

LITHUANIA

OFFICIAL REPORT 2023

Europe's Largest Brand Study on Sustainability



SUSTAINABLE
BRAND INDEX

ABOUT THE REPORT

This report was written by SB Insight AB. SB Insight is an insight agency based in Stockholm, Sweden and the founder of Sustainable Brand Index™.

SUSTAINABLE BRAND INDEX™

Sustainable Brand Index™ is Europe's largest independent brand study on sustainability, founded in 2011 by SB Insight in Sweden. Sustainable Brand Index™ measures the sustainability perception of brands across industries and countries. It is an independent study consisting of nearly 1 600 brands, 36 industries, and 80 000 consumer-interviews across Europe (the Nordics, the Netherlands & the Baltics). In doing so, Sustainable Brand Index™ shows how brands are perceived within sustainability, why they are perceived this way, and what to do about it. Next to yearly brand rankings and official reports, Sustainable Brand Index™ provides brands with data-driven sustainability insights, tailored analysis and strategic recommendations.



TABLE OF CONTENTS

01	ABOUT & METHODOLOGY	
	About SB Insight	05
	About Sustainable Brand Index™	07
	Our Purpose	08
	Perception vs Performance	09
	Our Markets	10
	Data Collection	11
	Facts & Figures 2023	12
02	THE MARKET DEVELOPMENT	
	The Consumer Interest in Sustainability	17
	How Consumers Prioritise Sustainability	18
03	THE BRAND & COMMUNICATION DEVELOPMENT	
	The Ranking Development	19
	Consumer Views on Sustainability Communication	20
04	THE RANKING	
	Top 10 - 2023	25
	The Official Ranking - Lithuania 2023	26
	The Lithuania's Most Sustainable Brand 2020 - 2023	27
	Ranking Development 2020 - 2023	28
04	INDUSTRY RANKINGS	
	Industry Overview 2023	31
	Industry Rankings 2023	32

ABOUT

2023

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 are the natural partner for sustainability insights. We provide actionable insights on how sustainability affects branding, communication, and business development, helping brands to make informed decisions and transform into sustainable brands.

OUR BUSINESS AREAS

SB Insight's work is divided into three business areas:



SUSTAINABLE
BRAND INDEX™



TAILORED RESEARCH
& REPORTS



TAILORED LECTURES
& SEMINARS

Sustainable Brand Index™ is Europe's largest brand study on sustainability. The study measures the perception among consumers of brands' sustainability level across industries and countries. With the help of 80 000 consumers across eight countries, the study measures and analyses nearly 1 600 brands across 36 industries on sustainability.

What We Do

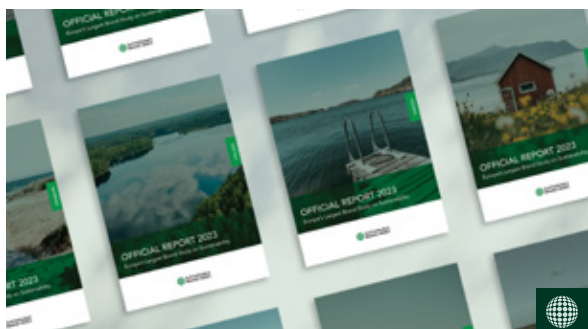
Within the framework of Sustainable Brand Index™, we provide the following reports to companies and brands in our markets:



Available for everyone



Available for brands on the Ranking list



THE RANKINGS & OFFICIAL REPORTS

Our official report (the one you are currently reading) is the tip of the iceberg of our study that provides the market with overarching key indicators of how consumers are developing and how brands are perceived based on the UN Global Goals For Sustainable Development.



THE MARKET REPORT

For each of our markets, there is a deep dive report available for all to purchase. It contains additional key indicators of the market, sustainable behaviour target groups and the development over time for the different industries. See more about this report on [page 26](#).



THE ANALYSIS REPORT

For all brands on the ranking lists, there is an in-depth tailored brand-specific report available. It gives you insights into the perception of your brand and competitors, your target groups, and the trends on the market. Last but not least, provides you with actionable strategic recommendations on strengthening your sustainable brand.



THE STRATEGY REPORT

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

Europe's Largest Brand Study on Sustainability



ABOUT THE STUDY

Sustainable Brand Index™ is Europe's largest independent brand study on sustainability, founded in 2011 by SB Insight in Sweden. Sustainable Brand Index™ measures the sustainability perception of brands across industries and countries. It is an independent study consisting of nearly 1 600 brands, 36 industries, and 80 000 consumer interviews across Europe (the Nordics, the Netherlands & the Baltics). In doing so, Sustainable Brand Index™ shows how brands are perceived within sustainability, why they are perceived this way, and what to do about it. Next to yearly brand rankings and official reports, Sustainable Brand Index™ provides brands with data-driven sustainability insights, tailored analysis and strategic recommendations.

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%.

80 000

Consumers

1 549

Brands

36

Industries

8

Countries

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

- How does sustainability affect brands?
- How are brands perceived within the different areas of sustainability and why?
- What can brands do to change and improve this perception?
- What are the consumer's attitudes and behaviours regarding sustainability, how do they change over time, and how do they affect brands?
- Which future trends and developments within sustainability do brands need to be aware of and respond to?

Our Purpose

The purpose of Sustainable Brand Index™ is to drive the sustainability agenda and visualise the value of sustainable branding in order to increase the knowledge of sustainability among various stakeholders.

Sustainable Brand Index™ aims to encourage brands to improve their work and communicate actively about sustainability. The more brands dare to talk about sustainability, the more consumers will know, care and demand. This creates a positive cycle for transparency and sustainability. Together we are on a mission to create sustainable brands.

“

Sustainable Brand Index™ has been an early “unifying force” on the market and has played an important role in demonstrating how sustainability can strengthen a brand and be linked to the commercial agenda.

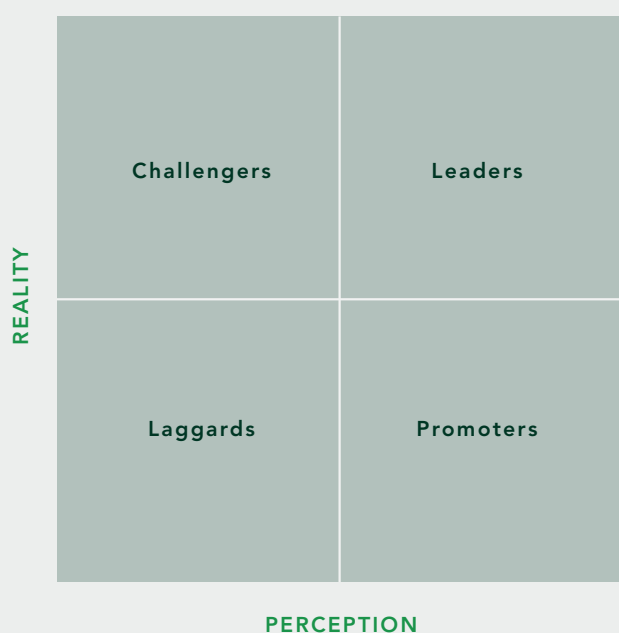


JONAS CARLEHED
SUSTAINABILITY MANAGER
IKEA SWEDEN

Perception vs. Performance - A New Dimension of Sustainable Brand Index™

It is important to note that Sustainable Brand Index™ measures how brands are perceived on sustainability. Thus, we do not measure the actual level of sustainability operations in this study. The perception of each actor's sustainability efforts is largely based on the consumers' gut feeling, but in some cases, also on their knowledge. In summary, we measure how much or how little the consumers know about each actor's sustainability responsibility as well as how they value each actor's sustainability responsibility.

