

Lynxeye Purpose Index™

Global 2023

Exploring the progress of
the world's most purposeful
companies and brands

About purpose

Measuring purpose

Winners

Trends

Going forward

Want to know more?

Lynxeye Purpose Index™
Global 2023

About purpose

What purpose is and isn't



We've always believed that companies are an absolute necessity for individuals and society to progress. But they must contribute more than they take away, and to do that they need to be clear about their purpose. A corporate purpose is a company's *raison d'être*: it is the answer to why your business exists today and why it will prosper.

A common misunderstanding is that purpose is only about the societal role of your company. But it should also embody the lasting value that you provide to your customers. It's when a business manages to play a value-adding role in its customers' lives tomorrow, that it secures future relevance and growth.

Your purpose cannot be a side activity; it must be at the core of your business, guiding your business strategy. In times of dramatic change, your purpose is a beacon that guides you when prioritizing and making decisions. It guarantees that you won't stray from a mutually rewarding customer relationship, while still helping to solve societal challenges.

Purpose should clearly define how your business contributes to people, the planet, and society – beyond profit. The reward is increased value-creation for shareholders and a solid foundation for employee engagement. This study shows a strong correlation between purpose and brand preference, for example.

Purpose has positive effects on all stakeholders

Purposeful companies secure future relevance and improve their bottom line. Organizations that have established and implemented a clear purpose will benefit financially from both internal and external factors.

Customers. Being a purposeful company has a very high correlation with being the preferred supplier across B2B and B2C industries. Data also shows that it leads to significantly higher credibility and intent to buy the company's services and solutions.

Talent. Purpose generates a more satisfied workforce with a higher level of engagement resulting in higher productivity. It also acts as a guiding light for internal decision-making and leadership, providing strategic direction and perseverance.

Society. Purpose-led companies that align with key future societal needs can form strong and mutually rewarding relationships with governments and societal institutions. As a valued partner to society, these companies can stay in the know.

Planet. Long-term sustainable business models anchored in purpose save money through streamlined processes and resource efficiency, limit operational and regulatory risks linked to climate change and resource scarcity, and ensure future relevance.

Shareholders. Purpose-driven companies increase shareholder value by making higher market share gains, growing substantially faster, and achieving higher innovation rates than their competitors.

Customers

- Increased intent to buy
- Increased preference
- Increased advocacy
- Increased customer loyalty
- Increased credibility

Society

- Proactive governmental support
- Partnerships for reskilling talent for specific industry needs
- Diminished regulatory risk
- Improved public relationship

Talent

- Improved employer attraction
- Improved talent retention
- Improved employee engagement
- Improved employee health
- Increased productivity

Planet

- Reduced operating costs
- Diminished operational risks
- Diminished regulatory risk
- Lowered capital costs (ESG)
- Improved customer and employee relationships

Shareholders

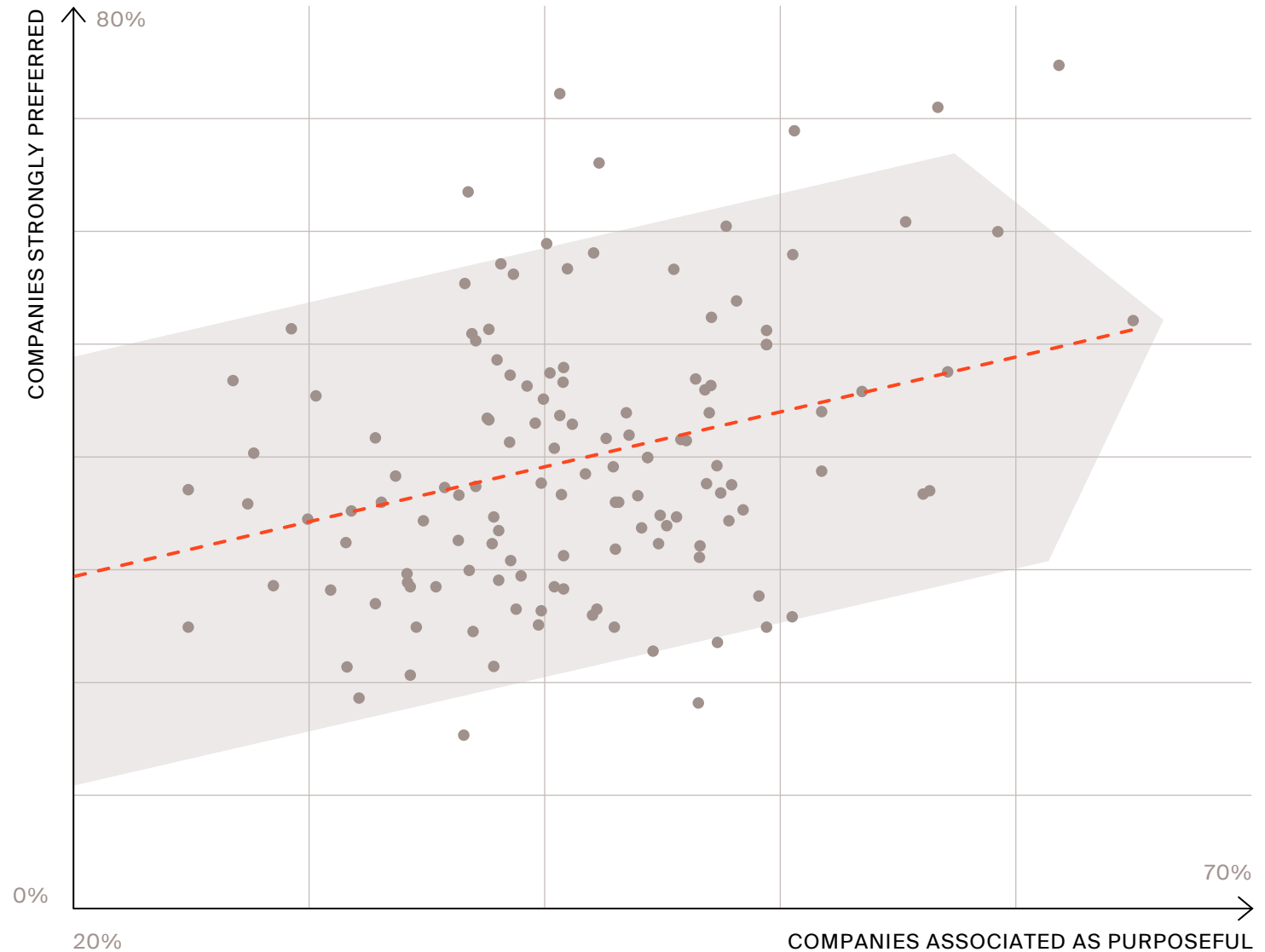
- Increased market cap
- Increased earnings
- Increased growth rate
- Improved innovation and change rate

Purpose drives preference

Years of data from the Lynxeye Purpose Index™ tells us that if 10 additional people perceive a company as purposeful, we can expect 6 of them to prefer it in a purchase situation. Other, non-purpose-related factors that influence preference include for example price, awareness and distribution.

Companies with higher customer preference figures are proven to experience higher market shares. High preference figures also increase customer loyalty and create more credibility, in turn positively affecting shareholder value creation.

The scatter graph on this page illustrates the correlation between purpose and preference in the United States.





About purpose

Purpose offers stability in an uncertain world

Geopolitical shifts. Pandemic. War. A European energy crisis. Inflation and volatile stock markets. Events like these, and the uncertainty they cause, fundamentally influence how people live their lives and what they think really matters.

Studies also reveal levels of mistrust in government and institutions worldwide. The desire for companies to step up as responsible leaders, and help make the world a better place, is stronger than it has ever been.

That's why purposeful companies are so important today: companies with an honest intention to lead positive change offer sorely needed stability.

Purpose-led businesses can thrive in a recession

Many signs point to the world going from bad to worse in 2023, with record inflation levels leading to further hikes in interest rates and a real risk of an ensuing global recession. As in all financially challenging periods, some companies will not survive. But purpose-led businesses that stay on top of their strategic agenda can thrive.

Research on previous recessions tells us that we can expect people to long for meaning and individual relevance, trust what is familiar, search for simplification, question what is really necessary, deprioritize extravagance, treasure simple pleasures, and above all else, place increased importance on value for money.

These sentiments will both intensify the demand for purposeful companies, and cause clashes between needs and desires. To be deemed purposeful, companies will need to be smart and resolve contradictions when customers are forced into trade-offs that they profoundly dislike.

In an economic downturn, corporate purpose is a beacon in the search for answers to questions such as: How can companies offer health benefits for great value, or great convenience that are also sustainable? How can companies offer premiums worth paying for? And how can they create experiences that bring joy, but are not deemed excessive?





About purpose

Finally, let's be clear: Purpose is not for everyone

For purpose to successfully deliver positive business effects, commitment on all levels of the organization is essential. Only the companies that can walk the talk and are transparent about how they do it, will benefit from the rewards. No easy feat.

To achieve the desired positive effects of purpose, the purpose has to be defined and approached as a north star for the business: a fundamental idea that, when fully implemented, sets the company apart in a relevant way in its future market. This is something only achieved by business leaders with true conviction who can rally an entire organization.

This is not the time for purpose-washing. The most purposeful companies in the study clearly stand out on associations related to trust, reliability and creating real change. If the will or capacity to turn claimed ambition into action is lacking, it's better to stay silent. Purpose is not necessarily for everyone.

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Measuring purpose

Internal commitment to creating positive impact will translate into external recognition over time. Public opinion is therefore a profound indicator of purpose, that will also feed energy back into organizations' work for change.

A global purpose study

The Lynxeye Purpose Index™ is a global study of how purposeful the general public perceives companies to be. It has been carried out consistently since the first study in 2015.

Lynxeye surveys a total of 15,000 respondents in seven of the world's largest economies about which statements they associate with certain companies and brands. .

Global 2023 Report

Among the companies measured in this report are the world's 50 largest* corporations and brands that are well known to the general public in all seven markets that we surveyed. They are ranked in a list of the world's top 50 most purposeful corporations.

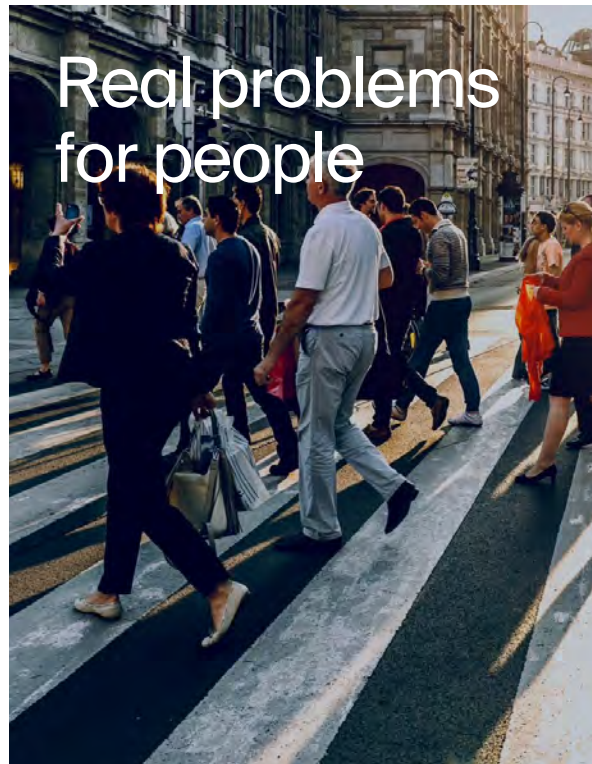
The study also covers large corporations and a selection of brands from certain industries and categories in each market, representing industries and categories that we know from experience are often highly purpose-driven.

