



Prifysgol Cymru

Y Drindod Dewi Sant

University of Wales

Trinity Saint David

Module: Marketing Management

Module Code: LCMB7024

Student Name/ ID: Kishan Sangani / 2527211

Assignment Title: Sustainable Brand Extension

Poster Presentation

Submission Date: 02/08/2026

Unilever EcoLoop–Smart Refill & Circular Packaging Network

A Sustainable Brand Extension for Circular Consumer Goods



Introduction

- Founded 1929; 190+ countries (Unilever, 2026a; Unilever, 2026b).
- 26th largest; €60.8B revenue (2025) (Unilever, 2026a; Statista, 2026a).
- Sustainable growth, lower environmental impact, social wellbeing.

Figure 1: Product overview

(Source: Self-developed)

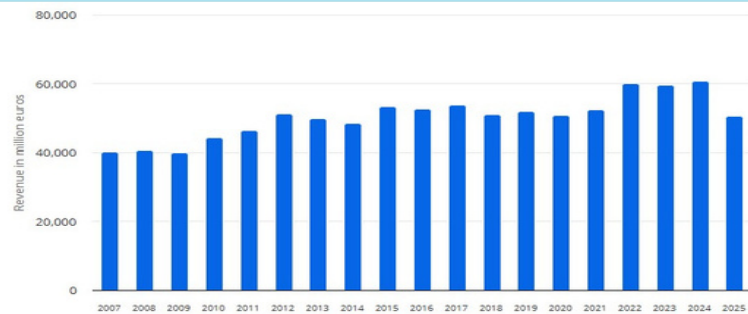


Figure 2: Unilever revenue
(Source: Statista, 2026a)

Sustainable Brand Extension

- Promotes product reuse, customer loyalty, and reduced packaging waste.
- Supports sustainable business growth.
- Aligns with Unilever's 30% virgin plastic reduction target by 2026 (Unilever, 2026c).

Brand Extension and Sustainability

- Cuts packaging costs; boosts engagement through refill rewards.
- Supports SDG 12 via reusable packaging (SDGs, 2026).
- Supports SDG 13 by reducing packaging emissions (SDGs, 2026).

Brand Extension and Current Market Trends

- 70%+ UK consumers value sustainability (Ipsos, 2026).
- Reusable packaging market: \$190.1B by 2030 (Grand View Research, 2026a).

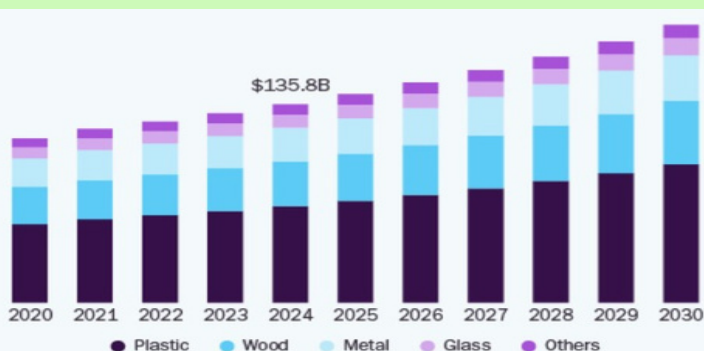


Figure 3: Reusable packaging market
(Source: Grandview Research, 2026a)

Conclusion

- EcoLoop leads sustainability through refill technology and circular packaging.
- Boosts customer retention, repeat sales, and competitive advantage.

References

Grandview Research, 2026a. *Reusable Packaging Market (2025 - 2030)* Available at: <https://www.grandviewresearch.com/industry-analysis/reusable-packaging-market-report#:~:text=The%20global%20reusable%20packaging%20market,share%20of%2034.4%25%20in%202024.> [Accessed: 30 July 2026]

Ipsos, 2026. *Price trumps planet? Britons want sustainable products, but on a budget* Available at: <https://www.ipsos.com/en-uk/price-trumps-planet-britons-want-sustainable-products-budget> [Accessed: 30 July 2026]

SDGs, 2026. *Department of Economic and Social Affairs* Available at: <https://sdgs.un.org/goals> [Accessed: 30 July 2026]

Statista, 2026a. *Revenue of Unilever from 2007 to 2025 (in million euros)* Available at: <https://www.statista.com/statistics/269190/global-revenue-of-the-unilever-group-since-2007/?srsltid=AfmBOo0oC0uTpKPI9AHKANrhd->

[WWkNtCCLpqvg5hdmwlogajC0A0amt4](https://www.statista.com/statistics/269190/global-revenue-of-the-unilever-group-since-2007/?srsltid=AfmBOo0oC0uTpKPI9AHKANrhd-WWkNtCCLpqvg5hdmwlogajC0A0amt4) [Accessed: 30 July 2026]

Unilever, 2026a. *Joining forces, Unilever comes to life* Available at: <https://www.unilever.com/our-company/our-history-and-archives/1900-1950/#:~:text=On%202%20September%201929%2C%20Margarine,decide%20on%20an%20amalgamation%20instead.> [Accessed: 30 July 2026]

Unilever, 2026b. *Why invest in Unilever?* Available at: <https://www.unilever.com/investors/why-invest-in-unilever/> [Accessed: 30 July 2026]

Unilever, 2026c. *How Unilever is working to end plastic waste* Available at: <https://www.unilever.com/sustainability/plastics/> [Accessed: 30 July 2026]