The reason for doing this is that we consider it essential to track consumer maturity in sustainability. We are convinced that if we talk more about how brands are perceived, people will naturally be more interested in how brands perform. We want to create a positive circle, where our focus on perception leads to consumers engaging more in sustainability performance and questioning brands around what they do.



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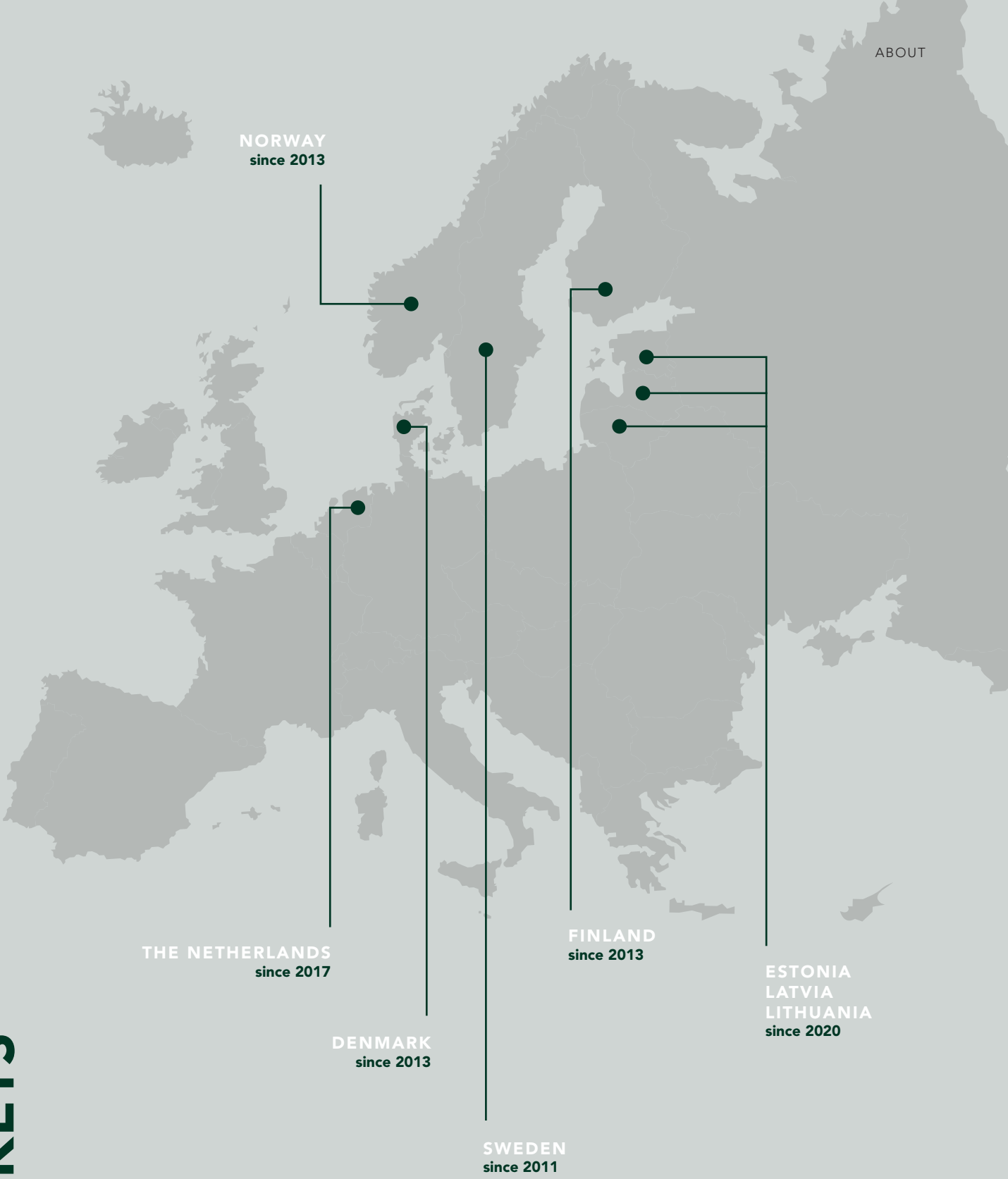
We want to create a positive circle, where our focus on perception leads to consumers engaging more in sustainability performance and questioning brands around what they do.

To further deepen our work with Sustainable Brand Index™, we are now working on adding the performance dimension to the study. It is an ongoing project where we are working with leading experts in sustainability metrics to see how we can visualise the difference between sustainability perception and actual performance. This is a long-term project that we hope will create interesting discussions and speed up the progress.

If you want to know more about this project, please contact us at info@sb-index.com.

CONTACT US

OUR MARKETS



Data Collection

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

TARGET AUDIENCE & RESPONDENTS

The target audience in Sustainable Brand Index™ is the general consumer or public, 16-75 years, in each 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 thus consist of regular citizens in each country that have been recruited to answer questions at even and uneven intervals.
- In the surveys, we set quotas for gender, age and geography.
- The data is weighted for further fine-tuning.
- The average length of the surveys is approximately 10 minutes. On average every respondent evaluates a random selection of around 20 brands.
- The study has been conducted during December 2022 to February 2023.

BRAND SELECTION

Per 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. 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™ are open to the public.

DEFINITION OF SUSTAINABILITY

The definition of sustainability in Sustainable Brand Index™ is based on the UN Global Goals for Sustainable Development (SDG). The ranking of Sustainable Brand Index™ is however only the tip of the iceberg in the study. We measure consumer perception in relation to sustainability in different ways, by diving deeper into specific attitudes, knowledge levels, behaviours and materiality areas relevant to each industry.

THE RANKING SCORE

The ranking of Sustainable Brand Index™ shows how brands are perceived on sustainability according to consumers in the 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". The maximum score a brand can get is 200%. A brand that has 200%, performs very well within both environmental (100%) and social responsibility (100%) according to consumers. In other words, this means that 100% of consumers have answered 4 or 5. A brand with a 200% score usually does not exist in reality.