7
markets

15,000
respondents

430
companies globally

We believe that tomorrow's winning companies are purpose-driven and solve:



Our fact-based definition of purpose:
An honest intention to lead positive change.



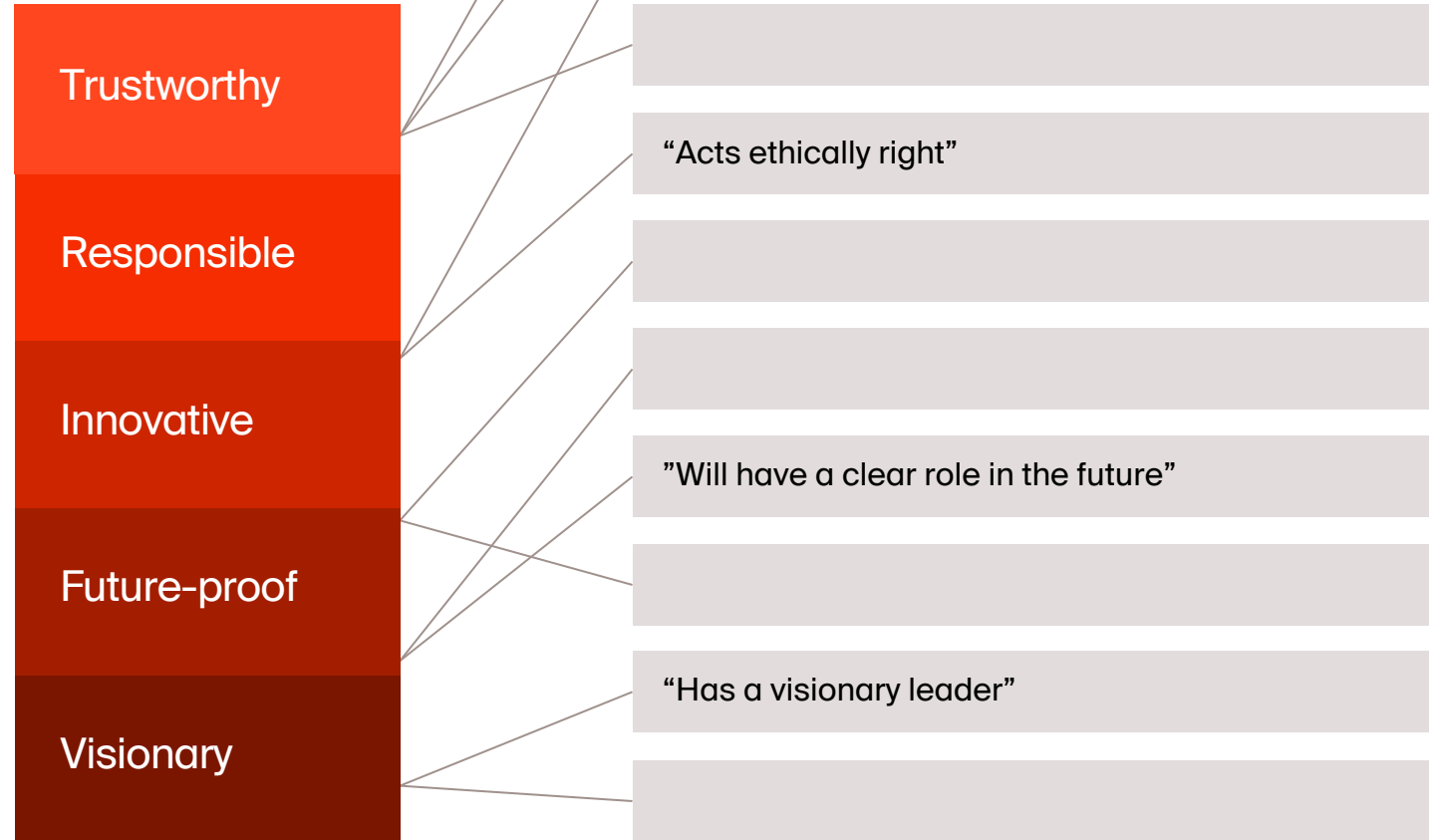
The Lynxeye Purpose Index™

Since starting to measure purpose in 2015, Lynxeye has perfected its purpose index into a reliable model for global trends, summarizing the general public's views and expectations of companies.

In the study, respondents associate companies with statements such as "Acts ethically right", "Will have a clear role in the future", "Is reliable", and "Has a visionary leader". These associations have been selected based on factors proven to drive preference and based on ways that companies can positively impact people and society.

The associations are grouped to form five purpose characteristics: Trustworthy, Visionary, Future-proof, Responsible, and Innovative. Together, they make up "An honest intention to lead positive change".

Index scores for each characteristic add up to a purpose index score for each company, allowing us to rank one company as more purposeful than another company according to the public.

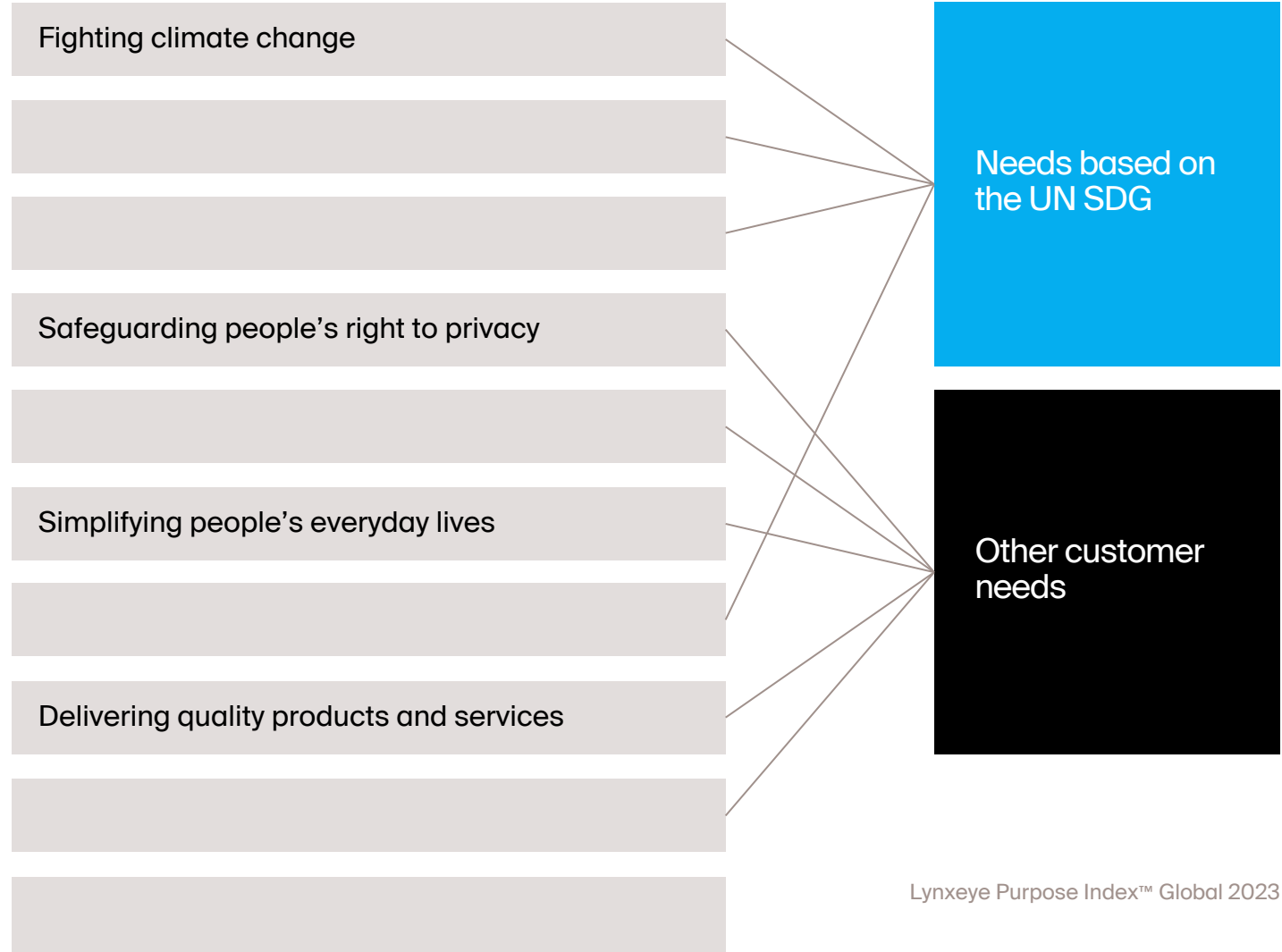


Expectations of companies

For purpose-driven companies that want to solve problems for people, meet challenges for industries and address dilemmas for society, two questions become central: How do they identify which problems, challenges and dilemmas are most important to their customers? And how do they prioritize them?

As part of our work to understand the impact and opportunities of corporate purpose, we looked at which problems and challenges the general public think companies should help solve.

When designing the survey, we looked at all 17 UN Sustainable Development Goals ensuring they were covered. But we also covered customer needs that are often important for positioning, like simplification, quality, or accessibility.



