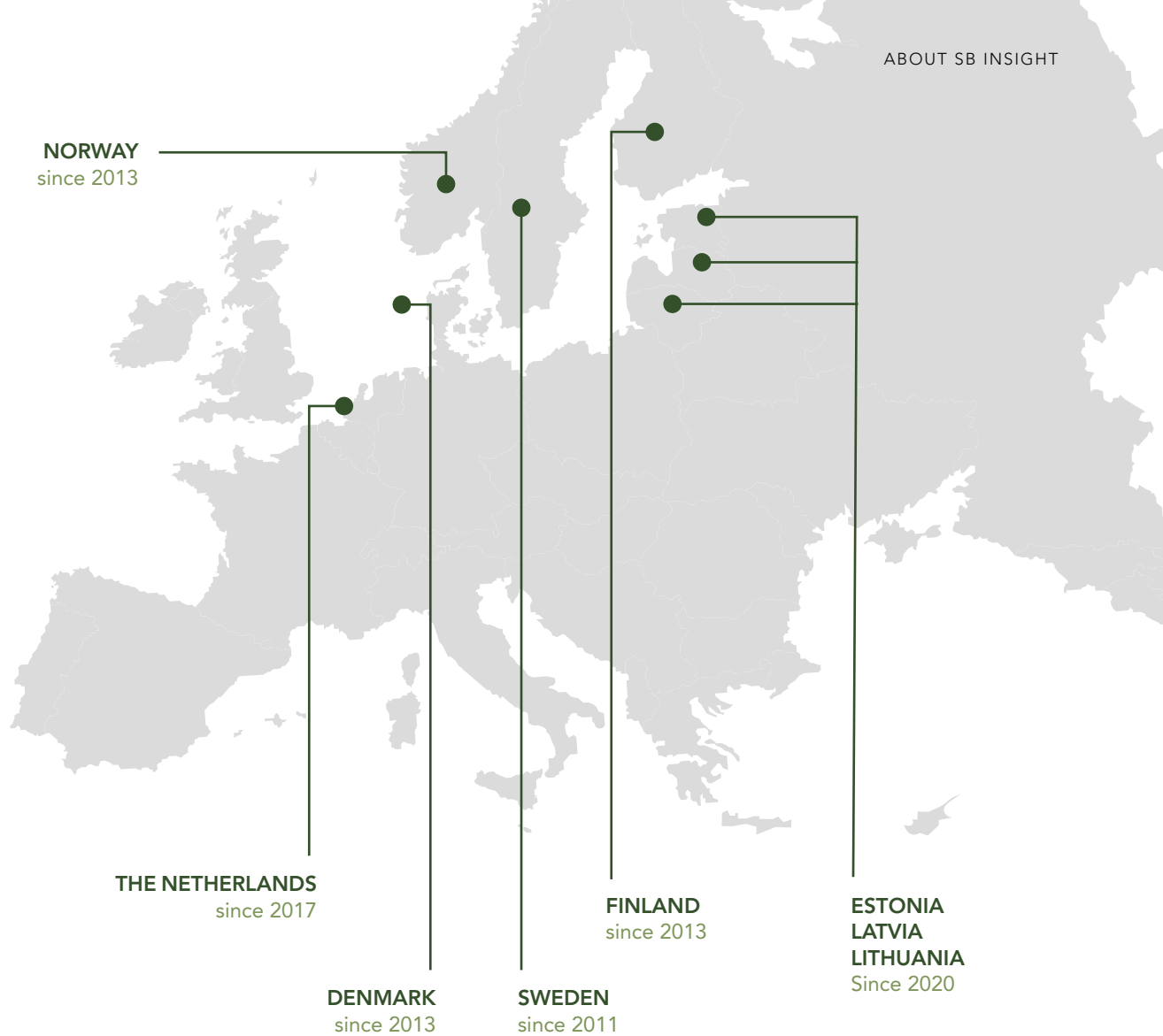
Differences in results between different brands/parameters/years in this report may lie within the margin of error and are thus not statistically significant.



## 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

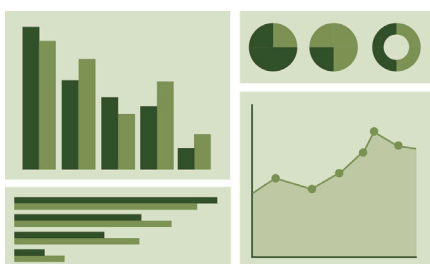
This is the (electric) Rolls-Royce of our reports. It is 100% customised to your needs and current challenges. Our team of experts will work closely with you to provide the most relevant and actionable insights and recommendations based on your needs and internal conditions.



