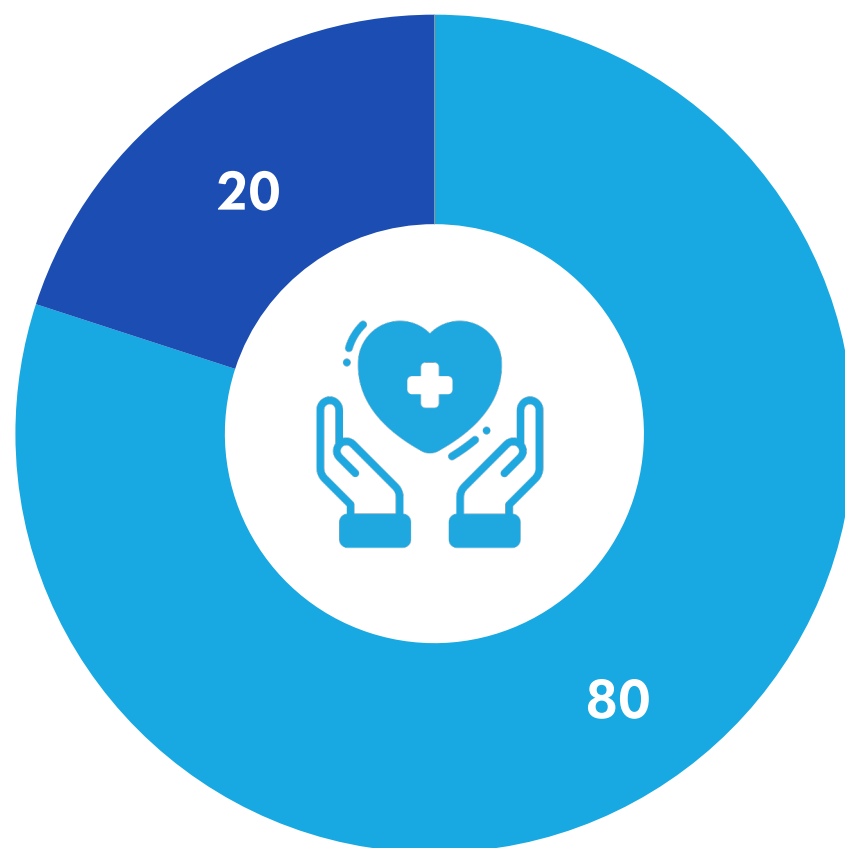
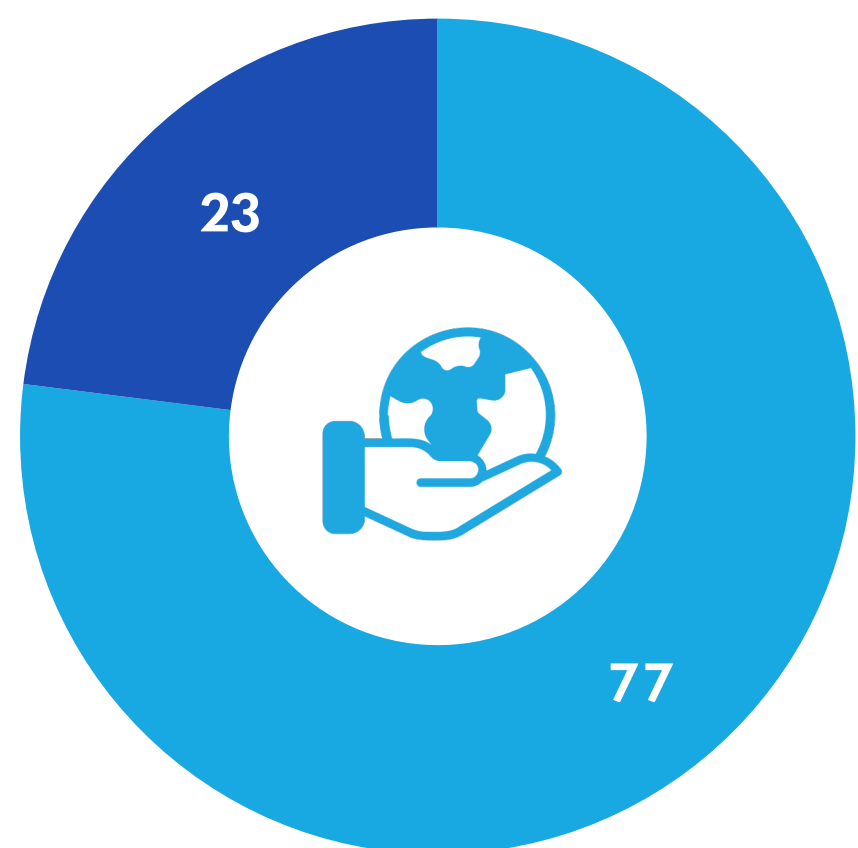


Consumers Overwhelmingly Find Joy in Healthy and Sustainable Living

Living a healthy lifestyle means...



Living a sustainable lifestyle means...



■ Enjoying the good things in life

■ Depriving yourself

Living a Healthy / Environmentally Friendly Lifestyle Means Depriving Yourself of / Enjoying the Good Things in Life, Average of 31 Markets, 2024

Source: GlobeScan *Healthy & Sustainable Living Report* (survey of 30,216 people in the general public in July – August 2024)