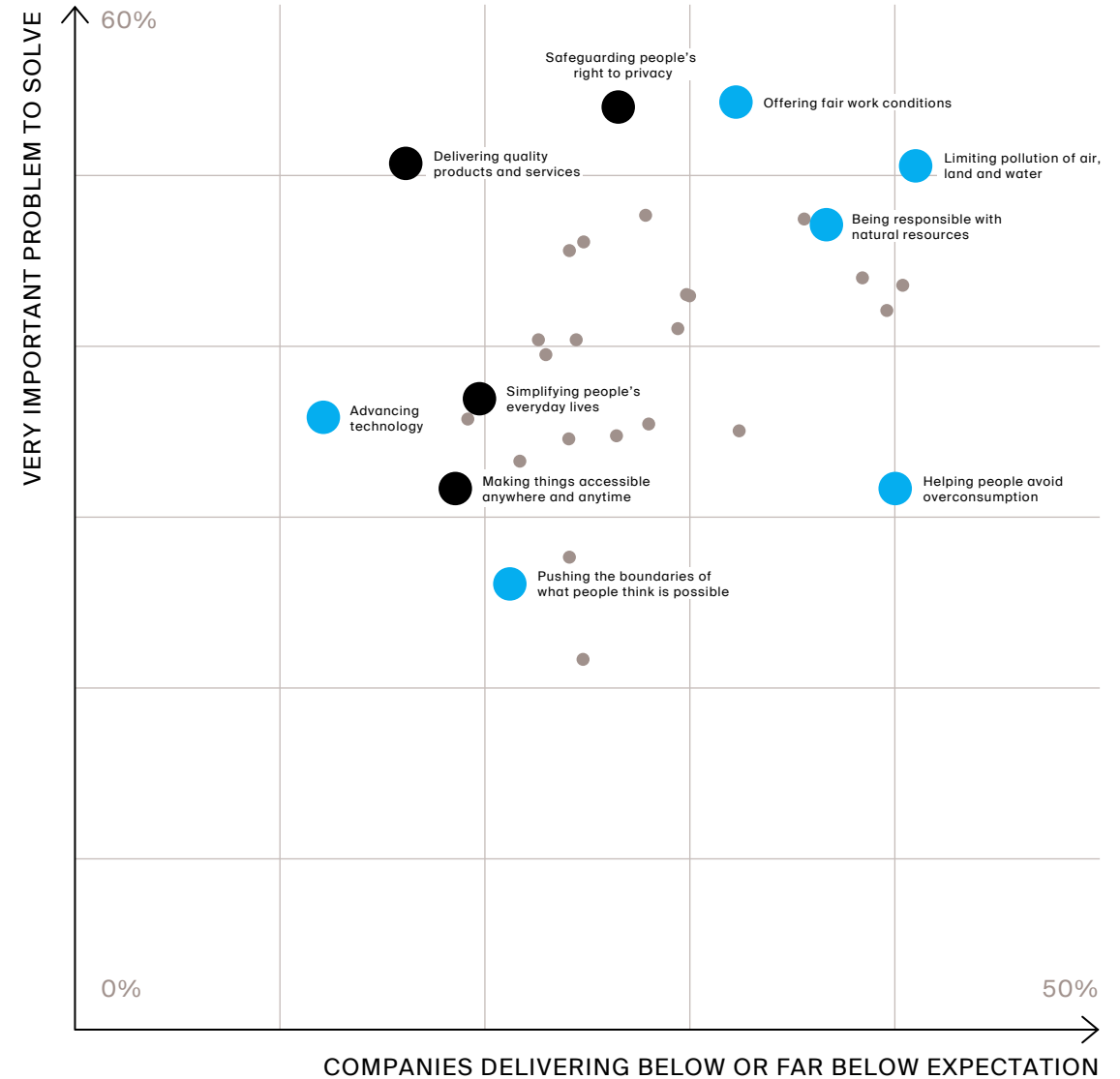
Living up to expectations

In addition to surveying which problems are important to people, we also survey how well companies are doing in solving those problems, allowing us to analyze the gaps between expectation and performance.

This tells us, for example, that fair working conditions are very important to a clear majority of respondents, even though many are disappointed in how well companies are successfully delivering on that issue.

A general pattern is a large gap between expectations and delivery on environmental responsibility, while there is generally a smaller expectation gap when it comes to technology-related challenges.

Are you as fascinated by this graph as we are?
[Get in touch](#) to book a meeting for a presentation of the results.



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Winners

We surveyed the general public in seven of the world's largest economies about how purposeful the top 50 Fortune 500 Global companies are.



We also surveyed the general public in each market about local companies and brands distributed across industries, for benchmarking. Your company might be among them.

We've measured how purposeful 430 companies are globally. [Get in touch](#) to book a walkthrough of the results for your company, or to hear about findings for an industry or geographic market.



IMPOSSIBLE™



LUSH

mahindra



Polestar

SHISEIDO

Miele



northvolt®

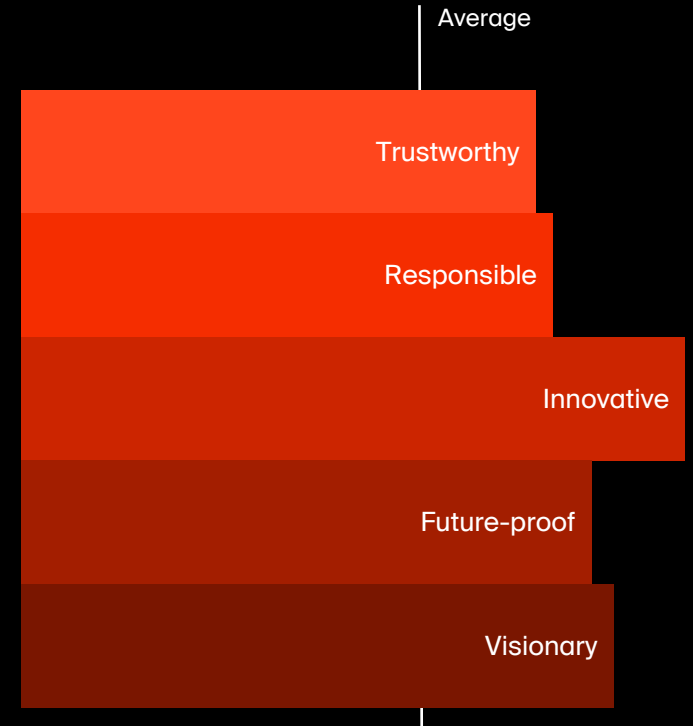
dyson



Top 3

01 Google

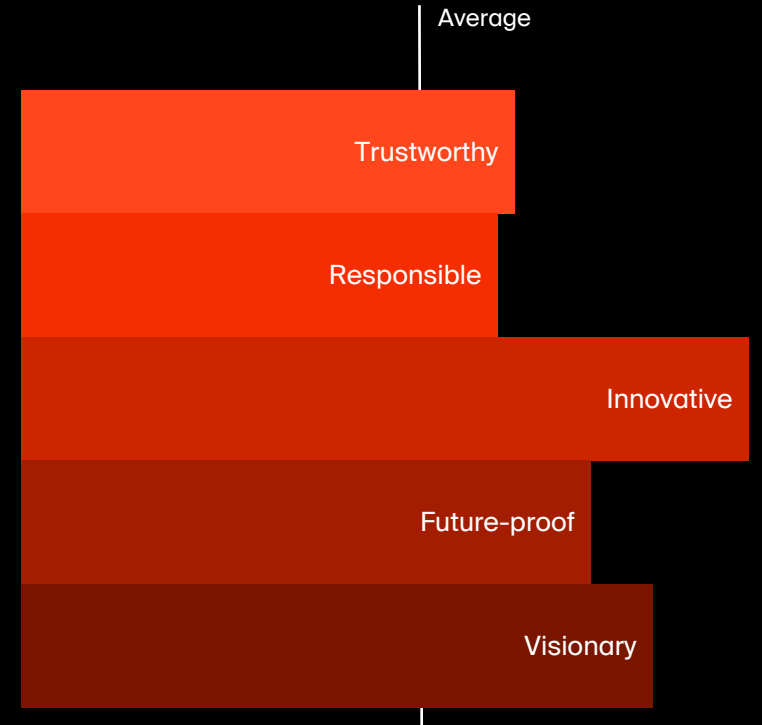
Our number one is Google. Out of all the global corporations, Google is considered the single most future-proof. The way it is equated with the Internet in large parts of the world is likely what makes it difficult for people to imagine a future without Google. Its dedication to making available both information and cloud-based software that people truly need in their everyday lives makes Google highly purposeful.



Top 3

01 Apple

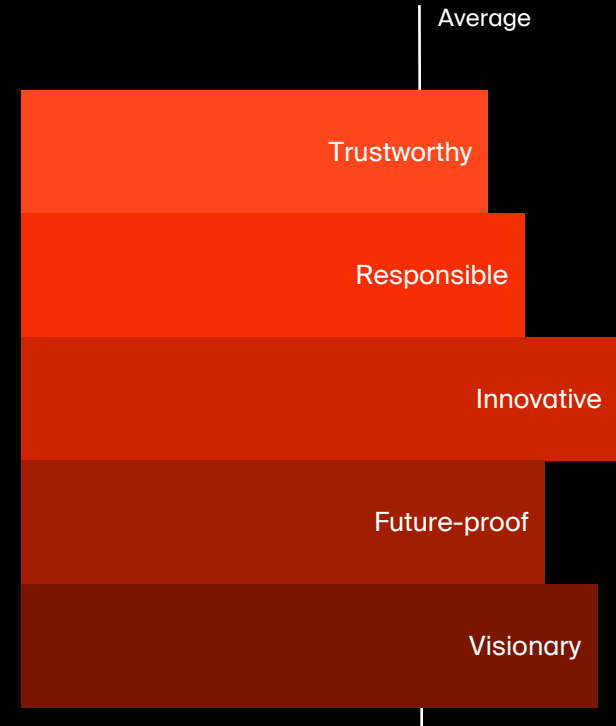
Our number one is (also) Apple. Out of all the global corporations, Apple is considered both the single most visionary and the most innovative. Few companies can reimagine everyday life and then materialize it in our hands like Apple does. Its ambitious undertaking to create innovative technology that make people better versions of themselves, makes Apple highly purposeful.



Top 3

03 Microsoft

Our number three is Microsoft. It has the broadest, most even purpose index distribution in the top three. Microsoft's bet on cloud-based software has never made more sense than today, where it is a trusted partner for productivity in a hybrid work-life world. Its view of technology as something that can take on the big, societal challenges, makes Microsoft highly purposeful.



The world's largest corporations, ranked by purpose index score

A global list of the world's 50 largest corporations well known to the general public in all seven markets surveyed, ranked by Purpose Index™. We use Fortune 500 Global as our source list and hedge for aided awareness in all markets.

01	Google	14	Mercedes Benz	27	Airbus	40	JPMorgan
01	Apple	15	BMW	28	Volkswagen	41	Nestlé
03	Microsoft	16	Bayer	29	DHL	42	PepsiCo
04	Amazon	17	Honda Motor	30	Facebook	43	Mitsubishi
05	Samsung	18	P&G	31	General Motors	44	FedEx
06	IKEA	19	Siemens	32	GE (General Electric)	45	Hitachi
07	Pfizer	20	Unilever	33	Lenovo	46	Goldman Sachs
08	Disney	21	Johnson & Johnson	34	Alibaba Group	47	Renault
09	Toyota Motor	22	IBM	35	Ferrari	48	Huawei
10	Intel	23	LG Electronics	36	HP	49	Shell
11	Bosch	24	Ford Motor	37	Boeing	50	Exxon Mobil
12	Cisco Systems	25	Dell	38	Walmart		
13	Sony	26	Nissan Motor	39	Panasonic		

The world's most purposeful corporations per market

National lists of the world's 50 largest corporations well known to the general public in all seven markets surveyed, ranked by Purpose Index™ in each market. We use Fortune 500 Global as our source list and hedge for aided awareness.

United States

- 01 Apple
- 02 Amazon
- 03 Google
- 04 Microsoft
- 05 Samsung

Japan

- 01 Toyota Motor
- 02 Apple
- 03 Google
- 04 Microsoft
- 05 Sony

Germany

- 01 Google
- 02 Samsung
- 03 Amazon
- 04 Microsoft
- 05 Apple

United Kingdom

- 01 Google
- 02 Apple
- 03 Samsung
- 04 Microsoft
- 05 Disney

India

- 01 Google
- 02 Amazon
- 03 Microsoft
- 04 Sony
- 05 Dell

Singapore

- 01 Amazon
- 02 Google
- 03 Apple
- 04 Microsoft
- 05 Samsung

Sweden

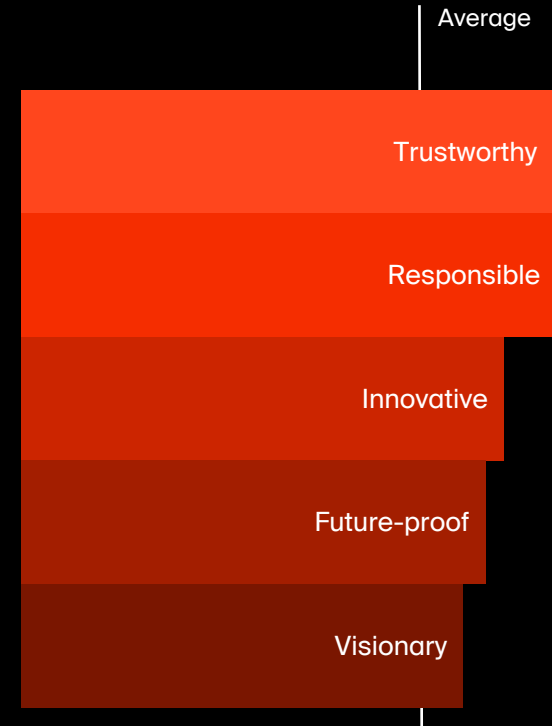
- 01 IKEA
- 02 Apple
- 03 Google
- 04 Pfizer
- 05 Microsoft

Honorable mentions

IKEA

The world's most trusted

Out of all global corporations, IKEA is the single most trustworthy. It is trustworthy in the eyes of the general public because of how it consistently acts with honest intent while maintaining a clear stance on its values.