### 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:



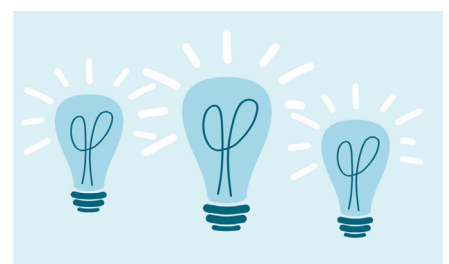
### DATA PACKAGES

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

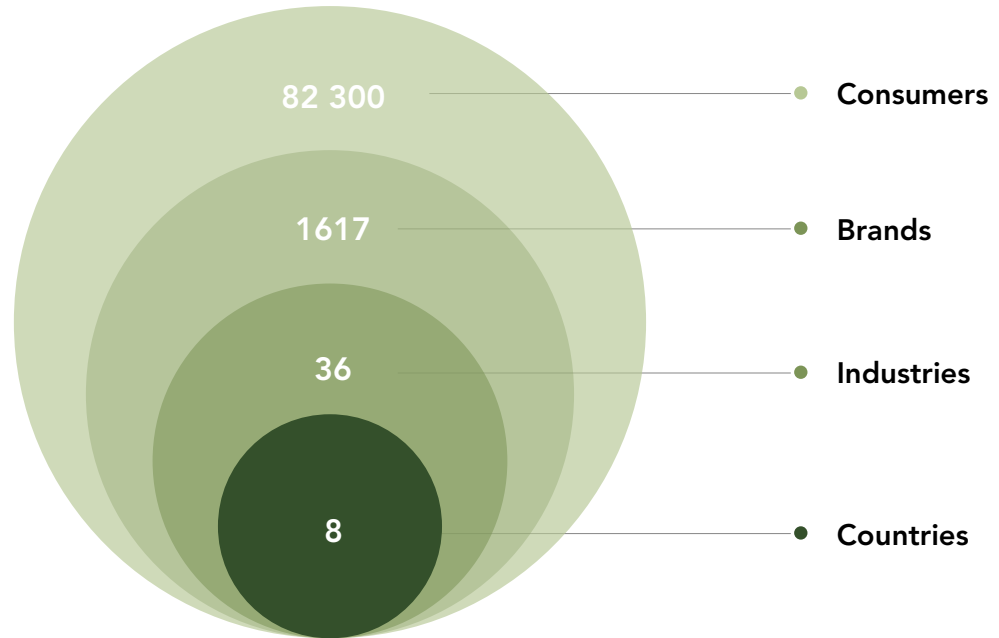
A tailored project within sustainability, branding and/or communication based on a topic or question identified by the client. A data-driven approach and in-depth analysis on the topic, as well as strategic recommendations and advice forward.



### 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
Estonia	900	50	8
Latvia	900	50	8
Lithuania	2500	84	12
Sweden	29000	432	36
Norway	13000	282	25
Denmark	12000	253	25
Finland	12000	243	27
The Netherlands	12000	223	22
<b>Total</b>	<b>82 300</b>	<b>1 617</b>	<b>36</b>



# Industries 2024

## ESTONIA

Banks  
Electricity & heating  
Food & beverage  
Fuel  
Grocery stores  
Pharmacies  
Telecommunications  
Transport/travel

## LATVIA

Banks  
Electricity & heating  
Food & beverage  
Fuel  
Grocery stores  
Pharmacies  
Telecommunications  
Transport/travel

## LITHUANIA

Agriculture  
Banks  
Clothes & fashion (Stores)  
E-commerce  
Electricity & heating  
Food & beverage  
Fuel  
Grocery stores  
Parcel/delivery  
Pharmacies  
Telecommunications  
Transport/travel

