

# The 2025 US Business Sustainability Landscape Outlook

| Summary



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We surveyed 400 global executives at US companies responsible for business and operational decisions across procurement, supply chain, sustainability, risk and compliance, finance and IT. Here's what we found.

Main takeaway:

Most US companies still see sustainability as a competitive advantage, but growing regulatory uncertainty, compliance gaps and a wave of "greenhushing" are reshaping how they act and what they say publicly.

## Five Key Study Findings

1 The vast majority of companies (87%) have maintained or increased their investment in business sustainability since the start of 2025.

**31%**

are increasing their investments in sustainability but reducing how much they publicly promote these efforts.

2

Sustainability delivers more than just growth. According to 65% of respondents, it's a competitive advantage that helps them grow faster through risk reduction, resilience, brand enhancements, supply chain performance and cost savings.

Is supply chain sustainability helping your company?



**65%** say it's a competitive advantage

**3** Despite growing regulatory uncertainty, corporate leaders overwhelmingly agree on one thing: eliminating or rolling back ESG regulations would have serious consequences.

**~50%**

C-suite leaders say eliminating ESG oversight would increase supply chain disruptions, impacting the flow of goods.

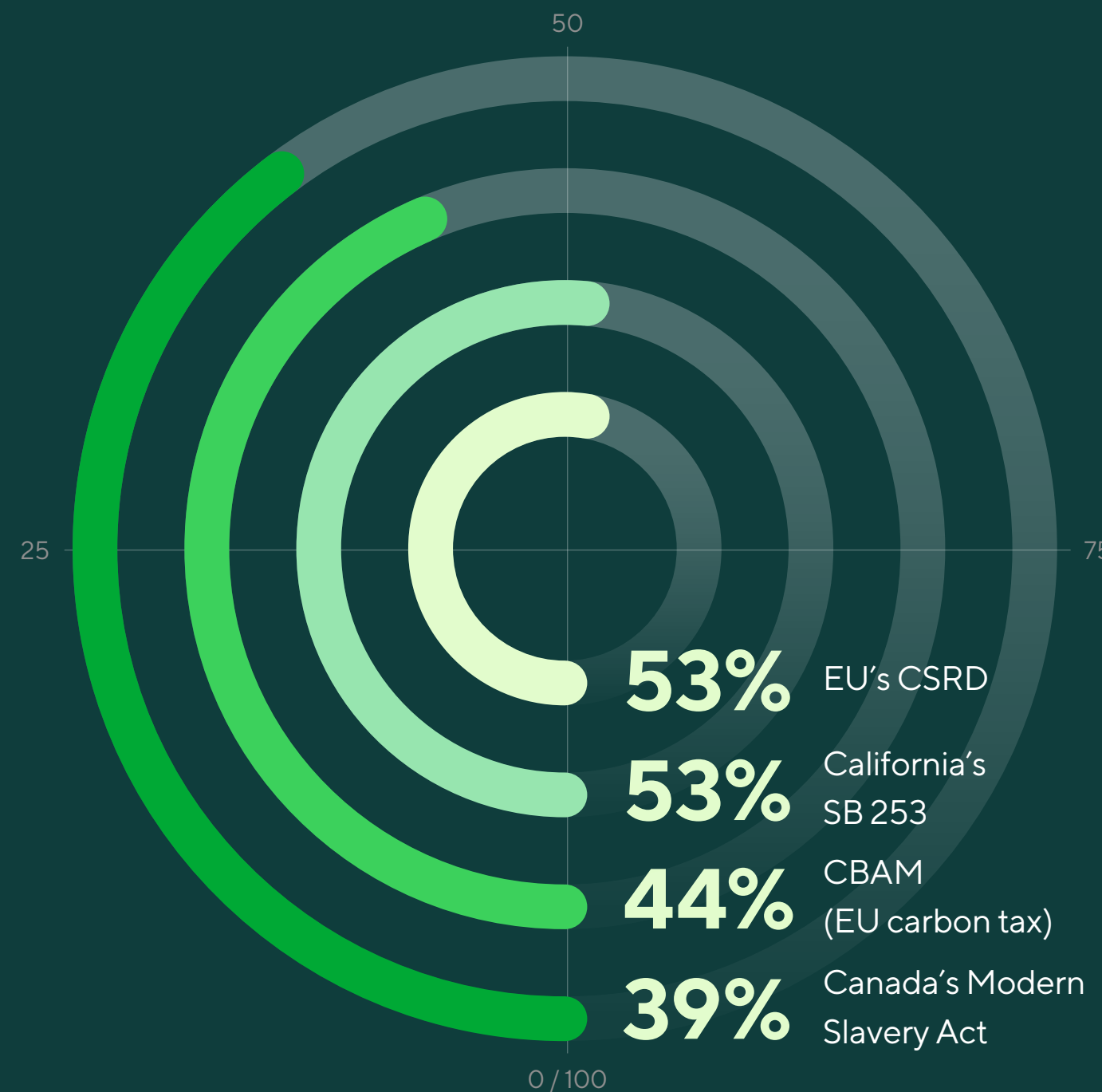
**41%**

expect consumer prices to rise as a result.



**4** As leaders voice concerns around ESG rollbacks, many are still working hard to meet evolving ESG data requirements in California, Europe and beyond. The pressure to keep pace is high, but nearly half of companies remain unprepared for key regulations.

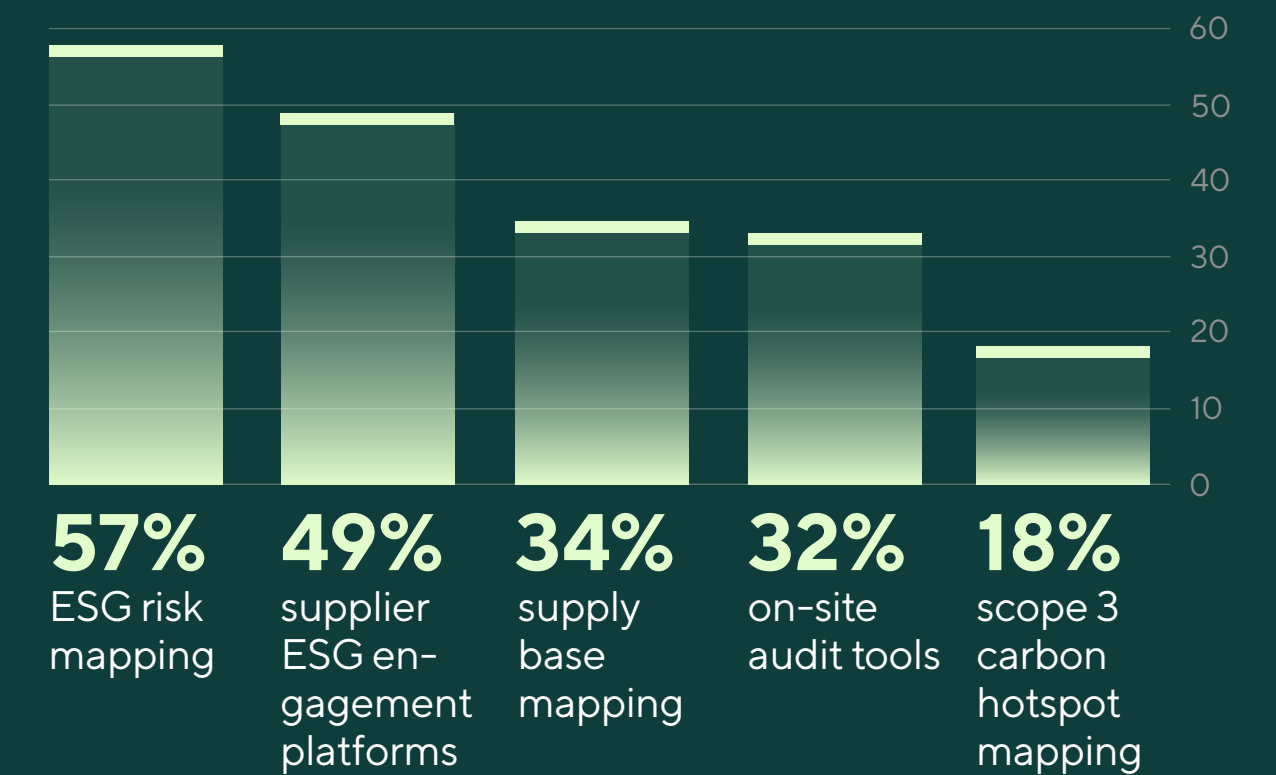
Compliance readiness of US companies by regulation



**5** C-suite leaders are struggling to obtain the reliable, high-quality ESG data needed to respond to growing regulatory and stakeholder expectations.

In response, many are investing in sustainability tech and plan to accelerate these investments over the coming year.

Current tech adoption levels among respondents:



Over the next 12 months...