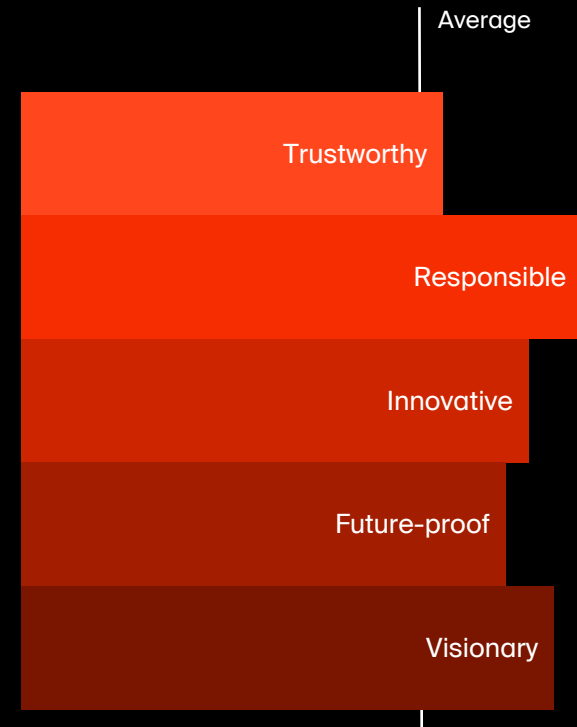


Honorable mentions

Pfizer

The world's most responsible

Out of all the global corporations, Pfizer is considered to be the single most responsible. Pfizer's positive impact on the world and how they act to create real change make up a large part of what makes it so responsible in the eyes of the general public.



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Trends

Looking back at 2021



In our global purpose report for 2021, we outlined six trends that dominated in that year and had an impact on purpose. When analyzing this year's data, we can see four of those trends still shaping public opinion to some degree:

- Our new healthy heroes, about the importance of health brought on by the pandemic,
- Trust in uncertain times, about the importance of trusting relationships during periods of rapid change,
- Responsibility still matters, about how the pandemic did not lessen the desire for sustainability initiatives, and
- A plan for the future, about the importance of having a future-proof business idea.

But two trends seem to have waned:
-Improved quality of life at home, about how everything related to our home experience became a top priority, and
-Customer experience reimagined, about how the pandemic accelerated the innovation rate of ecommerce and holistic service experiences.

This can be explained by the fact that these trends were fueled by factors now having less of an effect, like lockdowns and working from home. In addition, there are also new, counteracting factors such as decreasing purchasing power, increasing demand for truly sustainable options and a desire for value-balance trade-offs between customer needs and wants.

Prediction is very difficult, especially if it's about the future.

–Niels Bohr

What will impact purpose in 2023

Based on the data from the Lynxeye Purpose Index™ 2023, we have identified eight trends that will affect purpose-led companies in the next year.

All of these purpose trends are in one or more ways connected to ongoing global macro trends. They are also further supported by patterns that we have seen in our international work with purpose over the years.



Care for resources



Trust matters



Value with values



Local color



Thoughtful employers



Bold problem-solvers



Safety first



Healthy living

Care for resources

We're at a point in time when environmental responsibility must be a top concern in business, because it's a top concern of people. Companies that fail to minimize their impact on the planet and use resources carefully will be questioned by many critical recession customers.





Trends / Care for resources

The increased urgency of the climate crisis and rising levels of inequality have made environmental responsibility, and specifically how we use our natural resources, more important to people. An economic downturn will accelerate this further, because in times of limited means, waste becomes taboo. This is especially true when energy resources are a key underlying issue in many parts of the world.

In line with this, both the most purposeful companies and those increasing their purpose index in this year's study are characterized by environmental responsibility. Challenges related to using resources responsibly and minimizing waste are also the most important ones companies should be helping to solve.

People are worried about the collective impact on the environment and climate and want companies to be a big part of the solution. Companies can live up to these expectations by ensuring they minimize their impact on the planet and by using resources carefully, which also includes recycling and minimizing the wasting of food, for example.

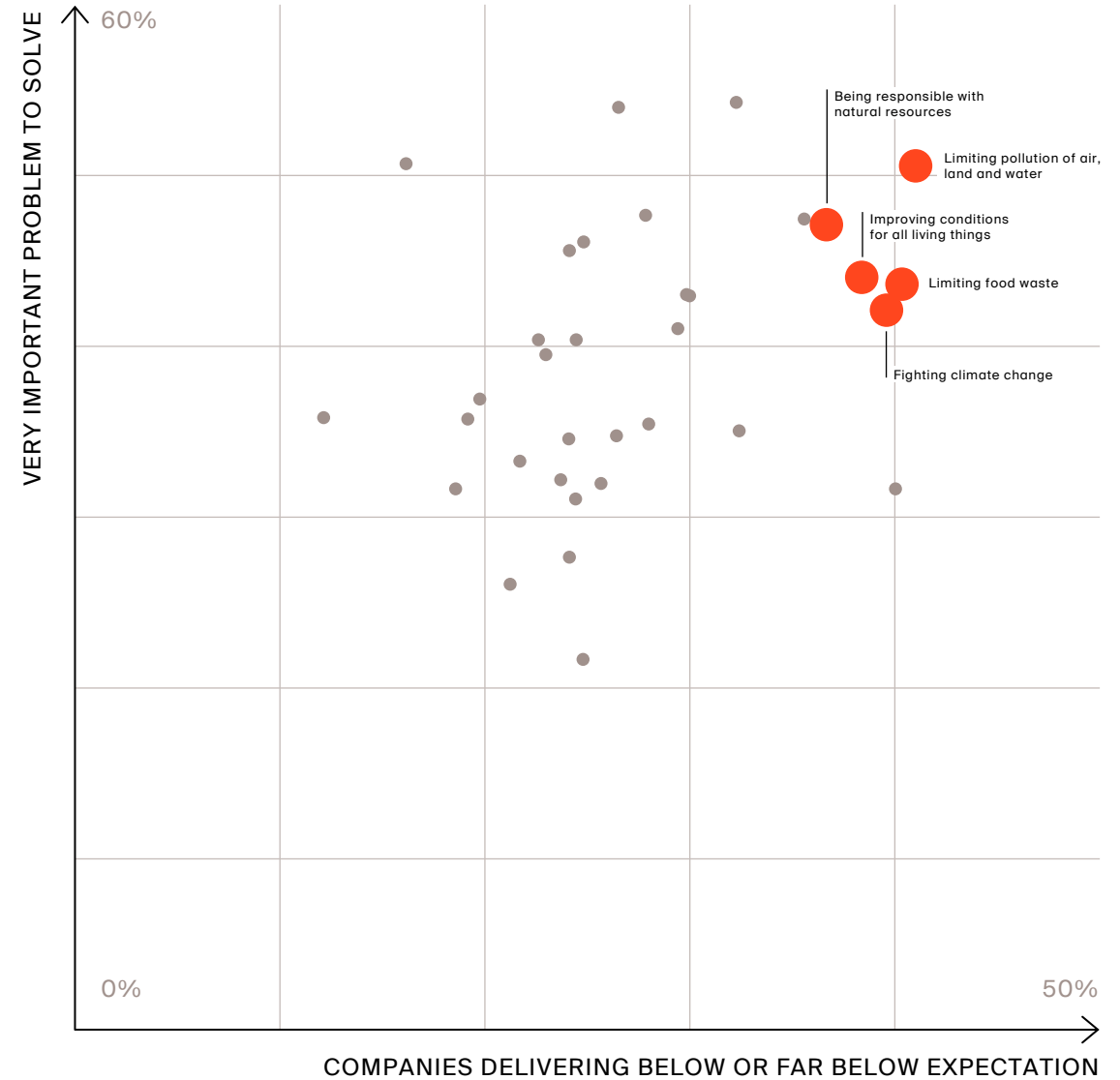
The study also indicates the importance of acting to create real change. This is not the time for greenwashing. Environmental responsibility must be built into the core business and permeate all aspects of the company, inside and out. Otherwise, the critical recession consumer will call out false claims and greenwashing.



Data deep dive

Global green priorities

We see a consistent pattern in all seven markets surveyed in the study illustrating major problems and challenges for companies related to sustainability, climate and, above all, responsible use of and care for natural resources that they are failing to deliver on.



Trust matters

Companies will need to meet the critical and demanding recession customer with openness, honesty and transparency. Smart companies will invest in building trusting relationships with customers and the public, because they understand how trust amplifies the effect of any corporate initiative.





The single most important characteristic of purposeful companies is being trustworthy and specifically demonstrating shared values. This is further amplified in times of crisis, as people generally become more critical and raise expectations on companies and institutions.

Being highly trustworthy and having clear values shared by their customers are also what marks the companies that are the most purposeful, the most preferred and the most rapidly increasing in purpose index in this year’s study.

At the same time, mistrust in institutions and concerns about e.g. fake news and unreliable information are at all time highs globally. The study also reveals that ‘Fighting corruption’ is a top unmet prioritized challenge for companies, indicating mistrust against business as well. To answer up, companies will need to be open, honest and transparent.

Smart companies invest in building trusting relationships with customers and the public, because they understand how trust provides leverage for any initiative and amplifies its effect. In the coming years of anticipated economic turmoil, this will be especially valuable, as many companies will need to change, reposition and test new ventures when trying to remain relevant.