## 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

## THE NORDICS

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

NUMBER OF INDUSTRIES

8

NUMBER OF INDUSTRIES

8

NUMBER OF INDUSTRIES

12

NUMBER OF INDUSTRIES

22

NUMBER OF INDUSTRIES

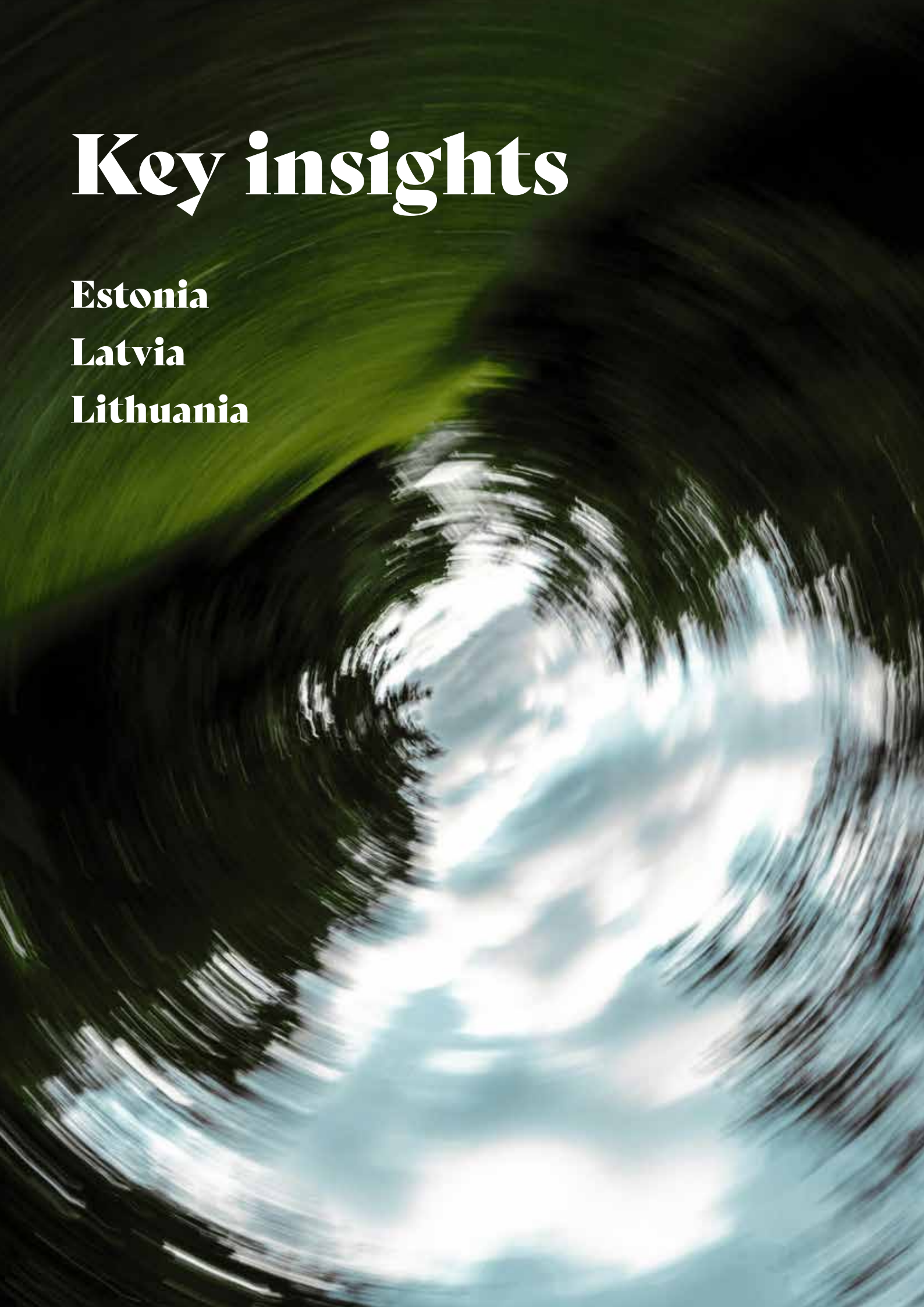
36

# Key insights

**Estonia**

**Latvia**

**Lithuania**



# Varying levels of sustainability interest across the Baltics

In recent years, the Baltic markets have witnessed some changes in consumer interest towards sustainability. Since our initial study in 2020, there's been a nuanced change in how consumers engage with sustainability, marked by a gradual decline in overall interest. Global challenges and the complexity of the topic has had its effect on consumers across the Baltic markets and we see some interesting patterns starting to emerge.

This year's data reveals that Lithuania continues to show a decline in interest towards sustainability, Latvia's interest levels have stabilised after a slight decline, and Estonia, despite a more significant decrease, shows signs of a renewed interest in 2024.

Our 2024 edition of the Baltic Sustainable Brand Index™—now in its fifth year—dives into these shifts, exploring their impact on consumers' perceptions of brands. We celebrate brands that clearly communicate their dedication to sustainability, showing that a focused, long-term approach is key to making a real difference and shaping consumer perceptions.

It's clear that consumers face a more challenging reality with gradual decline in the longer perspective, yet we see indications of a stabilisation and even growth in Estonia.

“

*A focused, long-term approach is key to making a real difference and shaping consumer perceptions.*



# The market development 2023–2024

## A subtle shift in consumer interest

In recent years, the Baltic markets have experienced a subtle shift in how consumers engage with sustainability. Despite the complexities introduced by global events, the slight decline in consumer interest in sustainability since 2023 has been marginal in Lithuania, whereas in Latvia, interest has remained stable, and in Estonia, it has actually increased. Since 2022, the conversation has stabilised.

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.

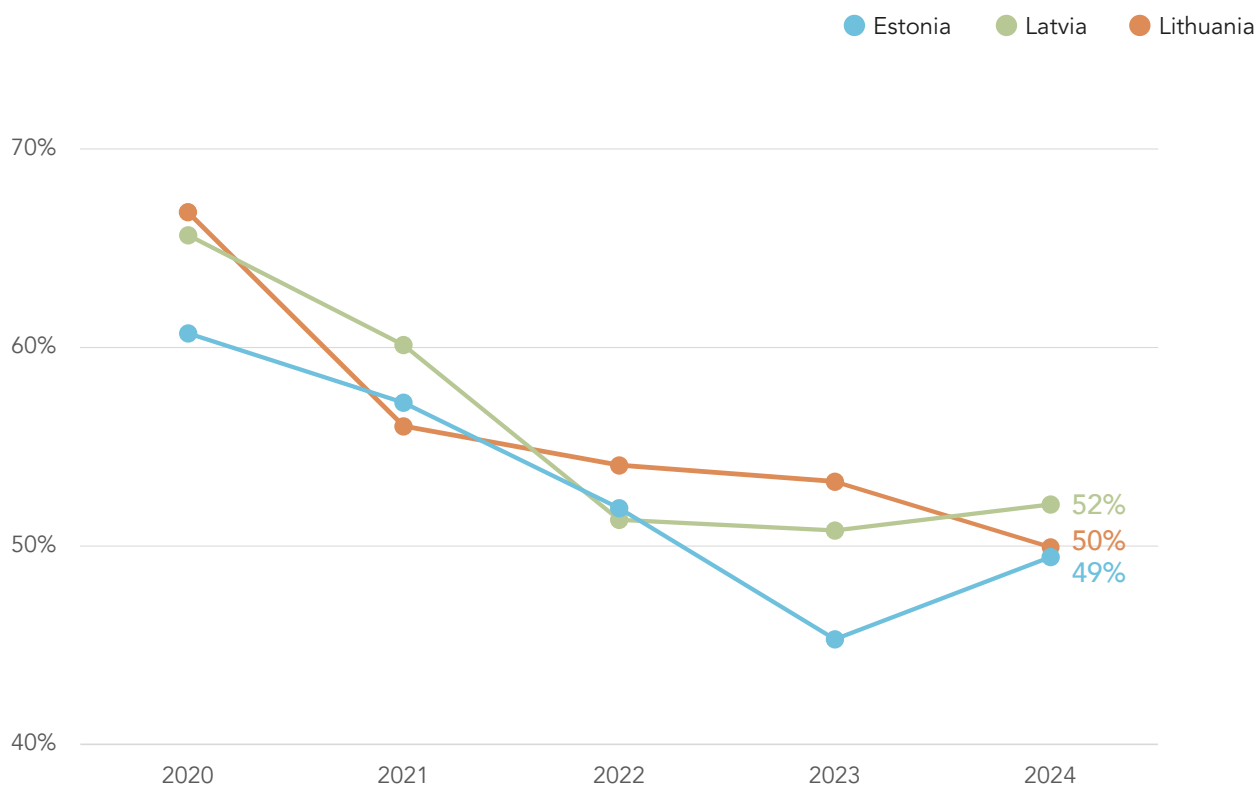
## Navigating uncertainty

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

“

*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 found new energy. While we observe a marginal decrease in Lithuania, both Latvia and Estonia are showing signs of positive energy, with Latvia seeing a small uptick and Estonia advancing by 4 percentage points.