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

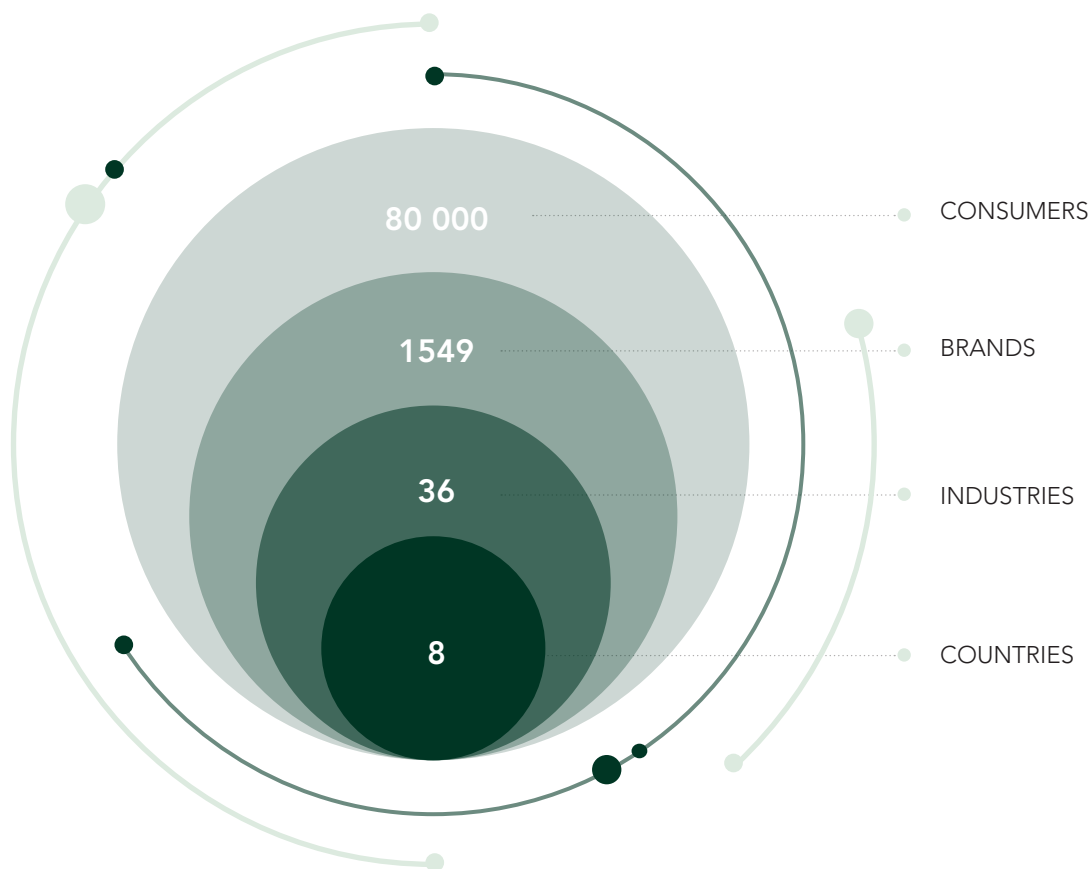
FOUNDED BY SB INSIGHT

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TO LEARN MORE ABOUT SB INSIGHT

[CLICK HERE](#)

Facts & Figures 2023

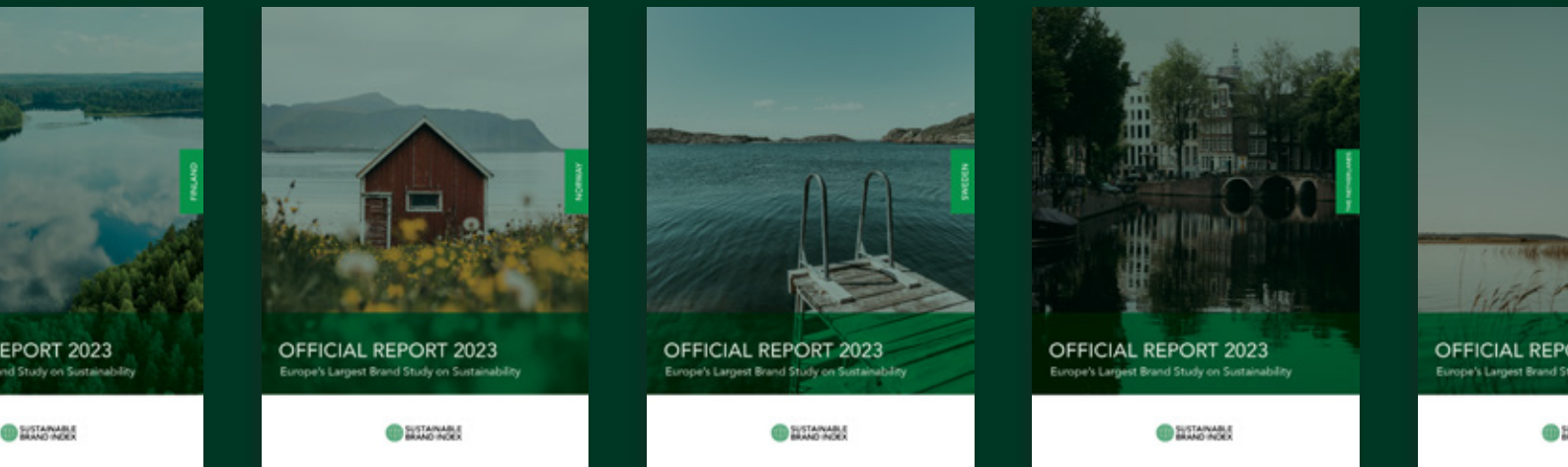


BREAKDOWN PER COUNTRY

COUNTRIES	CONSUMERS	BRANDS	INDUSTRIES
Sweden	29 000	418	36
Norway	11 000	268	24
Denmark	12 000	243	24
Finland	12 000	228	26
The Netherlands	12 000	209	22
Estonia	1000	49	8
Latvia	1000	50	8
Lithuania	2500	84	12
TOTAL	80 000	1549	36

Industries 2023

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
Cleaning & Hygiene	Clothes & Fashion - Brands	Clothes & Fashion - Brands	Cleaning & Hygiene	Digital	Food & Beverage
Clothes & Fashion - Brands	Clothes & Fashion - Stores	Clothes & Fashion - Stores	Clothes & Fashion - Brands	E-commerce	Fuel
Clothes & Fashion - Stores	Consumer Goods Corporations	Consumer Goods Corporations	Clothes & Fashion - Stores	Energy	Grocery Stores
Consumer Goods Corporations	E-commerce	E-commerce	Consumer Goods Corporations	Food	Parcel/Delivery*
Digital	Electricity & Heating	Electricity & Heating	E-commerce	Health Insurance	Pharmacies
E-commerce	Food	Food	Electricity & Heating	Holiday parks	Telecommunications
Electricity & Heating	Fuel	Fuel	Food	Hotels	Transport/Travel
Food	Furniture & Decoration	Furniture & Decoration	Fuel	Mobility	
Forest Owners	Grocery Stores	Hobby & Leisure	Furniture & Decoration - Brands	Other	
Fuel	Hobby & Leisure	Home Appliances & Electronics - Brands	Furniture & Decoration - Stores	Restaurants, Cafes & Take-away	
Furniture & Decoration - Brands	Home Appliances & Electronics	Home Appliances & Electronics - Stores	Grocery Stores	Retail - Do it yourself	
Furniture & Decoration - Stores	Hotels	Hotels	Hobby & Leisure	Retail - Drugstore	
Gambling & Lottery	Insurance & Pension	Insurance & Pension	Home appliances & Consumer electronics	Retail - Fashion	
Governmental Institutions	Other	Parcels & Logistics	Hotels	Retail - Living & Sleeping	
Grocery Stores	Parcels & Logistics	Restaurants, Cafes & Take-away	Insurance & Pension	Retail - Shops	
Healthcare Providers	Pharmacies	Supermarkets	Parcels & Logistics	Supermarkets	
Hobby & Leisure	Restaurants, Cafes & Take-away	Telecommunications	Pharmacies	Telecommunications	
Home Appliances & Electronics - Brands	Telecommunications	Transport	Restaurants, Cafes & Take-away	Travel & Tourism	
Home Appliances & Electronics - Stores	Transport	Travel & Tourism	Telecommunications		
Hotels	Travel & Tourism		Transport		
Insurance			Travel & Tourism		
Opticians					
Other					
Parcels & Logistics					
Pension					
Pharmacies					
Real Estate					
Restaurants, Cafes & Take-away					
Telecommunications					
Transport					
Travel & Tourism					
Vehicle Inspection & Service					
					* (only in Lithuania)
NUMBER OF INDUSTRIES	NUMBER OF INDUSTRIES	NUMBER OF INDUSTRIES	NUMBER OF INDUSTRIES	NUMBER OF INDUSTRIES	NUMBER OF INDUSTRIES
36	24	24	26	22	12



Why a Study That Looks at Sustainability Perception?

