Superlist Environment Europe 2026

Promising climate roadmaps, but no strong emission reductions

SUPER LIST

Swiss edition, 2026

Contents

Foreword

Charlotte Linnebank
General Director
Questionmark

Questionmark

Supermarkets hold tremendous influence over what ends up on our plates and, ultimately, the health of our planet. With Superlist, we at Questionmark want to help ensure that this influence is used for good: by measuring, comparing, and motivating supermarkets to accelerate the transition toward a more sustainable and plant-rich food system. This first-of-its-kind European benchmark spans eight countries and assesses 27 major supermarkets. With it, we aim to build momentum in each country and spark a healthy sense of competition across borders – that drives supermarkets to take meaningful, transparent action.

I'm deeply grateful to our partners – WWF Netherlands, ProVeg International, and Madre Brava – for sharing this mission and for their trust and collaboration. I also want to thank the members of our Scientific Council for their guidance and expertise, and the supermarkets involved for their contributions. Thanks to all of them, our team was able to deliver an evidence-based assessment of where supermarkets stand today, and what it will take to close the gap between ambition and real-world impact.

It's inspiring to see more and more supermarkets stepping up on climate and protein. Still, the gaps between ambition and action remain wide, and tangible emission reductions are yet to come. My hope is that in the near future, Europe's supermarkets will turn their commitments into visible progress – and lead the way toward a food system that truly sustains people and the planet.

Corné van Dooren
Senior Advisor
Sustainable Diets
WWF-NL

World Wide Fund for Nature Netherlands (WWF-NL)

At WWF, we are committed to ensuring that healthy diets go hand in hand with a thriving planet. Yet nature and climate are under severe pressure, and our current food system is one of the biggest drivers of crossing planetary boundaries. European supermarkets have a pivotal role to play: they are central actors in food chains and key enablers of the sustainability transition. As major buyers and sellers of animal-based products, their decisions on product assortments, promotions, and pricing strongly shape consumer choices- and ultimately the carbon footprint of our diets.

Many European retailers have now set targets for reducing greenhouse gas emissions and for shifting towards more plant-based protein consumption. This report aims to bring greater transparency to those commitments and to the progress being made. By highlighting this transparency and showcasing positive examples, we hope and expect to inspire others in the market, and to help keep frontrunners on track to achieving the 2030 climate and protein-shift targets.

Nico Muzi
Co-Founder and
Chief Programmes
Officer
Madre Brava

Madre Brava

In Europe, we need to eat more fruit, vegetables and legumes, and less meat, cheese and animal fats. So says the Planetary Health Diet, the latest global scientific consensus on healthy and sustainable diets.

Supermarkets largely determine what food is produced and how, so they have both the responsibility and power to make that healthy and sustainable food – in short, good food – the easiest choice for shoppers.

Beyond the climate and health benefits, selling more plants and fewer animal products is also good business for supermarkets: it lowers costs and could increase profits. And it's good for consumers: plant-rich diets are cheaper, helping cash-strapped consumers eat more healthily.

The Superlist Environment Europe is the only European benchmark that assesses supermarkets' efforts to rebalance protein sales as a key measure to achieve human and planetary health goals. It tells a clear and simple story: sustainability, health and profits can go hand in hand.

Those supermarkets who have not scored so well must catch up and take responsibility for the food they sell to their customers.

Joanna Trewern
Global Partnerships
Director
ProVeg International

ProVeg International

This first multi-country Superlist confirms what our work at ProVeg International has long shown: plant-rich diets are crucial to reaching climate goals. The report also reinforces that now is the time to transform ambition into action. However, Europe's food system is at a crossroads. Traction is growing in protein diversification, but so far, only a few leading companies have committed to the concrete targets and roadmaps we need for healthy, sustainable diets.

At ProVeg, we see supermarkets not just as market players, but as vital change agents that hold the key to reshaping food environments and consumer norms to reflect a future that's better for people, animals, and the planet. Real transformation will come when climate ambition, protein diversification, and supportive policies converge, driving the systemic change that is needed.

Through initiatives like Superlist, we aim to turn first steps into real momentum: empowering all retailers to adopt clear protein diversification targets, reimagine their role in the food transition, and unlock the commercial opportunities of sustainable diets. The path is clear; now it's time for Europe's retailers to lead it.

Introduction

Supermarkets play a crucial role in our daily lives and are an indispensable part of society. European consumers purchase about 70 per cent of their daily food from supermarkets (1). Supermarkets also have a major influence on how their suppliers produce food and what their customers buy. This gives supermarkets the opportunity to demand more sustainable farming methods from suppliers and to promote sustainable diets among their customers. The powerful market position of supermarkets, along with their concentration in a few, often multinational companies in each country, gives them exceptional leverage within the food system.