This suggests a steady and growing acknowledgment of sustainability's role. It appears Baltic consumers are increasingly considering sustainability as an important factor for the future. Globally, we're facing shared challenges, which likely contribute to our observation of a convergence in sustainability discussions across different regions. This is likely contributing to continued discussions on the topic, with upticks in two of the three markets. Across all of SB Insight's monitored markets, Estonia stands out for the most significant uptick in consumers discussing sustainability with friends and family, with Norway also showing a marginal increase of 1 percentage point.

This general development 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.

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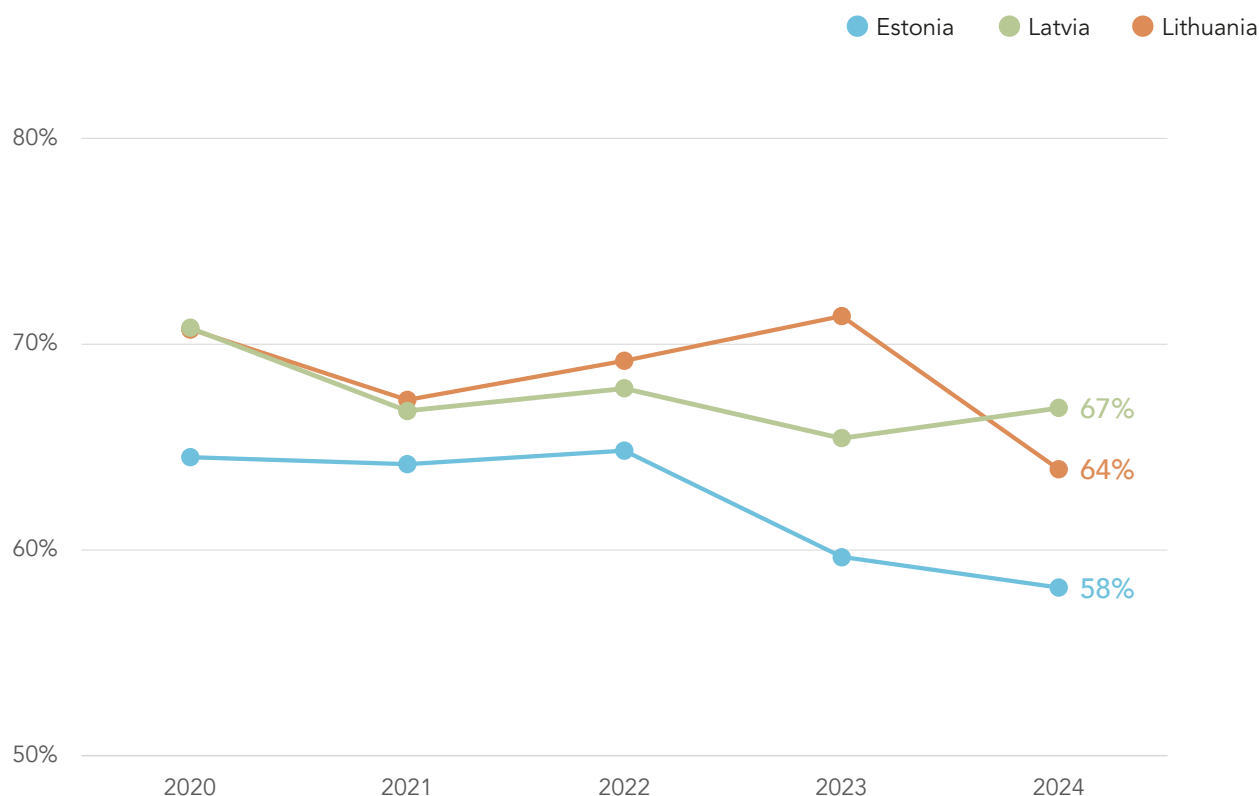
***Estonia is leading with an increase of 4 percentage points, standing out for the most significant uptick in consumers discussing sustainability.***

# Latvia the positive exception as sustainability considerations decline across the Baltics

In recent years, the emphasis on sustainability in purchasing decisions has seen ups and downs across the Baltics, with each market navigating the topic differently. Interestingly, Latvia has seen a slight improvement, now moving ahead of Lithuania in the number of consumers who claim that sustainability influences their purchase decisions. The latest Sustainable Brand Index™ shows that Lithuania and Latvia have both seen increases and decreases over the years, with Lithuania recently noting a decrease to 64% in 2024. Latvia shows a slight recovery in 2024 to 67%, a change that is noteworthy in the 2024 edition of the Sustainable Brand Index™ since there is a negative trend across all our monitored markets with Latvia being the only exception.

Estonia presents a more consistent decrease. From 2020 to 2024, Estonia has gradually seen a reduction in the share of consumers prioritising sustainability, moving from 65% to 58%.

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.

This year, it's essential to recognise the nuanced attitudes towards corporate sustainability communication in the Baltics, where there is a strong consumer demand for transparent and authentic messaging.

# Attitude and trust towards sustainability communication

In the Baltic region, consumer attitudes to corporate sustainability communication have shifted. Since last year, trust in corporate sustainability communications has decreased, while mistrust has intensified.