There are many reasons. Let us start with the communicative aspect of Sustainable Brand Index™. Winners in the ranking can communicate that they are perceived to be the best. This is a hot potato right now, and we have had to tighten the rules about it (see more about that on sb-index.com). The competitive element of Sustainable Brand Index™ is very engaging and the ranking and the communication around it have historically contributed to the following:

- Increased interest in sustainability from the management and board of the winning companies and those further down the rankings.
- Improved cooperation between the sustainability department and communications and marketing to avoid greenwashing.

Furthermore, there is the aspect that we provide in-depth insights to companies on the lists. These insights are used to drive change and create engagement internally and externally. Some examples of what this has contributed to:

- As a direct consequence of our insights, a large international company set up a whole sustainability department. The aim was to better respond to why the company was perceived as sustainable and deliver on consumer demands.
- As a result of our tailored recommendations, a company initiated the process of setting Science-Based Targets and has just had its targets approved.

In short, it is possible to create change and build a brand simultaneously.

Want to know more?

[CONTACT US](#)

KEY INSIGHTS

2023

Estonia

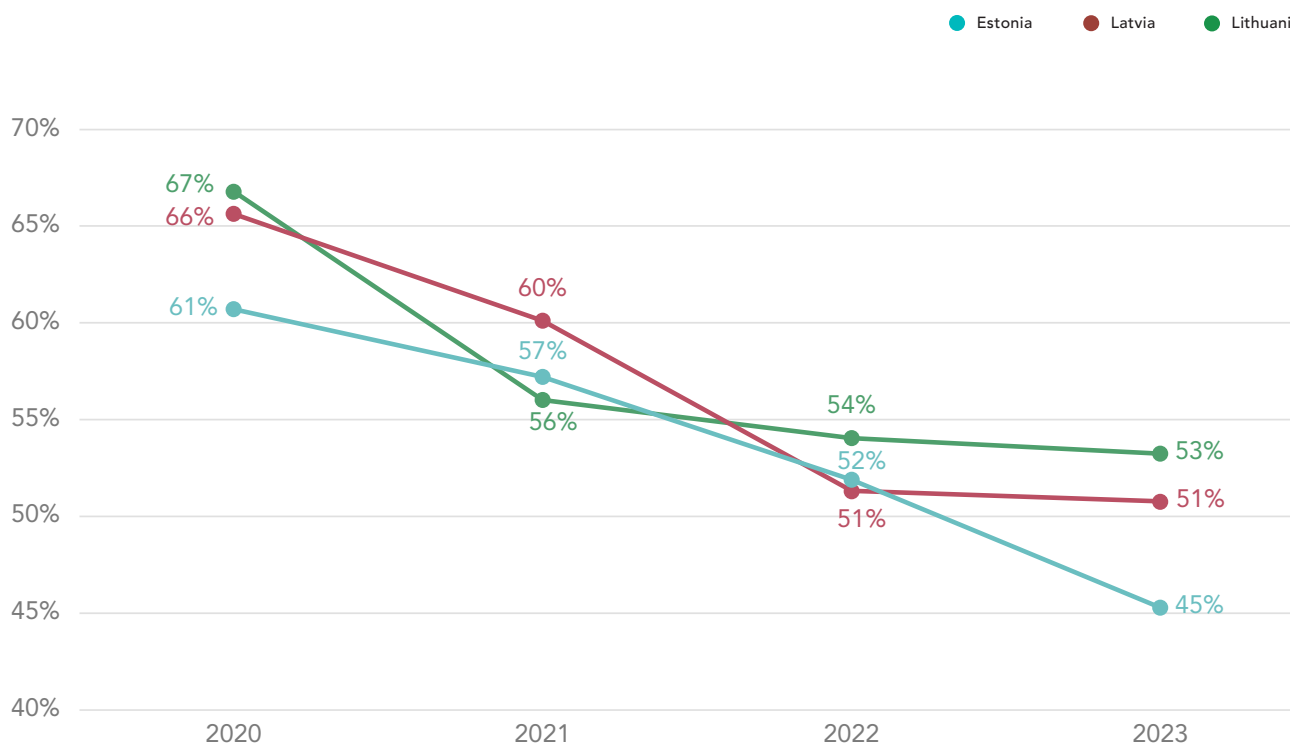
Latvia

Lithuania

IN A DATA-DRIVEN WAY, SUSTAINABLE BRAND INDEX™ IS ABLE TO IDENTIFY IMPORTANT GAPS BETWEEN HOW BRANDS THINK THEY ARE PERCEIVED AND THE REALITY.

BY ANALYSING IMPORTANT TRENDS, MAPPING STAKEHOLDER'S ATTITUDES AND BEHAVIOURS AND EVALUATING BRAND DRIVERS, THE STUDY PROVIDES IN-DEPTH INSIGHTS AND STRATEGIC TOOLS.

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



The Consumer Interest in Sustainability

The trend over the past four years in the Baltic countries has been quite discouraging. The share of consumers who claim to discuss sustainability has declined.

While the discussions in 2023 seem to be at the same level as last year in Latvia and Lithuania, it is concerning that there was a significant drop between 2020 and 2022. In Lithuania, the drop was from 67% to 54%, meaning 13 points. In Latvia, the drop was from 66% to 51%, 15 percentage points. This raises the question of whether this decline, and this lower level, is a new normal for these countries.

Estonia has a similar but slightly different development. The decrease in discussions between 2020 and 2022 was not as steep as in Latvia and Lithuania, but only nine percentage points. However, the negative trend continues in Estonia this year as the percentage of consumers discussing sustainability has decreased for the third consecutive year, from 52% in 2022 to 45% in 2023.

To summarise, looking at the four-year perspective, the decrease is the same in all three countries. One reason for this is that in countries where consumers are less mature in sustainability, such as the Baltic countries, the definition of sustainability remains quite narrow. It is about clear topics like the climate, the environment and paying taxes. In more mature markets, the definition of sustainability is quite broad, including topics such as war, conflicts and democracy. When we see a situation like the one in Ukraine, consumers in Estonia, Latvia and Lithuania do not see it as something related to sustainability. Whereas in, for example, Sweden, it plays into the narrative of sustainability.

The development in the Baltic countries highlights that brands cannot take sustainability for granted and must continuously talk to their consumers and stakeholders to ensure they are engaging and meeting expectations.

