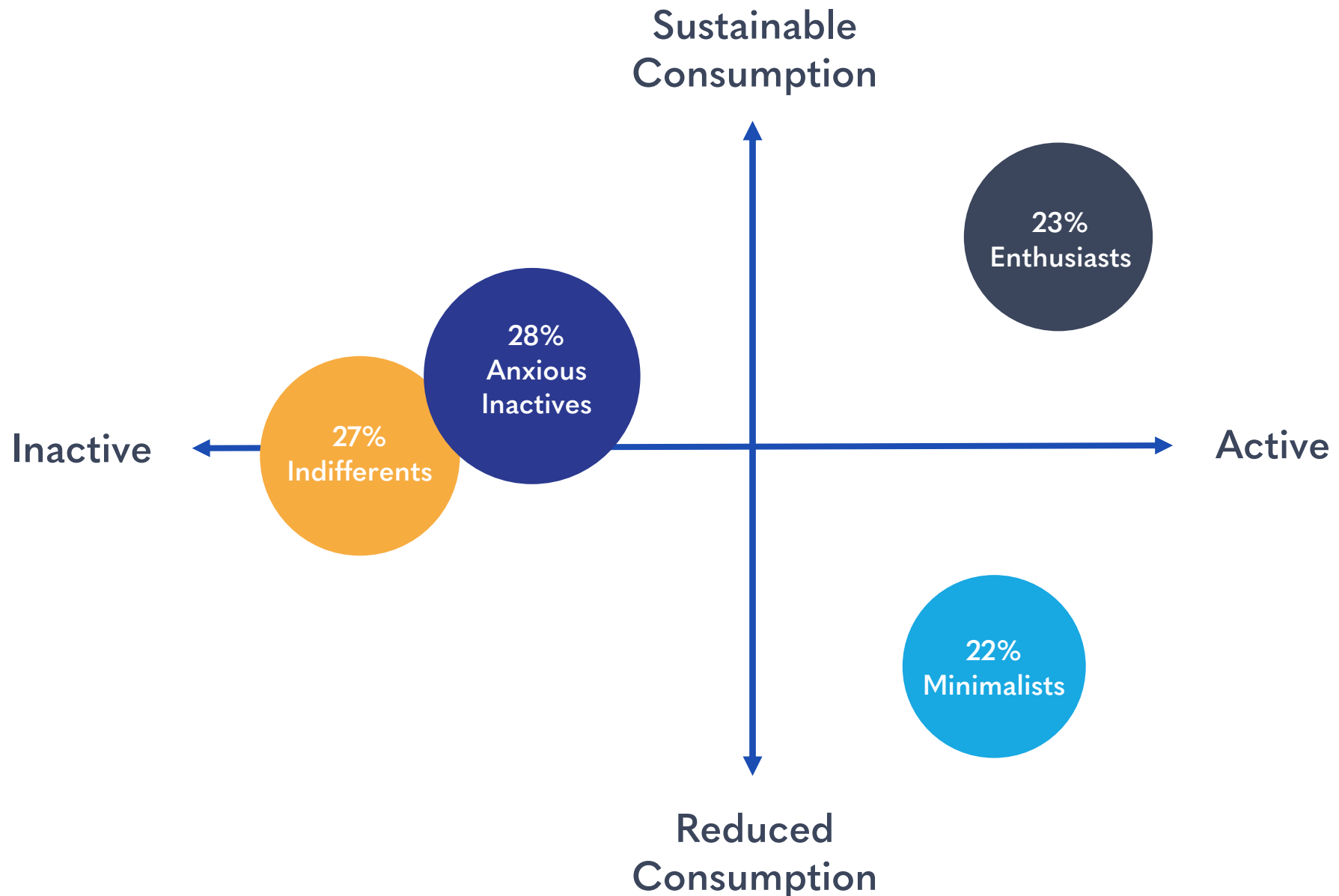


Two Distinct Expressions of Sustainable Living: *Enthusiasts* vs *Minimalists*



Segmentation Based on Environmental Attitudes, Average of 31 Markets, 2024

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