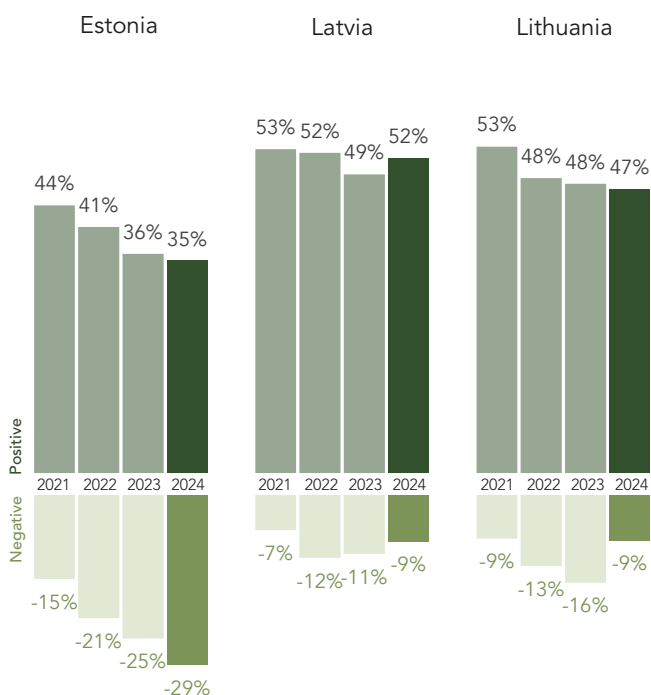
Estonia shows the biggest shift. Between 2021 and 2024, the number of consumers with a positive view on sustainability communication dropped from 44% to 35%, with negative views increasing at the same time. Between 2023 and 2024, both Latvia and Lithuania experienced shifts in positive attitudes towards sustainability communication. Lithuania saw a slight decrease, while Latvia, interestingly, improved by 3 percentage points.

The trust in sustainability communication has seen a particularly large drop from 2023 to 2024. Estonia saw its trust drop by half, and Lithuania's trust also fell sharply. Latvia, however, had the smallest drop in trust out of the three.

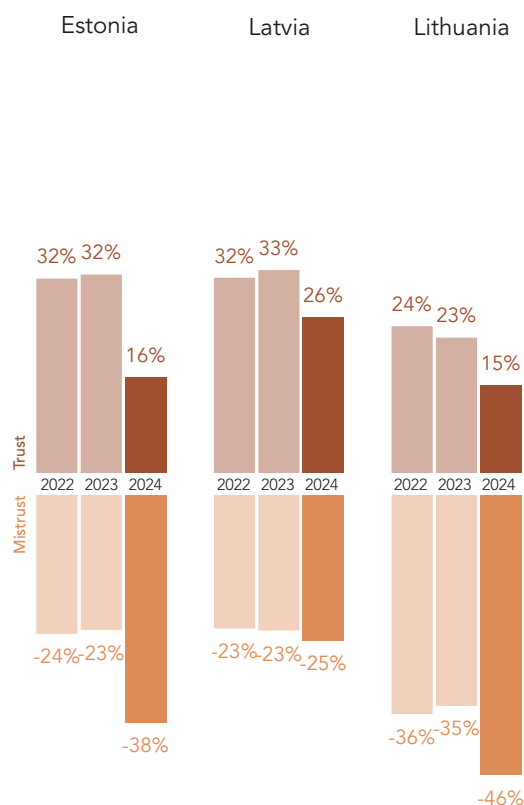
The message from the data is clear: While Baltic consumers continue to value sustainability, their scrutiny towards corporate communication is intensifying. This shows the need for brands to bridge the gap and show that what they say matches what they do, as Baltic consumers become more observant.