Disney



Innocent Drinks



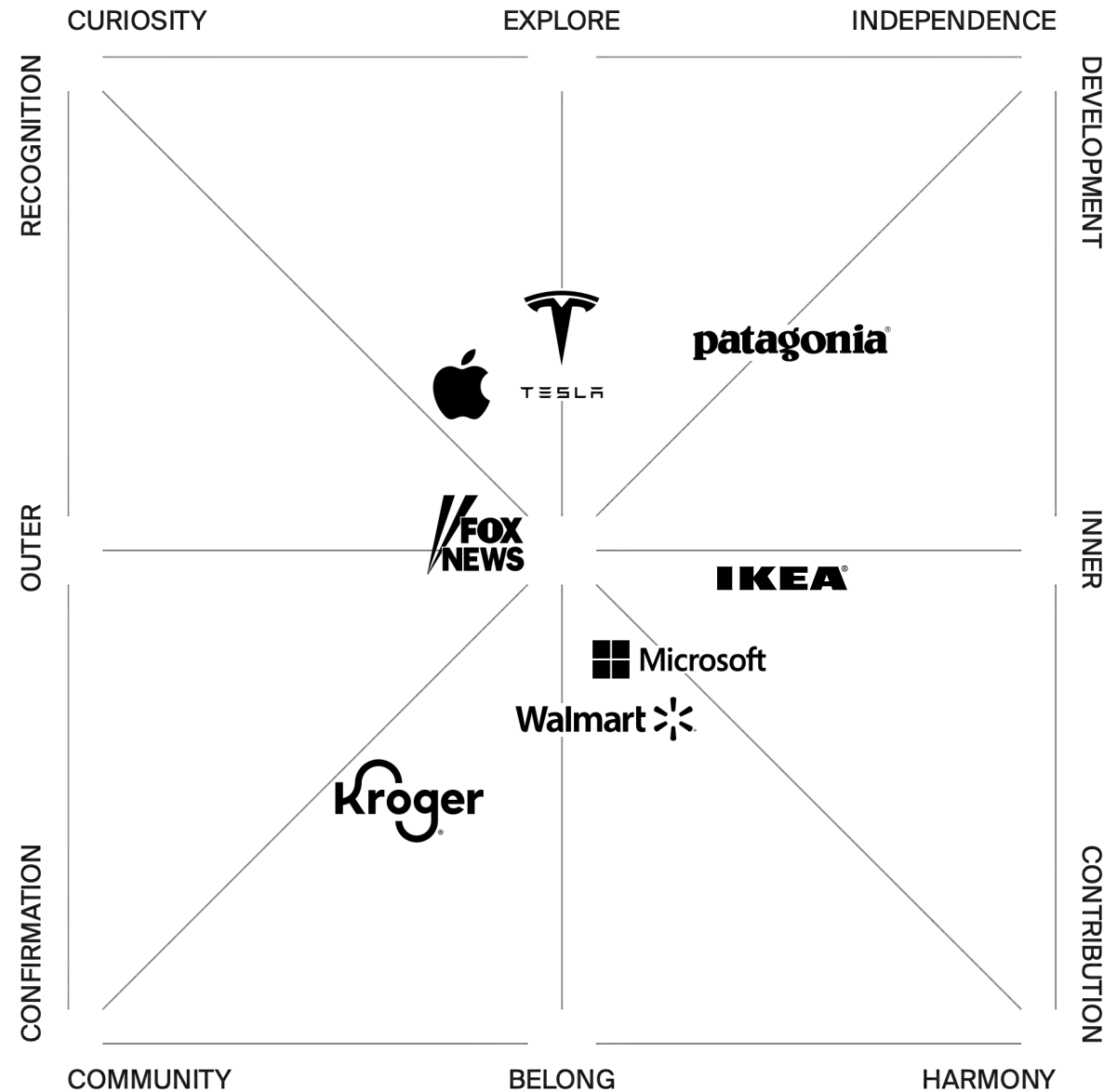
Frosch

Data deep dive

How purpose is always subjective

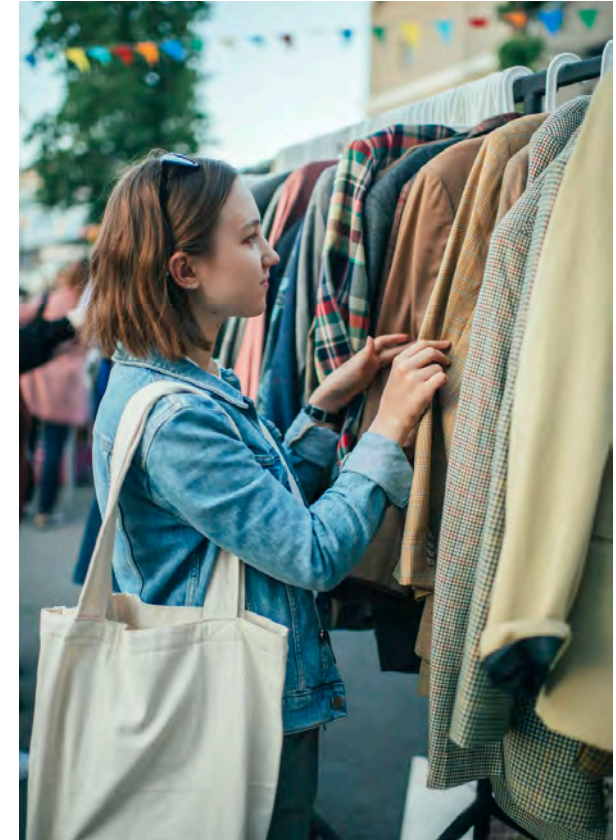
If customers can relate to how your company lives its values, you will gain their trust and be purposeful to them. There are no “typical purpose values” to pinpoint. This is why, when we plot highly purposeful companies and brands on the Human Motivations Tool™ by Lynxeye, they are spread out all over the chart. People are looking for companies to provide positive change according to their own world view, and that will differ depending on their values.

The scatter graph on this page shows highly purposeful brands among different values-based groups in the United States.



Value with values

With globally increasing prices, the democratization of life's necessities becomes highly purposeful. Price matters a lot, but people still yearn for other values. The most loved companies will be those that understand what matters most to which customers and can identify value-balance trade-offs between their needs and wants.





We're at a point of dramatic global income divides and raging inflation in many parts of the world. Increasing prices and unemployment are top worries for people, and consumer pessimism is currently at levels worse than those seen at the beginning of the pandemic. This makes democratizing life's necessities hugely important and very purposeful – people should be able to buy what they need.

The study shows that the general public believes it is very important that companies 'Make things affordable for many people'. But it also shows that offering quality products and services is very important, and that a long range of sustainability aspects are as well. Price matters, but so do many other things, and to different groups.

And this trend is already a reality. Consumers are thinking hard about what they buy and migrating to discounters and value brands. Times like these cause people to question old loyalties. Companies and brands need to emphasize their worth, or risk being replaced.

This presents great opportunities for companies with purposes built around democratization that can offer both value and values. The challenge lies in understanding which values matter most to which customers and identifying value-balance trade-offs between needs and desires. For example, one hugely relevant trade-off which must be resolved is the friction between low-price and environmental sustainability.



IKEA



Target

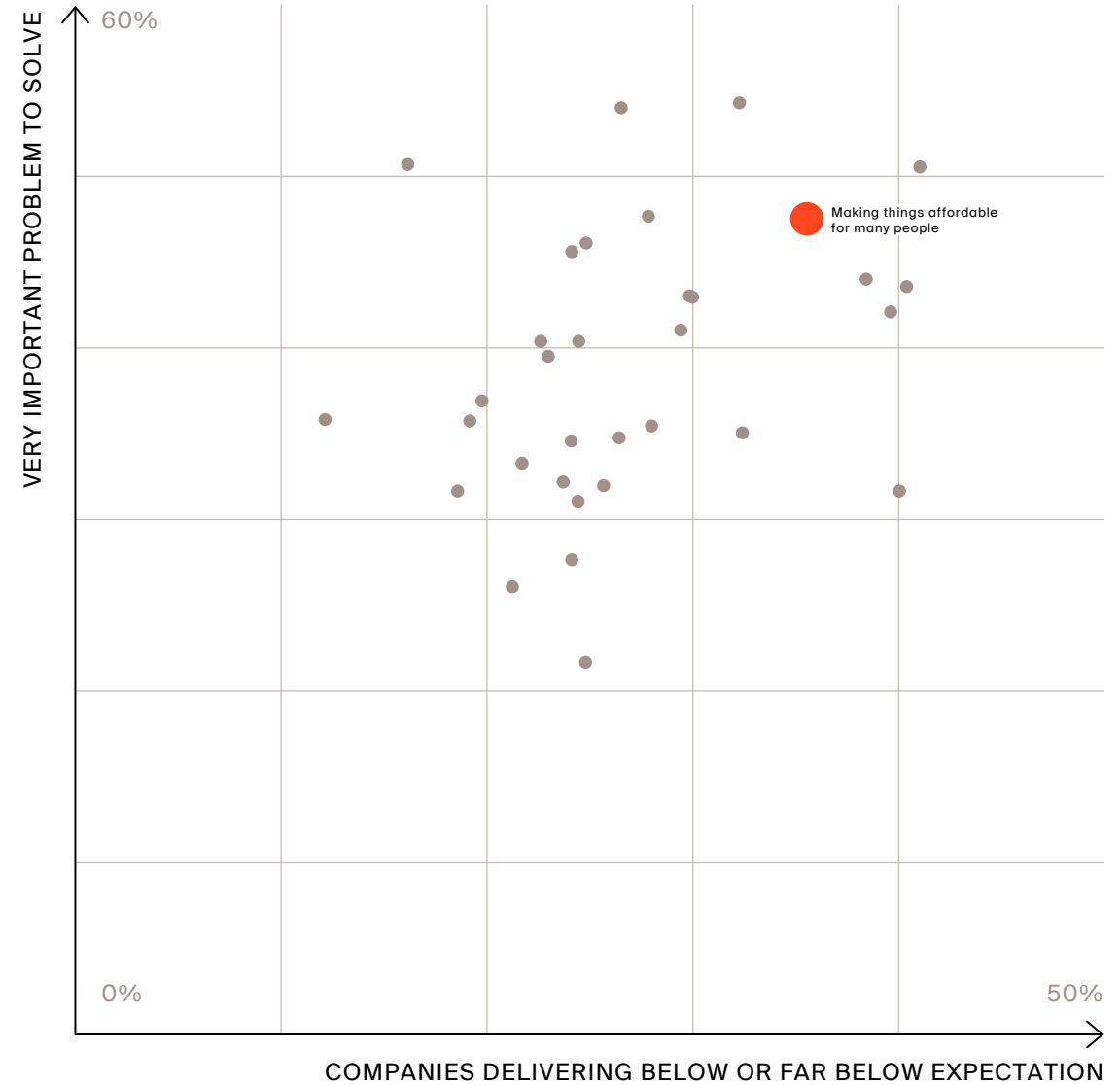


FairPrice

Data deep dive

Everyone wants access

The challenge of 'Making things affordable' is shown to be a top priority for companies to tackle according to the general public in all seven markets surveyed in the study. It's the only non-environmental challenge among the top tier ones where companies are delivering below expectations.



Local color

In a contracting world, people have the greatest trust in the companies that are close to them. Local companies and brands have a greater understanding of local context and culture and can therefore be present and responsible in a locally relevant way. The challenge for international companies will be to understand how to act local in coming years.





Studies show that we have become less trusting of things far away from us since the pandemic. This is also in line with the tendency towards de-globalization that we've seen over the past decade and the rise of nationalism in many parts of the world. We live in a contracting world.

When comparing the top local companies and brands with the top global corporate brands in the study, we see that local ones are impressively on par in the total Purpose Index™ with (and in subindexes outperform) global companies and brands when it comes to responsibility and trustworthiness. People seem to most trust the companies that are close to them.

In the current economic situation, it is also important to bear in mind the inherent sustainability aspect of being local – both in terms of locally produced and available goods, and in terms of effect. Environmental and social effects are experienced most strongly locally. This presents a great opportunity for local companies.

Local companies will always have a greater understanding of local context and culture and can therefore be responsible in a locally relevant way. For international companies, the challenge in coming years will be to create a sense of closeness with customers. Understanding and acting local will be key: global brands must understand individual life situations and share local values.