How Consumers Prioritise Sustainability

Over the past four years, there has been some change in the share of the population claiming to prioritise sustainability in their purchasing decisions in the Baltic states of Estonia, Latvia, and Lithuania.

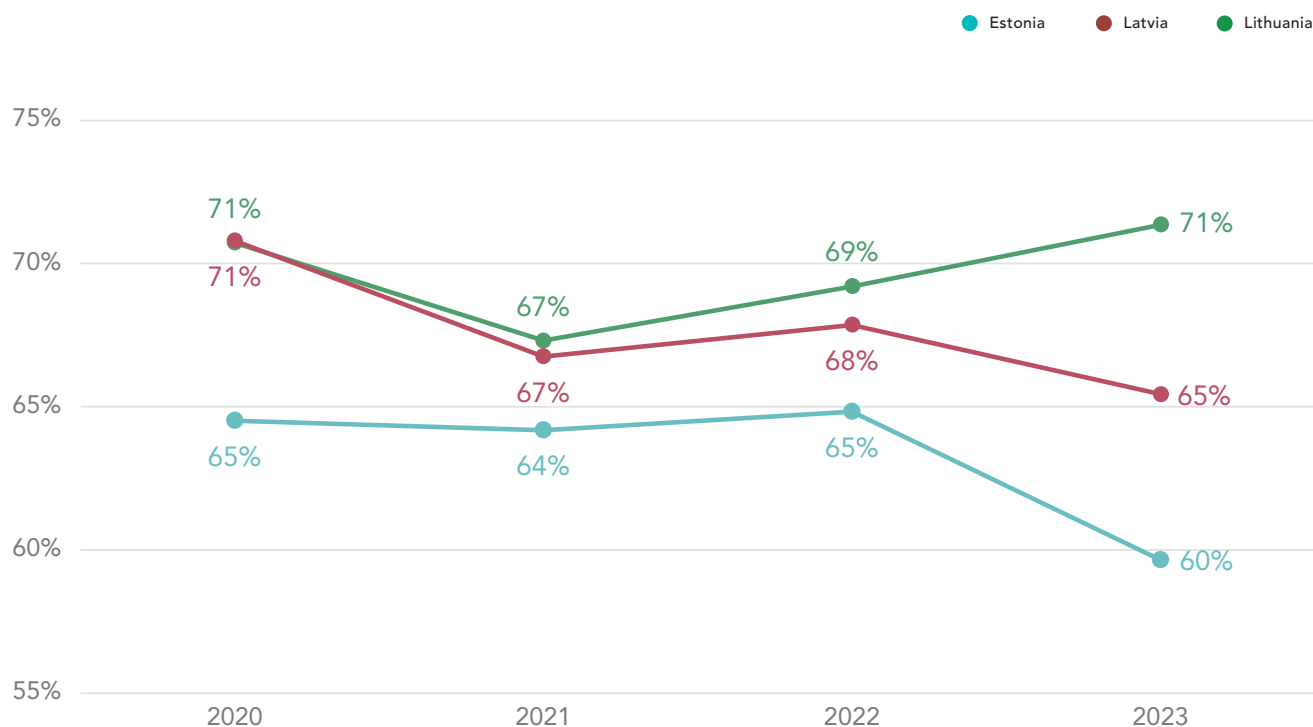
The small decline in the share of people prioritising sustainability in Estonia and Latvia, especially since last year, can be attributed to various factors such as war, conflicts, and a strained economy. With other issues becoming more pressing for ordinary people, sustainability may have taken a backseat in their priorities.

On the other hand, Lithuania seems to have a different story. The country, where sustainability is, to some extent, more integrated into society and business, has seen an increase in the share of people claiming to prioritise sustainability in purchasing decisions,

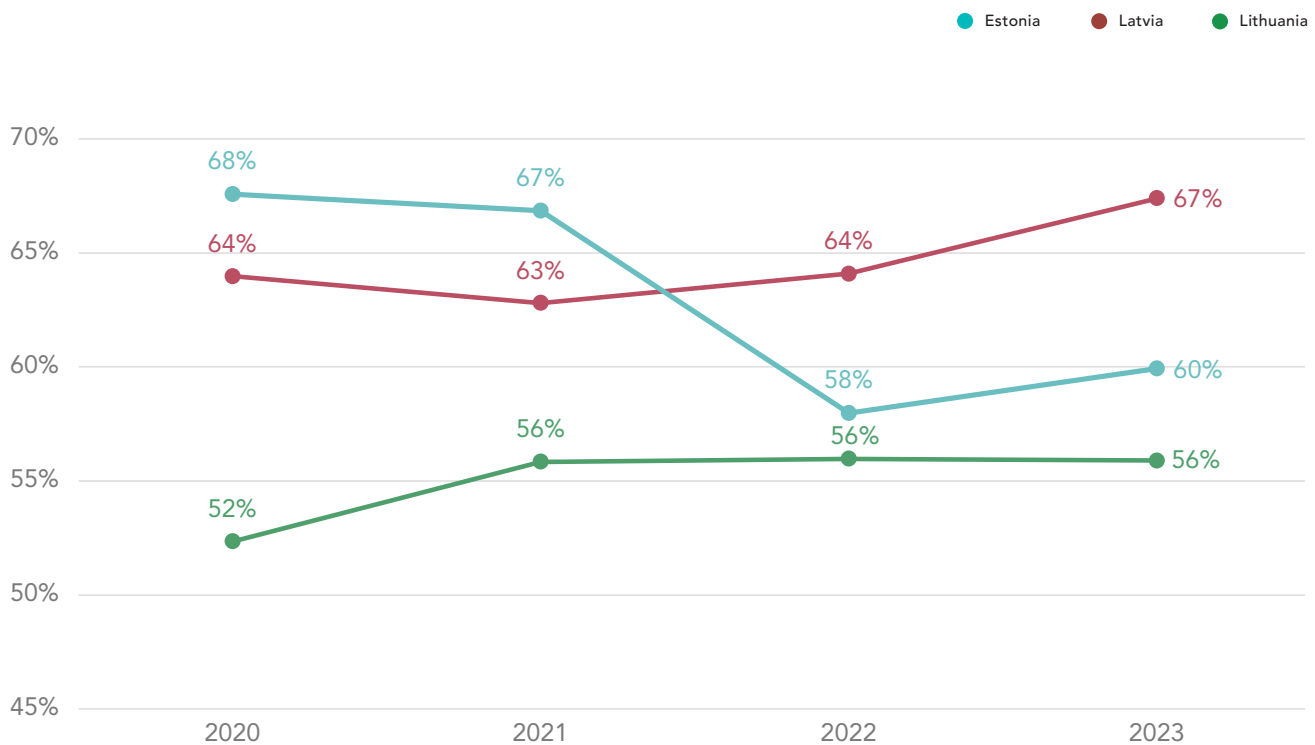
going back up to 71% - the same level as in 2020. This suggests that the topic of sustainability remains an important issue for Lithuanians.

Overall, while the decline in the share of people prioritising sustainability in Estonia and Latvia needs to be monitored, the stable trend in Lithuania and the recent increase in the share of people claiming to prioritise sustainability in purchasing decisions is a positive sign.