## Attitude and trust towards corporate sustainability communication

### Attitude



### Trust



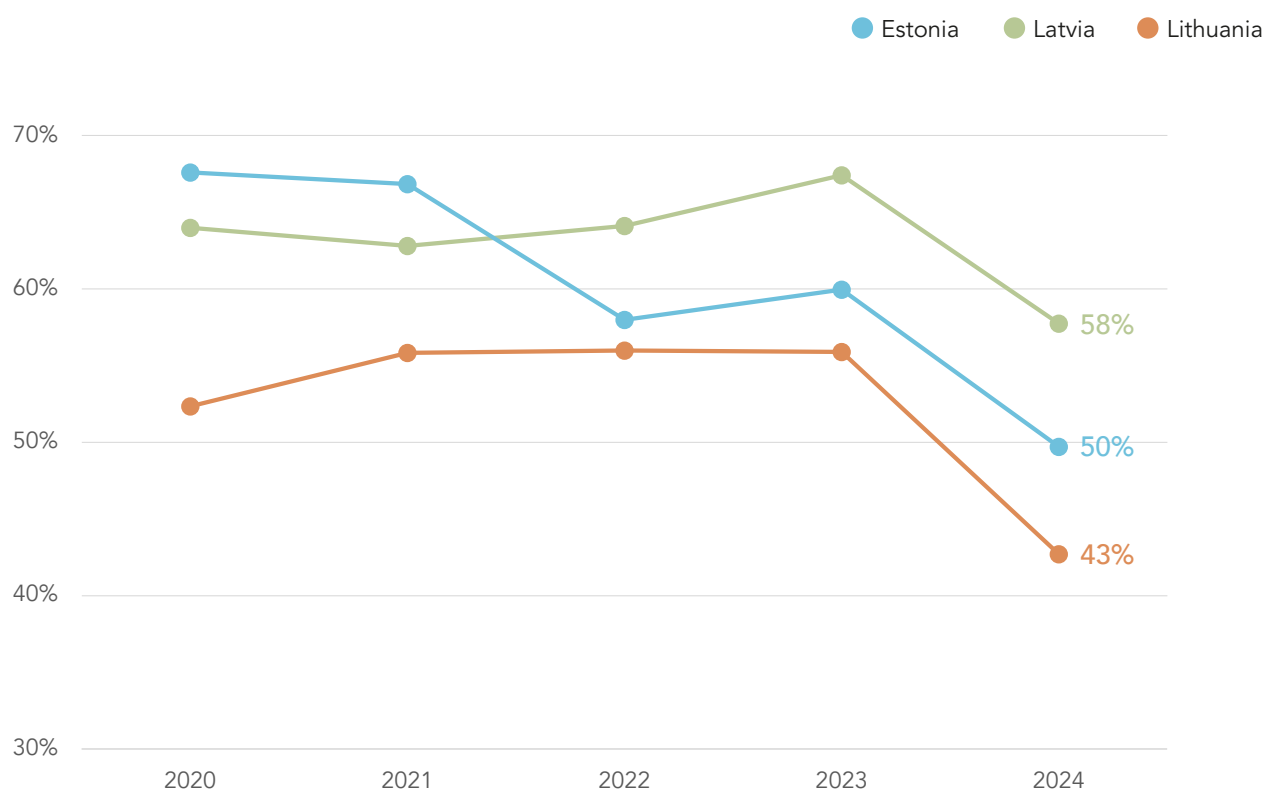


# The ranking development

The 2024 edition of the Sustainable Brand Index™ presents a stark contrast to the slightly positive developments in 2023, showing a big drop in average SBI ranking scores across the Baltic region. This year has seen large declines, with Lithuania facing the biggest fall at 13 percentage points, followed by Estonia and Latvia, which saw drops of 10 and 9 percentage points respectively.

A mix of factors, including more instability, has been critical in this downturn. This turmoil has affected media spending, making it tougher for brands to reach their audience. As a result, people's exposure to sustainability messages has decreased, negatively affecting brand awareness and perception.

Average SBI ranking score



# Estonia ranking 2024



# The Estonian ranking 2024

## Industries measured in Estonia:

Banks  
Electricity & heating  
Food & beverage  
Fuel  
Grocery stores  
Pharmacies  
Telecommunications  
Transport/travel

Industries  
measured in  
the Estonia:

8

Brands  
measured in  
the Estonia:

50

Consumers  
surveyed in  
the Estonia:

900



## 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

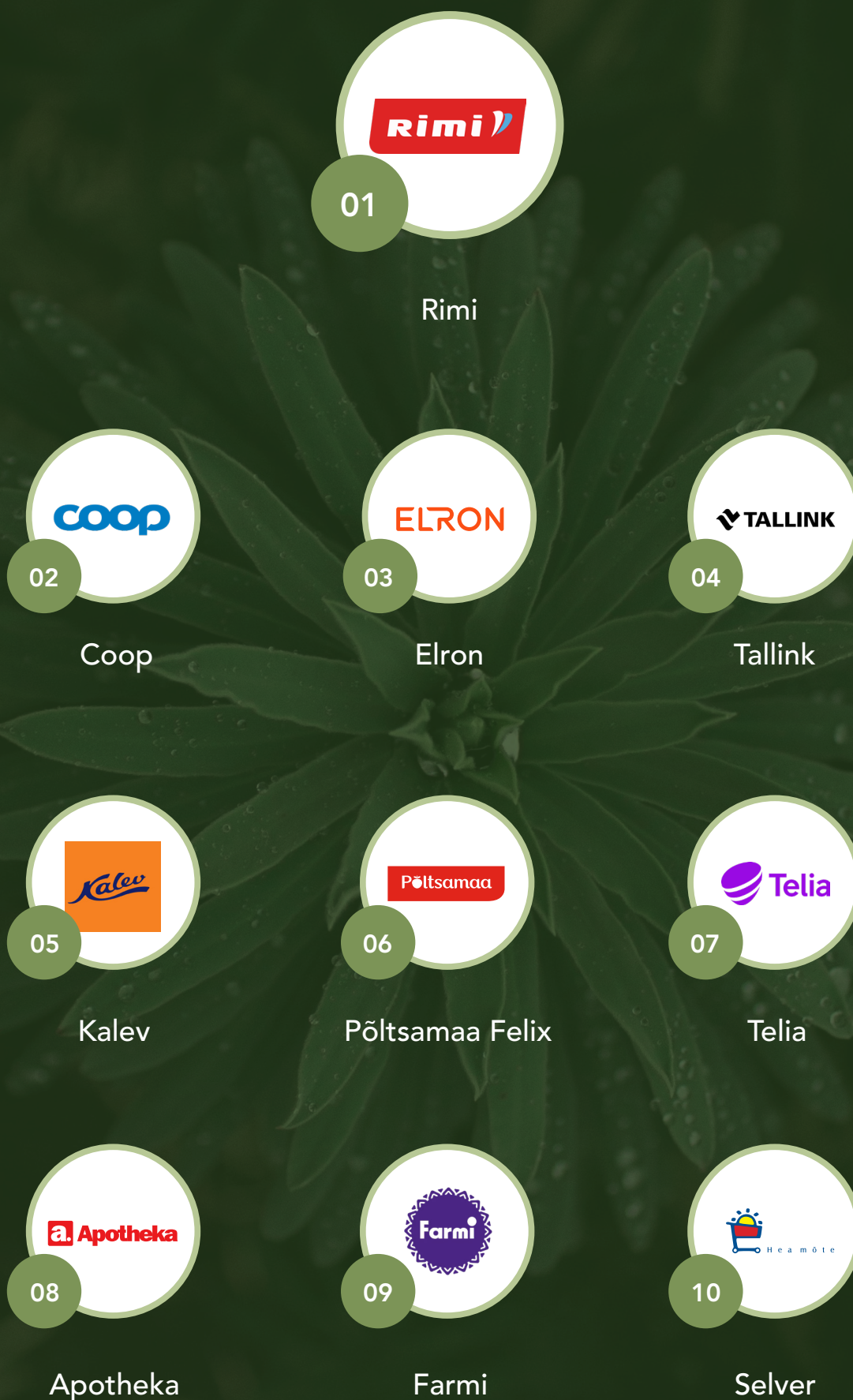
The basis for the ranking in Sustainable Brand Index™ is the UN Global Goals for Sustainable Development (SDGs). The evaluation is done on an overarching level with the goals as a basis for the definition. Each goal is categorised according to the area (environment or social) in which it belongs.