Tata Group



Publix Supermarkets

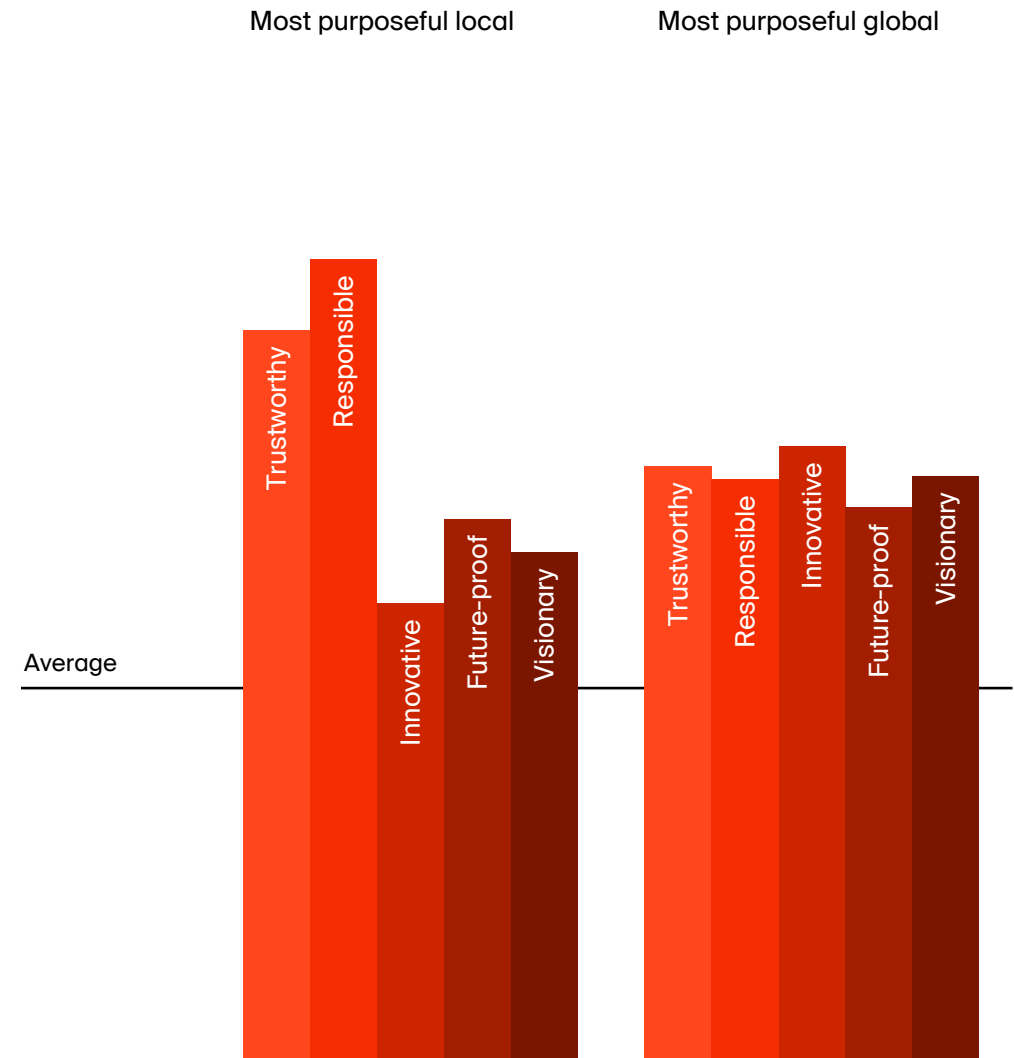


Singapore Airlines

Data deep dive

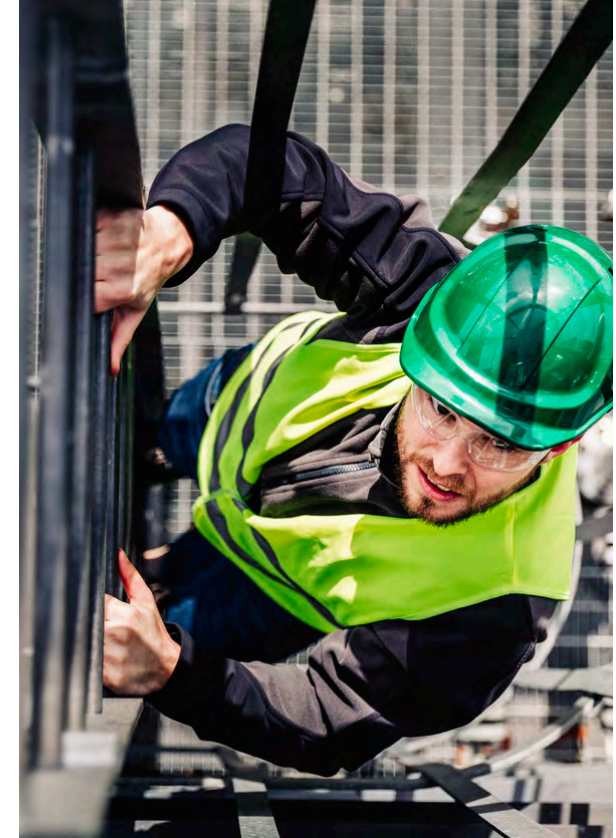
Relying on local

The local companies with the highest purpose indexes, an average of 70 companies in a diverse set of industries, are clearly characterized as trustworthy and responsible, compared to the equivalent average for top scoring global companies and brands. In contrast, it's clear that the local companies are struggling to be seen as innovative.



Thoughtful employers

Being a thoughtful employer will be one of the most important roles for companies in the coming years. Record numbers of employees are reevaluating career choices and people are looking for employers that will make them feel valued. Companies that act on this will have a great advantage in talent search and retention in the future.





Trends / Thoughtful employers

Working life is on people's minds. The pandemic fundamentally changed the job market and the relationship between employer and employee on a global scale. Record numbers of people are reevaluating career choices and considering changing jobs or working structure, while at the same time fearing losing their jobs as a potential recession nears.

The study shows that people think that providing fair working conditions is the single most important way companies should contribute to society. Creating jobs, educating people and improving equality are also top priorities according to the public. This makes the role of employer one of the most important for companies in the coming years, especially with an economic downturn approaching.

Recent surveys show that people will be looking for relational factors such as feeling valued and a sense of belonging. A strong sense of purpose can inspire employees when things look bleak. And we know that having engaged employees builds customer preference and ensures that companies are seen as strong future brands.

Challenges like the battle for key talent that many industries are experiencing will not end with a recession. Companies that can stay focused and be the fair and thoughtful employer that people want and expect will have great advantages in talent search and retention in the future.



General Electric

M&S

EST. 1884

Marks & Spencer

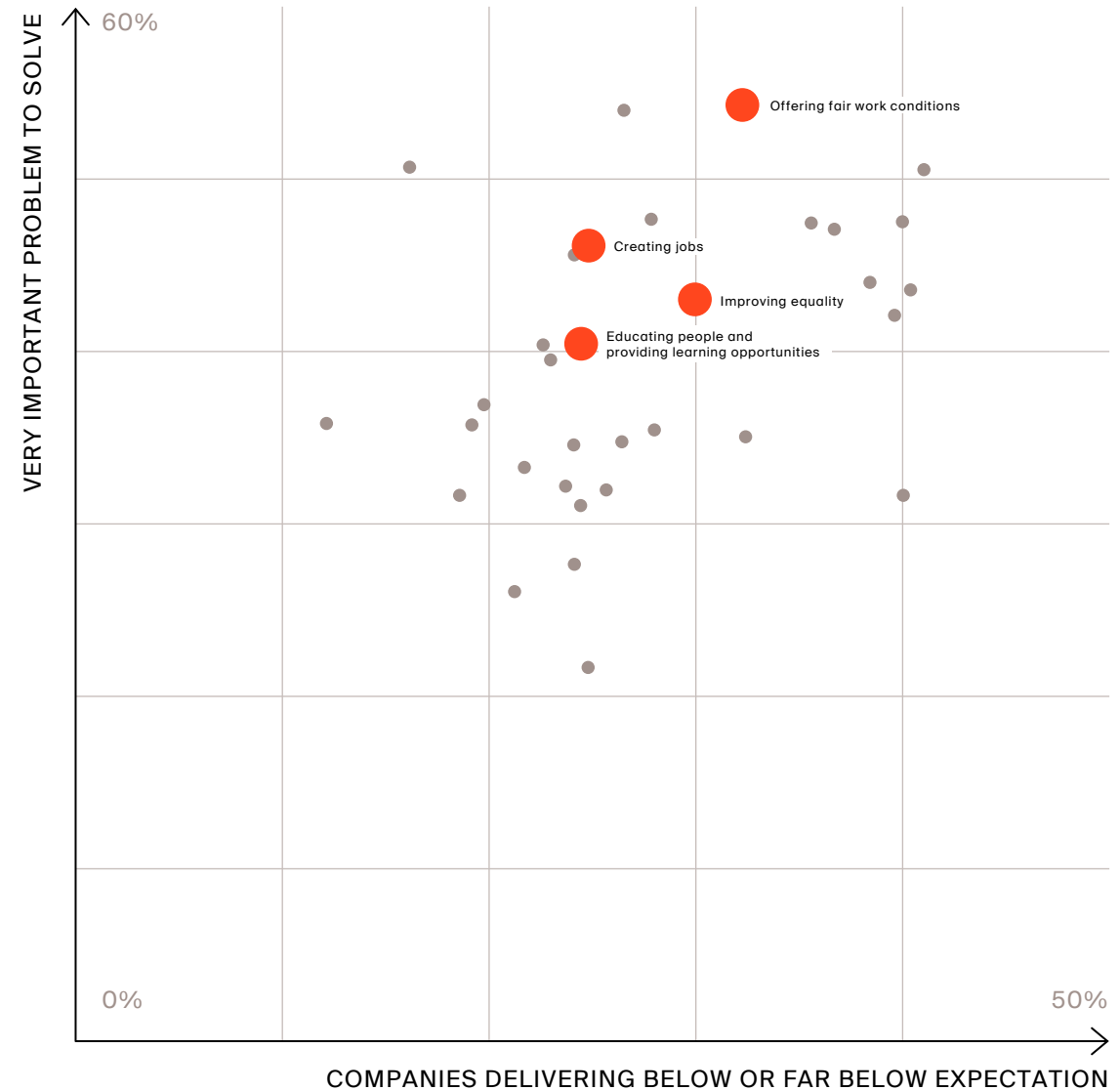


Yamato Transport

Data deep dive

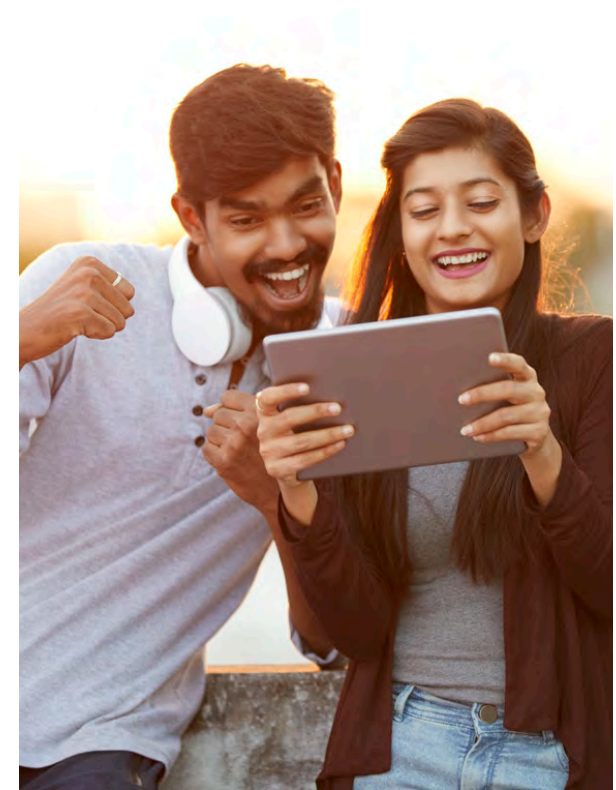
Global work priorities

Challenges and needs related to work-life quality are ranked as very important for companies to solve in all seven markets surveyed in the study. They cover many different aspects of professional life: job creation, fair working conditions, equality and educating people. 'Offering fair working conditions' is the most important challenge according to the public globally.