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



Average SBI ranking score.



The Ranking Development

Latvia and Lithuania both exhibit a stable and slightly positive development in average ranking scores for brands over the past four years of the study. This means that slightly more consumers in these countries are positive about brands and their ability to be sustainable. In Latvia, the net development of the average score between 2020 and 2023 is plus three percentage points, and in Lithuania, it is plus four percentage points.

Estonia experienced a dip in average scores between 2021 and 2022, and, therefore, the longer trend is negative. Fewer Estonian consumers are positive today than four years ago. The net development in average score in Estonia between 2020 and 2023 is, therefore, negative, down eight percentage points compared to the first year.

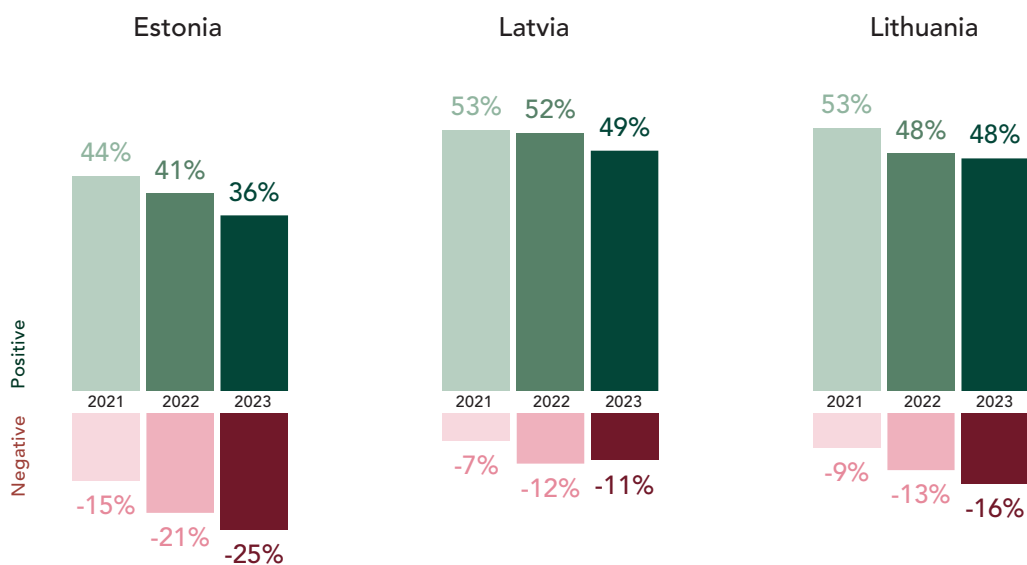
Consumer Views on Sustainability Communication

In all three Baltic countries, we have seen a decreased interest in sustainability communication from companies over the past three years. The share of consumers claiming to be positive about communication goes down, and the negatives go up. In short, consumers are more hesitant to companies talking about sustainability.

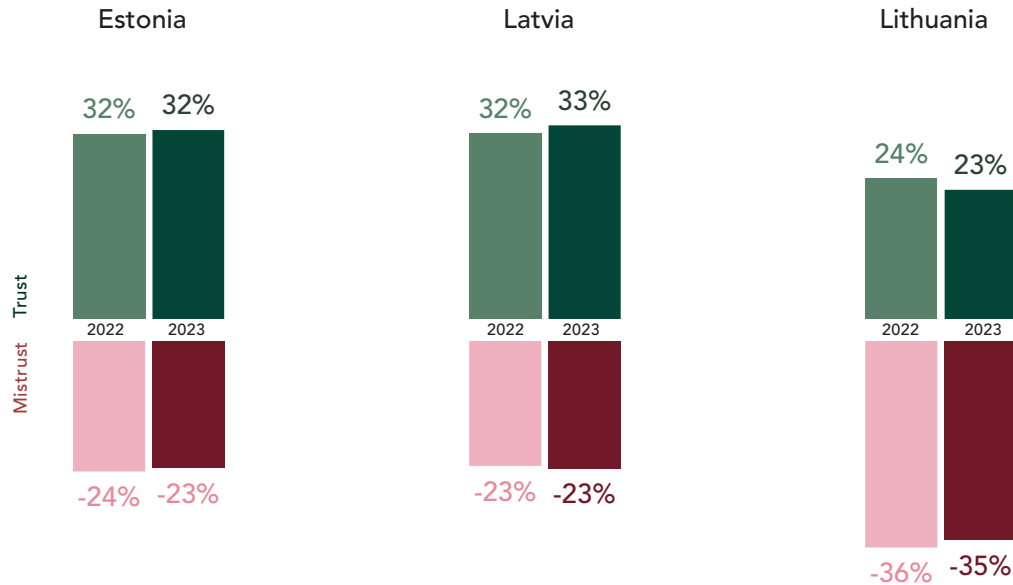
Estonia has seen the most negative development, with only 36% of consumers being positive this year, compared to 44% in 2021. The negatives have increased from 15 to 25 percent. In other words, a quarter of the population is now negative to companies' sustainability communication.

The situation is not as difficult in Latvia and Lithuania, but the development is still negative, and brands in Lithuania will have a tougher time engaging consumers.

Share of consumers (%) who are positive/negative towards sustainability communication.



Share of consumers (%) who trust/mistrust sustainability communication.



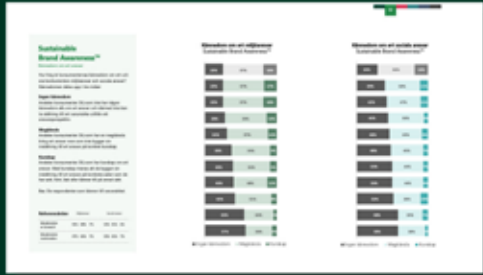
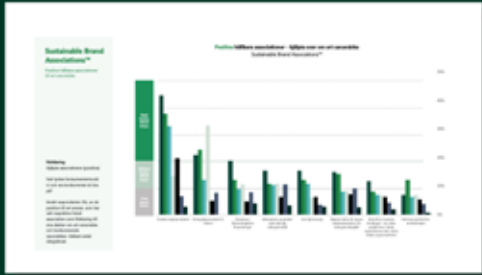
Regarding consumer trust in sustainability communication, the situation is the same as last year in all three countries. In Estonia and Latvia, approximately one-third of the population claims to trust what companies say, whereas it is only a quarter in Lithuania. The situation is similar among consumers who actively mistrust communication. They are fewer in Estonia and Latvia, albeit still a quarter of the population. But in Lithuania, a full 35% claim to mistrust what companies say about sustainability.

To summarise, it is a tough situation for brands in Estonia, Latvia and Lithuania going forward, with consumers scrutinising sustainability messages more than ever.

The Market Report 2023

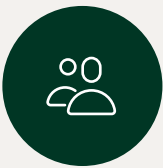
Our data driven Market Report will help you understand changes in the sustainability landscape to assist in building a more sustainable brand.

ORDER HERE



What is the Market Report focusing on?

Our Market Report is an immersive experience, going beyond the surface-level findings of the Official Report. Here's what you can expect:



CONSUMERS

Uncover how consumer interest and engagement are evolving and what to expect in the future.



SUSTAINABILITY AREAS

Learn the importance of different sustainability areas, depending on different target groups.