## 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 900 respondents who are familiar with the brand.

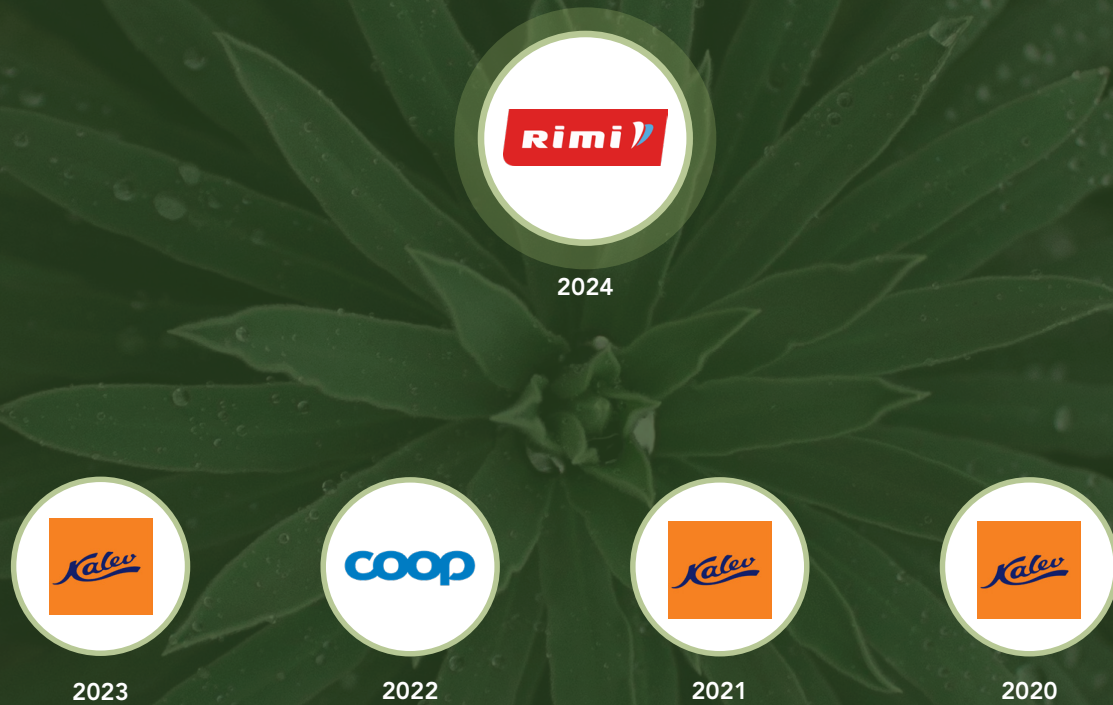
# Top 10 2024



- |  |   |
|--|---|
| 1. Rimi         | 26. Circle K  |
| 2. Coop  | 27. Rakvere   |
| 3. Elron        | 28. Coop Pank   |
| 4. Tallink   | 29. SEB   |
| 5. Kalev        | 30. Lux Express   |
| 6. Põltsamaa Felix   | 31. Benu  |
| 7. Telia        | 32. Paulig  |
| 8. Apotheeka    | 33. Santa Maria   |
| 9. Farmi   | 34. Eesti Energia  |
| 10. Selver   | 35. Rannarootsi   |
| 11. Leibur   | 36. Euroapteek  |
| 12. Prisma   | 37. Bolt  |
| 13. Swedbank  | 38. Neste   |
| 14. Fazer  | 39. Tele2   |
| 15. Alexela   | 40. Utilitas  |
| 16. Maks & Moorits   | 41. Tallegg   |
| 17. Valio  | 42. Elisa   |
| 18. Eesti Pagar  | 43. Viking Line   |
| 19. Salvest  | 44. Olerex  |
| 20. Tere   | 45. airBaltic   |
| 21. Tallinna Linnatransport  | 46. Maxima  |
| 22. Eesti Leivatööstus   | 47. Eesti Gaas  |
| 23. Nõo Lihatööstus  | 48. Luminor   |
| 24. LHV  | 49. Elektrum  |
| 25. Südameapteek   | 50. Diil  |