Bold problem-solvers

The public has high, but largely unmet, expectations of companies to lead the way toward a brighter future. Companies have a lot to learn from how Big Tech approaches problem-solving, and a lot to gain if they are able to combine that with action to create real positive change for people, the planet and society.





Innovation and vision is what places Big Tech as the no 1 industry with the global top 3 companies in this year’s survey. These companies have established an ambitious idea for the future and are working to realize it. In doing so, they often fundamentally impact people’s everyday lives.

This kind of visionary leadership is both typical for Big Tech and is in high demand, as economic optimism for the future is diminishing in developed countries. The high expectations the public places on companies to lead the way toward a brighter future are largely unmet – which is why Big Tech’s ambitious approach to problem-solving should be an inspiration for all companies.

The public clearly regards it as very important that companies help solve the big global problems of our time, much more important than creating economic growth. We also see that companies who are seen to be playing an important role in society and to be acting to create real change are increasing their ranking in the purpose index.

There is great opportunity for companies that innovate and lead with vision, and for those that act to create real positive change for people, the planet, and society. But the greatest future relevance will be for those that manage to do both, which Big Tech has the ability to do when it put its mind and heart to it.



Google



Microsoft



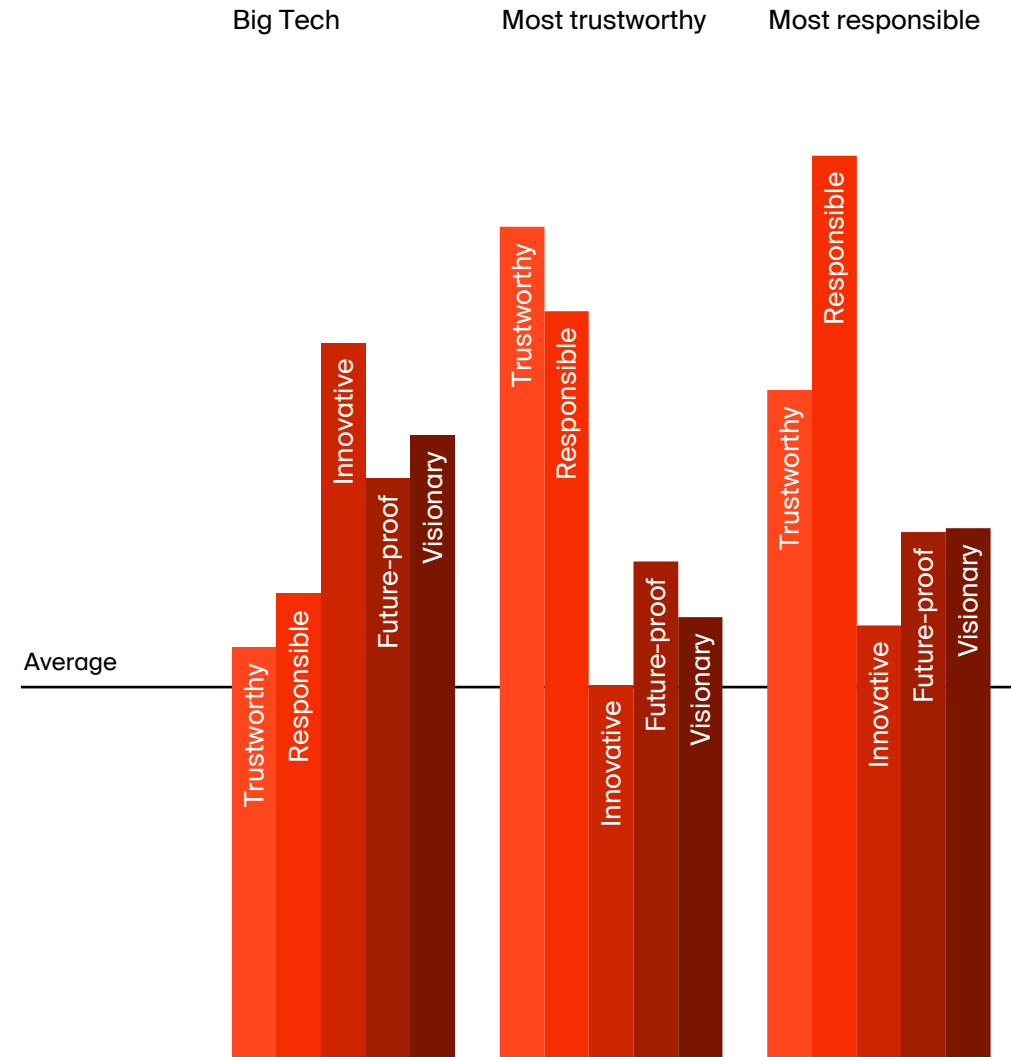
Klarna

Data deep dive

The force of Big Tech

Big Tech* is on par with other highly purposeful companies in the study as Trustworthy and Responsible, but clearly stronger as Innovative, Visionary and Future-proof. This presents a huge, two-sided opportunity: Big Tech building more trust and taking greater responsibility, and other companies stepping up innovation and vision, and securing future relevance.

The chart shows Big Tech vs. top achievers in trust and responsibility; averages of the 10 most trustworthy and responsible companies in each market.



Safety first

An uncertain, and today often scary, world has made safety-related issues a top priority with people. It's time for companies to decode what safety means to their customers and to align with the public's expectations of how they should contribute to making both their physical and digital lives safer.





We live in a time of increasing uncertainty both in the physical and the digital world. There is war and political unrest in many parts of the world. Social media are grappling with societal challenges like increasing polarization and national instability. Cyber security is an area of great concern on personal, corporate and government levels.

The most preferred brands in this year’s study are perceived to care about people’s right to privacy – a top priority problem that companies are expected to solve. After collecting data from customers and users for many years, some more extensively than others, it’s time for companies to align with people’s expectations of how this data should be safeguarded and used responsibly.

Ensuring personal safety is also ranked highly by the public in our study. What makes people feel unsafe can on one hand be very general, for example big external threats like national conflicts, but also very individual and local, such as fraud and other forms of crime, where products and services can make a big difference for people.

Companies need to understand what makes their customers feel safe and provide reliable products and services that deliver on that. Safety matters to people on a very personal and intuitive level. This can make it difficult to decode, but also highly rewarding when done successfully and when people feel that companies care about them.



Apple



Airbus

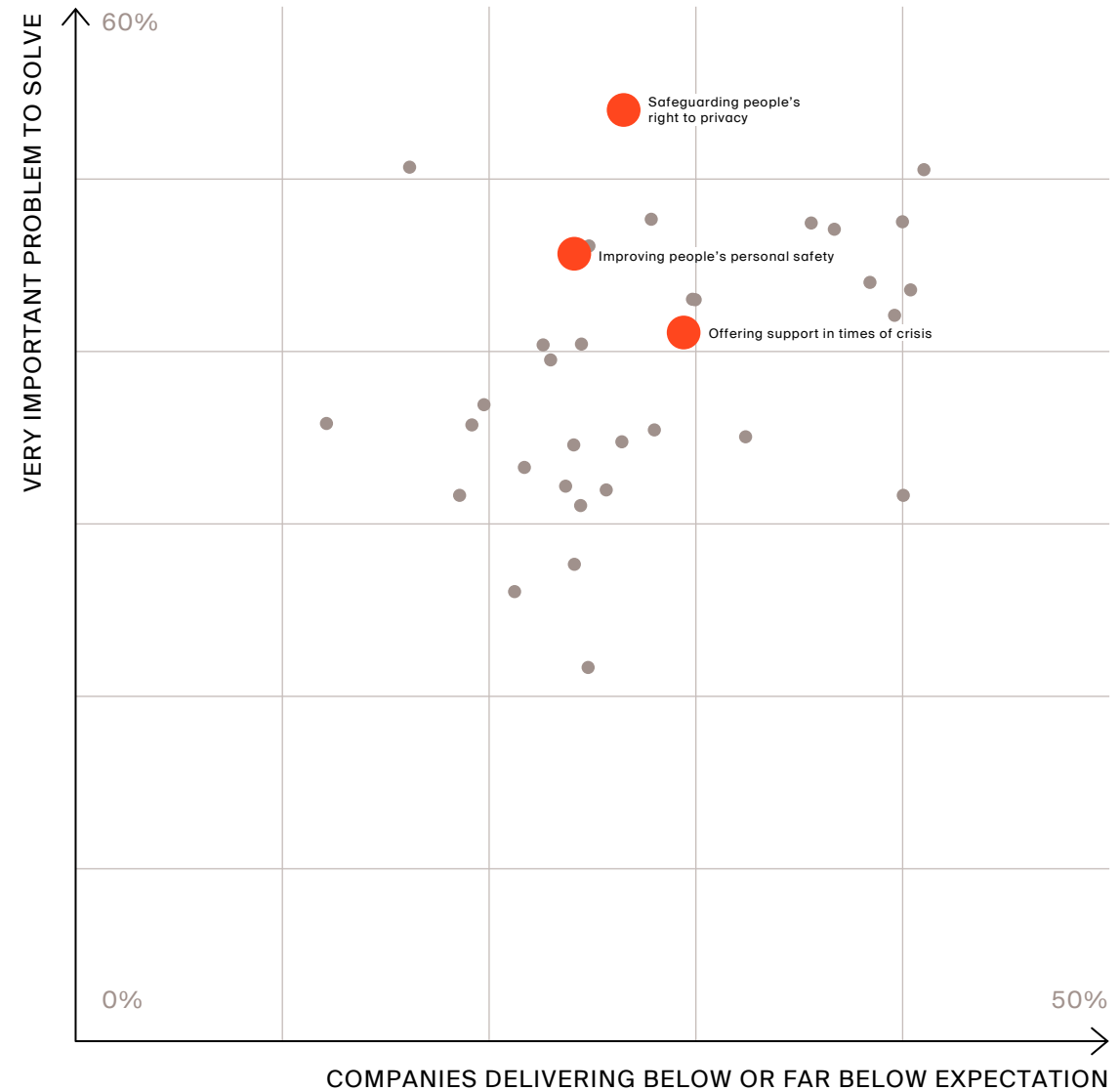


Securitas

Data deep dive

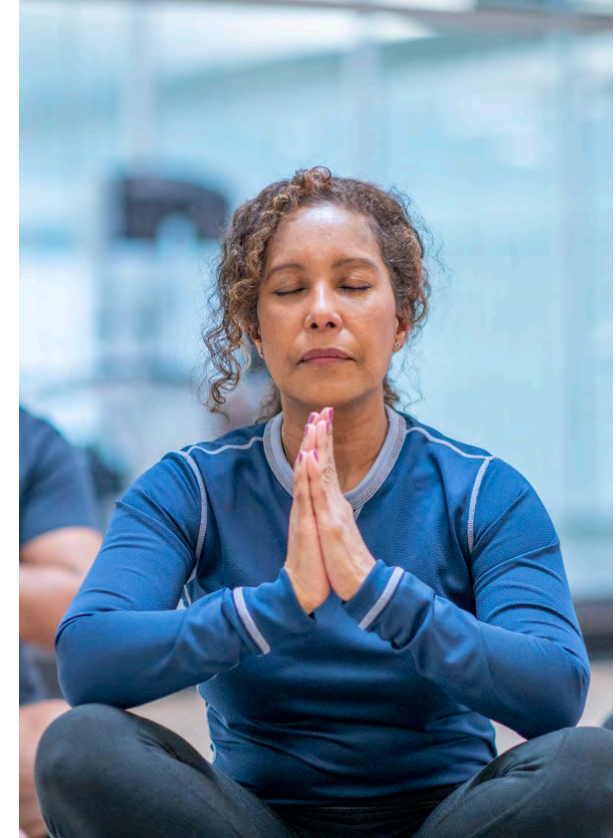
Companies should keep us safe

Concerns and challenges related to safety are ranking as very important for companies in all seven markets surveyed in the study. They cover different aspects of professional life: privacy, personal safety and crisis support. 'Safeguarding people's right to privacy' is the second most important challenge according to the public globally.