INDUSTRIES

Understand how sustainability is prioritised in different industries and how your industry has evolved.



SUSTAINABILITY DRIVERS

Uncover the main drivers of sustainability perception and where to communicate for most effect.

RANKING

2023



THE LITHUANIAN RANKING 2023

INDUSTRIES MEASURED IN LITHUANIA

Agriculture
Banks
Clothes & Fashion (Stores)
E-commerce
Electricity & Heating
Food & Beverage
Fuel
Grocery Stores
Parcel/Delivery
Pharmacies
Telecommunications
Transport/Travel

TOTAL AMOUNT OF INDUSTRIES MEASURED IN LITHUANIA

12

TOTAL AMOUNT OF BRANDS MEASURED IN LITHUANIA

84

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 (Sustainable Brand Awareness - SBA). Secondly, we measure consumer attitudes towards the responsibility of a brand (Sustainable Brand Quality - SBQ). 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.

TOP 10



Lidl



Humana



Norfa



Biržų duona



Camelia vaistinė



DPD



Omniva



Eurovaistinė



Gintarinė vaistinė



Sėklos
(Žalia stotelė)

1. **Lidl** 🇱🇹
2. Humana 🇱🇹
3. Norfa
4. Biržų duona 🇱🇹
5. Camelia vaistinė 🇱🇹
6. DPD 🇱🇹
7. Omniva
8. Eurovaistinė
9. Gintarinė vaistinė
10. Sėklos (Žalia stotelė) 🇱🇹
11. Maxima
12. Swedbank 🇱🇹
13. IKI
14. N (Norfos) vaistinė
15. Telia 🇱🇹
16. Vilkyškių pieninė
17. Vilniaus duona
18. Pieno žvaigždės
19. Rokiškio sūris
20. Žemaitijos pienas
21. Audimas
22. Rimi
23. Venipak
24. Senukai.lt 🇱🇹
25. LP Express (Lietuvos paštas)
26. Barbora.lt
27. Utenos trikotažas
28. LTG Link (Lietuvos geležinkeliai) 🇱🇹
29. Tele2
30. BENU vaistinė
31. Malsena
32. Topocentras.lt
33. Auga
34. Circle K 🇱🇹
35. Pigu.lt
36. SEB
37. Aboutyou.lt
38. Švyturys-Utenos alus
39. Bolt
40. Kauno grūdai
41. Eavalynė.lt
42. Mantinga
43. Paulig
44. Kietaviškių gausa
45. Neste
46. Volfas Engelman
47. Varle.lt
48. Kėdainių konservai (Vikondos grupė)
49. Zara
50. Apranga
51. Santa Maria
52. Pildyk
53. Enefit 🇱🇹
54. Gardėsis (Fazer Lietuva)
55. Revolut
56. Šiaulių bankas
57. Nestle Lietuva
58. Biovela-Utenos mėsa
59. Novaturas
60. CityBee
61. Ignitis
62. BITĖ
63. airBaltic
64. Spark
65. Žygio batai
66. Krekenavos mėsa (Krekenavos agrofirma)
67. Elektrum
68. VIADA
69. Tez Tour
70. Luminor
71. Kalnapilis-Tauro grupė
72. Danija
73. Membership.lt
74. Labas
75. Lytagra
76. Ežys
77. Baltic Agro
78. Medicinos bankas
79. Orkla
80. Scandagra
81. Dojus Agro
82. Citadele bankas
83. Agrochema
84. Perlas energija

 = Industry winner

ABOUT THE RANKING IN SUSTAINABLE BRAND INDEX™

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 (Sustainable Brand Awareness - SBA). Secondly, we measure consumer attitudes towards the responsibility of a brand (Sustainable Brand Quality - SBO). 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".



LITHUANIA'S MOST SUSTAINABLE BRAND 2020 - 2023

This is the brand that is perceived as the most sustainable brand according to Lithuanian consumers in Sustainable Brand Index™ over time.



2023



2022



2021



2020

RANKING DEVELOPMENT 2020-2023

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 (Sustainable Brand Awareness - SBA). Secondly, we measure consumer attitudes towards the responsibility of a brand (Sustainable Brand Quality - SBQ). 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 means a perfect score) is still far out of reach for all brands on the market. To clarify the 2022 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%

2023 Score		2023	2022	2021	2020
90% 61-80%	Lidl	1	1	1	1
	Humana	2	3		
	Norfa	3	14	13	9
	Biržų duona	4	11	3	10
	Camelia vaistinė	5	4	2	
	DPD	6	23		
	Omniva	7	10		
	Eurovaistinė	8	5	4	
	Gintarinė vaistinė	9	7	8	
	Sėklos (Žalia stotelė)	10	2		
	Maxima	11	6	9	6
	Swedbank	12	9	7	4
	IKI	13	8	5	3
	N (Norfos) vaistinė	14	19		
	Telia	15	28	14	7
	Vilkyškių pieninė	16	12	10	12
	Vilniaus duona	17	15	20	11
	Pieno žvaigždės	18	18	17	20
	Rokiškio sūris	19	21	11	8
	Žemaitijos pienas	20	13		
41-60%	Audimas	21	26		
	Rimi	22	16	12	15
	Venipak	23	38		
	Senukai.lt	24	22		
	LP Express (Lietuvos paštas)	25	24		
	Barbora.lt	26	17	18	30
	Utenos trikotažas	27	27		
	LTG Link (Lietuvos geležinkeliai)	28	52	23	14
	Tele2	29	20	19	2
	BENU vaistinė	30	29	28	
	Malsena	31	35	26	21
	Topocentras.lt	32	30		
	Auga	33	31	16	23
	Circle K	34	33	30	26
	Pigu.lt	35	42		
SEB	36	32	24	17	
Aboutyou.lt	37	53			
Švyturys-Utenos alus	38	43			
Bolt	39	40	31	37	
Kauno grūdai	40	48			
Eavalynė.lt	41	41			
Mantinga	42	49			
Paulig	43	25	27	16	
Kietaviškių gausa	44	45			
Neste	45	47	22	22	

RANKING DEVELOPMENT 2020-2023

2023 Score	2023	2022	2021	2020
	Volfas Engelman	46	39	
	Varle.lt	47	70	
	Kėdainių konservai (Vikondos grupė)	48	56	33 33
	Zara	49	59	
	Apranga	50	50	
	Santa Maria	51	34	25 24
	Pildyk	52	44	38 19
	Enefit	53	73	41 49
	Gardėsis (Fazer Lietuva)	54	60	21 25
	Revolut	55	69	
	Šiaulių bankas	56	58	35 31
	Nestle Lietuva	57	54	
	Biovela-Utenos mėsa	58	46	34 34
	Novaturas	59	62	
	CityBee	60	55	
	Ignitis	61	36	15 13
	BITĖ	62	37	29 18
	airBaltic	63	66	44 36
	Spark	64	61	
	Žygio batai	65	71	
	Krekenavos mėsa (Krekenavos agrofirmą)	66	51	40 43
	Elektrum	67	65	42 47
	VIADA	68	63	37 29
	Tez Tour	69	77	
	Luminor	70	68	39 32
	Kalnapilis-Tauro grupė	71	64	
	Danija	72	67	
	Membership.lt	73	75	
	Labas	74	57	46 39
	Lytagra	75	82	
	Ežys	76	78	47 38
	Baltic Agro	77	72	
	Medicinos bankas	78	76	
	Orkla	79	80	50 48
	Scandagra	80	83	
	Dojus Agro	81	74	
	Citadele bankas	82	81	48 45
	Agrochema	83	85	
	Perlas energija	84	79	

41-60%

21-40%

30%

INDUSTRY RANKINGS

2023



INDUSTRY OVERVIEW 2023

RANKING OF INDUSTRIES

The Industry Ranking overview shows how industries overall are perceived on sustainability according to Lithuanian 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 Lithuanian consumers.