# Estonia's most sustainable brand 2020–2024

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



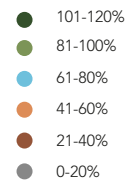
# Ranking development 2020–2024

## 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



2024 Score		2024	2023	2022	2021	2020		2024 Score	2024	2023	2022	2021	2020
66%	Rimi	1	2	5	4	11		Neste	38	38	42	42	31
	Coop	2	3	1	3	5		Tele2	39	39	41	43	43
	Elron	3	6	4	2	3		Utilitas	40	44	45	47	45
61-80%	Tallink	4	20	16	32	20		Tallegg	41	26	31	30	26
	Kalev	5	1	2	1	1		Elisa	42	31	24	23	19
	Põltsamaa Felix	6	11	8	9	13		Viking Line	43	41	43	36	33
	Telia	7	5	3	22	6		Olerex	44	40	40	29	34
	Apotheka	8	19	7	17			airBaltic	45	46	46	49	48
	Farmi	9	9	9	10	2		Maxima	46	45	44	45	46
	Selver	10	7	17	8	8		Eesti Gaas	47	47	47	44	42
	Leibur	11	10	6	11	10		Luminor	48	48	49	50	50
	Prisma	12	18	11	18	12		Elektrum	49	49	48	46	44
	Swedbank	13	24	23	26	17		Diil	50				
	Fazer	14	4	13	15	15							
	Alexela	15	13	15	13	30							
	Maks & Moorits	16	16	29	16	23							
	Valio	17	15	18	7	9							
	Eesti Pagar	18	14	25	12	4							
	Salvest	19	12	14	6	7							
	Tere	20	8	10	5	14							
	Tallinna Linnatransport	21	22	20	39	39							
	Eesti Leivatööstus	22	25	22	20	16							
41-60%	Nõo Lihatööstus	23	32	38	35	29							
	LHV	24	36	27	37	28							
	Südameapteek	25	17	21	25								
	Circle K	26	29	37	24	18							
	Rakvere	27	21	35	34	38							
	Coop Pank	28	37	26	40	27							
	SEB	29	35	39	31	35							
	Lux Express	30	33	19	27	21							
	Benu	31	28	30	28								
	Paulig	32	34	12	19	22							
	Santa Maria	33	27	36	38	36							
	Eesti Energia	34	42	34	21	32							
	Rannarootsi	35	30	28	14	24							
	Euroapteek	36	23	33	33								
	Bolt	37	43	32	41	40							

# Estonia industry ranking 2024





# Industry overview 2024

## Ranking of industries

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

Ranking position	Industry
1	Grocery stores
2	Food & beverage
3	Pharmacies
4	Transport/travel
5	Fuel
6	Banks
7	Telecommunications
8	Electricity & heating

## Industry winner

The industry winner overview shows the brands that are perceived as the most sustainable brand within their specific industry according to Estonian 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
1	Rimi Grocery stores
3	Elron Transport/travel
5	Kalev Food & beverage
7	Telia Telecommunications
8	Apotheka Pharmacies
13	Swedbank Banks
15	Alexela Fuel
34	Eesti Energia Electricity & heating

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

Out of the total 8 industries measured,  
the industry Grocery stores ranks 1<sup>st</sup>

# Grocery stores

Ranking  
position

Brand

- 
- |    |        |
|----|--------|
| 1  | Rimi   |
| 2  | Coop   |
| 10 | Selver |
| 12 | Prisma |
| 46 | Maxima |

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

Out of the total 8 industries measured,  
the industry Food & beverage ranks 2<sup>nd</sup>

# Food & beverage

Ranking  
position

Brand

- 
- |    |                    |
|----|--------------------|
| 5  | Kalev              |
| 6  | Põltsamaa Felix    |
| 9  | Farmi              |
| 11 | Leibur             |
| 14 | Fazer              |
| 16 | Maks & Moorits     |
| 17 | Valio              |
| 18 | Eesti Pagar        |
| 19 | Salvest            |
| 20 | Tere               |
| 22 | Eesti Leivatööstus |
| 23 | Nõo Lihatööstus    |
| 27 | Rakvere            |
| 32 | Paulig             |
| 33 | Santa Maria        |
| 35 | Rannarootsi        |
| 41 | Tallegg            |

**3<sup>rd</sup>**

Out of the total 8 industries measured,  
the industry Pharmacies ranks 3<sup>rd</sup>

# Pharmacies

Ranking  
position

Brand

- 
- |    |              |
|----|--------------|
| 8  | Apotheka     |
| 25 | Südameapteek |
| 31 | Benu         |
| 36 | Euroapteek   |

4<sup>th</sup>

Out of the total 8 industries measured,  
the industry Transport/travel ranks 4<sup>th</sup>

# Transport/travel

Ranking  
position

Brand

- 
- |    |                         |
|----|-------------------------|
| 3  | Elron                   |
| 4  | Tallink                 |
| 21 | Tallinna Linnatransport |
| 30 | Lux Express             |
| 37 | Bolt                    |
| 43 | Viking Line             |
| 45 | airBaltic               |

**5<sup>th</sup>**

Out of the total 8 industries measured,  
the industry Fuel ranks 5<sup>th</sup>

# Fuel

Ranking  
position

Brand

---

15	Alexela
26	Circle K
38	Neste
44	Olerex

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

Out of the total 8 industries measured,  
the industry Banks ranks 6<sup>th</sup>

# Banks

Ranking  
position

Brand

---

13	Swedbank
24	LHV
28	Coop Pank
29	SEB
48	Luminor

7<sup>th</sup>

Out of the total 8 industries measured,  
the industry Telecommunications ranks 7<sup>th</sup>

# Telecommunications

Ranking  
position

Brand

---

7	Telia
39	Tele2
42	Elisa
50	Diil



8<sup>th</sup>

Out of the total 8 industries measured,  
the industry Electricity & heating ranks 8<sup>th</sup>

# Electricity & heating

Ranking  
position

Brand

---

34	Eesti Energia
40	Utilitas
47	Eesti Gaas
49	Elektrum

# 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

# Contact us



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**SUSTAINABLE  
BRAND INDEX**  
by SB Insight