Healthy living

Health continues to be a priority for people and today's health concerns involve both physical and mental health, and direct and indirect effects. Companies that assume health-focused positions and strategies will be highly relevant in the future.





The focus placed on health by the pandemic not only remains but is growing. Despite tightened budgets due to inflation, people intend to maintain or increase spending on health and fitness in coming years. Health benefits is a value that customers are looking for.

We see in the study that healthcare services, pharmaceuticals and healthy food are top performing categories. In addition, challenges directly or indirectly related to people's health and well-being come out as top priority for companies.

And there are plenty of challenges to take on. Poor diets cause more deaths globally than any other risk factor today. A clear majority of people in younger generations say they worry a lot about their physical and psychological health. Climate change is impacting health in a myriad of ways all over the world.

Going forward, there will be great opportunities for companies that take on big and small challenges related to health and well-being. These needs will only continue to grow in importance and underpin a solid strategy for businesses to secure future relevance with people.



Pfizer



Unilever

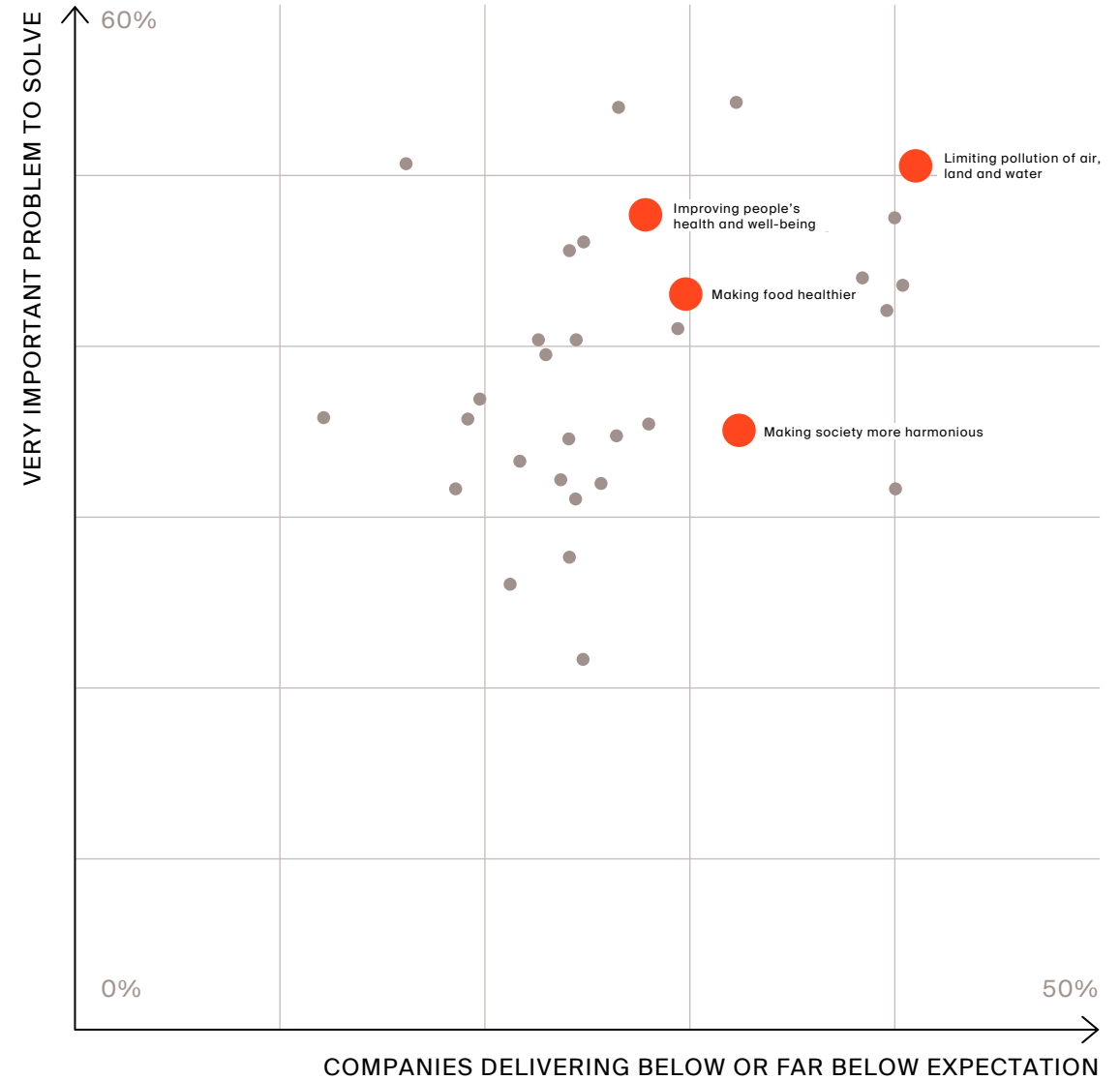


Quorn

Data deep dive

Healthy priorities

Problems and challenges related to health are ranking as very important for companies in all seven markets surveyed in the study. They involve both direct and indirect health aspects: improving people's health and well-being and making food healthier, but also reducing pollution and making society more harmonious.



Lynxeye Purpose Index™
Global 2023

Going
forward

Tomorrow belongs to those
who hear it coming.

–David Bowie

Big opportunities ahead

The new value era

Value for money is rapidly increasing in importance, opening up opportunities for value brands to take big leaps forward. This is especially true for value brands that are bold enough to take on addressing seemingly contradictory customer needs, such as combining attractive prices with sustainability, health and convenience benefits.

A premium for what?

Forced to prioritize, people will start to question what they are willing to pay a premium for. Mid-price brands will come under particular scrutiny, and the ones that will stay relevant are brands that manage to understand what is most important to which customers at what time. Old truths about what justifies a premium cannot be taken for granted when customer demands shift.

Big opportunities ahead

Goodbye x-washing

Empty ambitions are a real risk when expectations of companies are at an all-time high. Companies need to find the sweet spot of what the world and their customers need, what they are convinced of, what they are good at and, frankly, what they can monetize. Purpose cannot be a separate initiative; it must be the north star of your future business.

Purposeful disruption of laggard industries

Corporations in service industries such as banking, insurance and telecom have solid track-records as providers and are highly trusted by their customers. But more and more often, these companies are having a hard time reengaging with the broader public. They might, just like many heavy industry and energy companies, make people reevaluate their future relevance. A potential recession, when choices and loyalties are questioned, is a good time to do this.

Big opportunities ahead

Differentiation through sustainable innovation

Many companies hesitate to attempt differentiation through sustainability efforts, because they see sustainability as a compliance issue where they have to check all the SDG boxes. The next generation of leaders sees a great opportunity in sustainable business development where innovation is tied to strategically selected SDG areas that will also help strengthen the company's position and differentiate it from its competitors.

Big Tech as responsible thought leaders

Big Tech excels at technological innovation and setting inspiring visions for the future, but people still doubt that these companies can be trusted to act responsibly. Just as social media has fallen in stature after its irresponsible and often heartless business practices, Big Tech risks coming under fire from both the public and regulators unless it starts acting proactively and takes on a more responsible role. Can it embrace purpose and more large-scale aspects of positive impact? Can it go from Big Tech to Good Tech?

Big opportunities ahead

Using local insights for innovation leadership

Local and regional companies are able to build strong trust with customers and to act responsibly in a more relevant way than big global corporations. But they are still clearly outperformed by big global corporations when it comes to innovation. Local companies' superior understanding of local culture, behavior, needs and wants presents a fantastic opportunity to create relevant innovation in their markets, provided they can capitalize on their local insights and credibility.

Purposeful employers

Downturns in the economy are not the easiest or most enjoyable time for employers. But while they may be challenging times that might involve layoffs, they can also be a time to rally the troops against shared adversity. Employees can come together behind a strong sense of purpose, with increased engagement and satisfaction as a result. And engaged employees will, in turn, be more productive, build customer preference, and create a sense that the company will be around in the future.

Big opportunities ahead

Alternatives to hyper convenience

Simplification and immediate access have thus far been important factors affecting the retail and service industries over the last years. But many retailers have rushed to adapt without considering the costs and are now left with squeezed margins or even lost profitability. These companies need to explore alternatives to hyper convenience that provide good value to customers and help them find their way back to profitable business models and sustainable growth.

Time for simple pleasures

With large parts of the world facing challenging prospects for the future, there will be a need for positive experiences as well. There will be great opportunity to build strong customer relationships by giving people a better chance to enjoy simple pleasures like time for family, quality of life, and experiences that bring joy. And this needs to be at prices that people are willing to pay during a difficult economy.

Method

Scope

- The study included 430 companies and brands in total.
- The 50 corporations for the global top list were selected from the top of the Fortune 500 Global list.
- All brands were hedged for aided awareness. The 50 corporations for the global top list had to meet the awareness requirement in all seven markets in order to qualify for the global list.
- If a Fortune 500 Company did not have high enough awareness, but it had a well-known portfolio company, we included the company in its place. Example: Google instead of Alphabet.
- We have also included manually selected local companies and brands distributed across industries, for benchmarking in the study.

Survey

- 10-minute online survey.
- 15,000 respondents from the general public, ages 18–65.
- Nationally representative sample, recruited via global panel partner.
- Seven markets: United States, Japan, Germany, United Kingdom, India, Singapore and Sweden.
- Two separate field periods during second half of 2022.

Sources

- Edelman, Edelman Trust Barometer 2022
- National Retail Federation, Consumers Want it All
- McKinsey, ‘Great Attrition’ or ‘Great Attraction’

Who made this report?

Lynxeye is a strategy consultancy that supports companies through transformative shifts for industries and markets. We activate purpose as the north star for companies to secure future relevance and differentiation in times of massive uncertainty.

The solutions we offer range from strategy and organizational change implementation to innovation and design. We have offices in Stockholm, New York and Singapore.

[Learn more about us →](#)
[See who we work with →](#)

Want to know more?



We've measured how purposeful 430 companies are globally. Your business could be among them, and your industry definitely is.

Contact us to book a meeting for a walkthrough of the results for your company, or to hear about findings for an industry or geographic market.

[Book a meeting →](#)



We love giving presentations on the impact of purpose and how it can secure future relevance and differentiation for companies and brands. We can join conferences or seminars as keynote speakers or panel participants. Contact us if your team or organization would like to hear more!

[Book a presentation →](#)