Ranking position	Industry
01.	GROCERY STORES
02.	PHARMACIES
03.	PARCEL/DELIVERY
04.	CLOTHES & FASHION (STORES)
05.	FOOD & BEVERAGE
06.	E-COMMERCE
07.	FUEL
08.	TELECOMMUNICATIONS
09.	TRANSPORT/TRAVEL
10.	BANKS
11.	AGRICULTURE
12.	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 Lithuanian 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™ 2023.

Ranking position	Brand	Industry
1	LIDL	GROCERY STORES
2	HUMANA	CLOTHES & FASHION (STORES)
4	BIRŽŪ DUONA	FOOD & BEVERAGE
5	CAMELIA VAISTINĖ	PHARMACIES
6	DPD	PARCEL/DELIVERY
10	SĖKLOS (ŽALIA STOTELĖ)	AGRICULTURE
12	SWEDBANK	BANKS
15	TELIA	TELECOMMUNICATIONS
24	SENUKAI.LT	E-COMMERCE
28	LTG LINK (LIETUVOS GELEŽINKELIAI)	TRANSPORT/TRAVEL
34	CIRCLE K	FUEL
53	ENEFT	ELECTRICITY & HEATING

2023

INDUSTRY RANKING



OUT OF THE TOTAL 12 INDUSTRIES
MEASURED, THE INDUSTRY
AGRICULTURE RANKS

11th

AGRICULTURE

Ranking position	Brand
10	Sėklos (Žalia stotelė)
75	Lytagra
77	Baltic Agro
80	Scandagra
81	Dojus Agro
83	Agrochema

2023

INDUSTRY RANKING



OUT OF THE TOTAL 12 INDUSTRIES
MEASURED, THE INDUSTRY
BANKS RANKS

10th

BANKS

Ranking position	Brand
12	Swedbank
36	SEB
55	Revolut
56	Šiaulių bankas
70	Luminor
78	Medicinos bankas
82	Citadele bankas

2023

INDUSTRY RANKING



OUT OF THE TOTAL 12 INDUSTRIES
MEASURED, THE INDUSTRY
CLOTHES & FASHION (STORES) RANKS

4thCLOTHES & FASHION
(STORES)

Ranking position	Brand
2	Humana
21	Audimas
27	Utenos trikotažas
49	Zara
50	Apranga
65	Žygio batai
72	Danija



OUT OF THE TOTAL 12 INDUSTRIES
MEASURED, THE INDUSTRY
E-COMMERCE RANKS

6th

2023 INDUSTRY RANKING

E-COMMERCE

Ranking position	Brand
24	Senukai.lt
26	Barbora.lt
32	Topocentras.lt
35	Pigu.lt
37	Aboutyou.lt
41	Eavalyne.lt
47	Varle.lt
73	Membershop.lt

2023

INDUSTRY RANKING



OUT OF THE TOTAL 12 INDUSTRIES
MEASURED, THE INDUSTRY
ELECTRICITY & HEATING RANKS

12th

ELECTRICITY & HEATING

Ranking
position

Brand

53	Enefit
61	Ignitis
67	Elektrum
84	Perlas energija

2023

INDUSTRY RANKING



OUT OF THE TOTAL 12 INDUSTRIES
MEASURED, THE INDUSTRY
FOOD & BEVERAGE RANKS

5th

FOOD & BEVERAGE

Ranking position	Brand	Ranking position	Brand
4	Biržų duona	58	Biovela-Utenos mėsa
16	Vilkyškių pieninė	66	Krekenavos mėsa (Krekenavos agrofirma)
17	Vilniaus duona	71	Kalnapilis-Tauro grupė
18	Pieno žvaigždės	79	Orkla
19	Rokiškio sūris		
20	Žemaitijos pienas		
31	Malsena		
33	Auga		
38	Švyturys-Utenos alus		
40	Kauno grūdai		
42	Mantinga		
43	Paulig		
44	Kietaviškių gausa		
46	Volfas Engelman		
48	Kėdainių konservai (Vikondos grupė)		
51	Santa Maria		
54	Gardėsis (Fazer Lietuva)		
57	Nestle Lietuva		

2023

INDUSTRY RANKING



OUT OF THE TOTAL 12 INDUSTRIES
MEASURED, THE INDUSTRY

FUEL RANKS

7th

FUEL

Ranking position	Brand
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34	Circle K
45	Neste
68	VIADA

2023

INDUSTRY RANKING



OUT OF THE TOTAL 12 INDUSTRIES
MEASURED, THE INDUSTRY
GROCERY STORES RANKS

1st

GROCERY STORES

Ranking
position

Brand

1	Lidl
3	Norfa
11	Maxima
13	IKI
22	Rimi

2023

INDUSTRY RANKING



OUT OF THE TOTAL 12 INDUSTRIES
MEASURED, THE INDUSTRY
PARCEL/DELIVERY RANKS

3rd

PARCEL/DELIVERY

Ranking position	Brand
6	DPD
7	Omniva
23	Venipak
25	LP Express (Lietuvos paštas)

2023

INDUSTRY RANKING



OUT OF THE TOTAL 12
INDUSTRIES MEASURED, THE
INDUSTRY PHARMACIES RANKS

2nd

PHARMACIES

Ranking position	Brand
5	Camelia vaistinė
8	Eurovaistinė
9	Gintarinė vaistinė
14	N (Norfos) vaistinė
30	BENU vaistinė

2023

INDUSTRY RANKING



OUT OF THE TOTAL 12 INDUSTRIES
MEASURED, THE INDUSTRY
TELECOMMUNICATIONS RANKS

8th

TELECOMMUNICATIONS

Ranking
position

Brand

15	Telia
29	Tele2
52	Pildyk
62	BITĖ
74	Labas
76	Ežys

2023

INDUSTRY RANKING



OUT OF THE TOTAL 12 INDUSTRIES
MEASURED, THE INDUSTRY
TRANSPORT/TRAVEL RANKS

9th

TRANSPORT/TRAVEL

Ranking position	Brand
28	LTG Link (Lietuvos geležinkeliai)
39	Bolt
59	Novaturas
60	CityBee
63	airBaltic
64	Spark
69	Tez Tour

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 are the natural partner for sustainability insights. We provide actionable insights on how sustainability affects branding, communication, and business development, helping brands to make informed decisions and transform into sustainable brands.

OUR BUSINESS AREAS

SB Insight's work is divided into three business areas:



SUSTAINABLE
BRAND INDEX™



TAILORED RESEARCH
& REPORTS



TAILORED LECTURES
& SEMINARS

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This report was written by SB Insight, the founder of Sustainable Brand Index™.

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