What is Superlist?
Superlist is an ongoing international research and advocacy programme initiated by Questionmark. Questionmark is a think tank committed to creating a healthier, more sustainable and fairer food system. Through fact-based research, we encourage retailers, food brands and governments to drive change, foster collaboration and implement appropriate regulations.
Superlist aims to reveal the extent to which supermarkets contribute to a healthy, sustainable and fair food system, and to enable supermarkets to compare their sustainability efforts with competitors' and learn from best practices and recommendations. The programme is carried out in national-level projects that alternate between three themes: health, environment and human rights. Within Superlist Environment, the specific topics are typically climate, sustainable agriculture and aquaculture, and packaging.

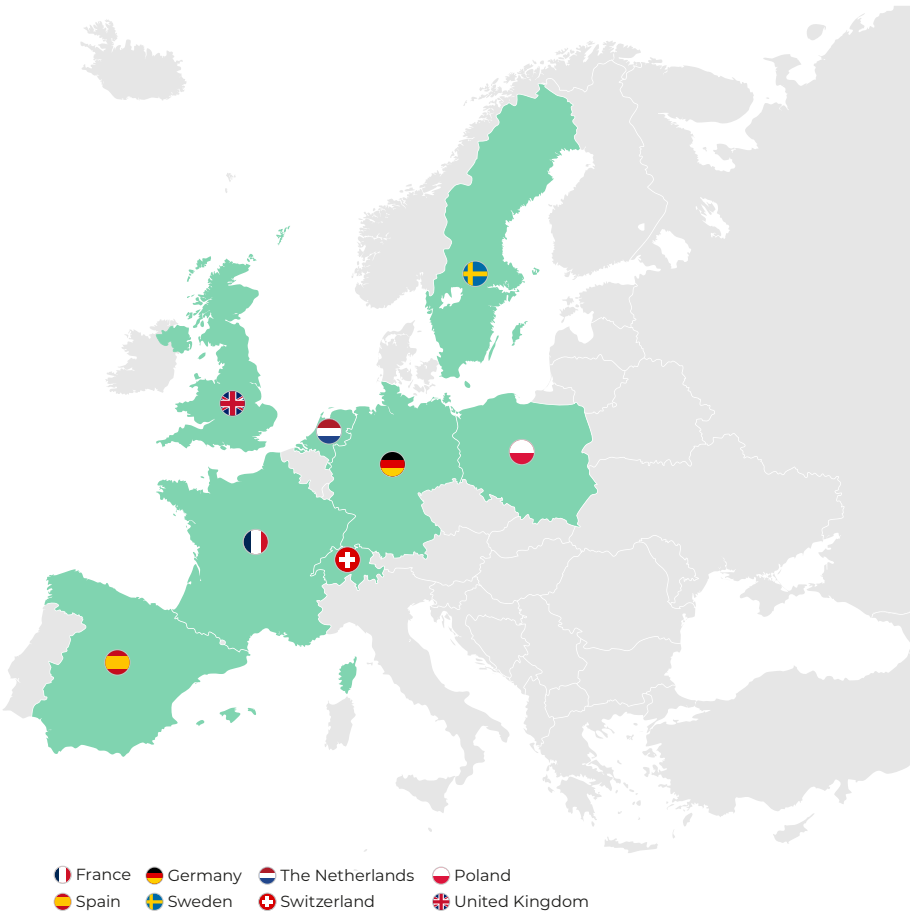
About Superlist Environment Europe
Superlist Environment Europe is a Questionmark project in collaboration with civil society partners WWF Netherlands, Madre Brava and ProVeg International, and with the support of ambassadors Changing Markets, Climate Action Network France, PAN DACH, RoślinnieJemy, Spanish Vegetarian Union and The Food Foundation.
The Superlist Environment Europe project is the first to deliver benchmarks for eight countries and an overview benchmark simultaneously. This edition covers the 20 largest European supermarkets, along with their main competitors in their home markets, for a total of 27 supermarkets across eight European countries. This edition of Superlist Environment focuses on climate plans and the protein shift.

The methodology for this research was published on 22 May 2025 after consultation with Questionmark's Scientific Council and civil society partners WWF Netherlands, Madre Brava and ProVeg International. Supermarkets within scope were informed about the methodology, and some were consulted on earlier versions. Data for this research was collected by Questionmark between 16 June and 25 July 2025.

The background report provides a complete overview of the underlying data.

Reading guide
Supermarkets that perform well on a specific research indicator are marked with the '**this counts**' icon in the margin. Not all supermarkets' measures are extensive enough to count in the ranking. Small steps in the right direction are also worth noting and are therefore marked with the '**good step**' icon.

Countries assessed in Superlist Environment Europe 2026



Promising roadmaps, but no strong emission reductions

Supermarkets' engagement in climate action is essential, as over a quarter of human-caused emissions come from the food system (2). Among food products, animal-based products contribute the most to global warming (3). Therefore, rebalancing the proportion of protein in supermarkets' sales is a key element in developing a robust climate strategy.
Superlist Environment Europe 2026 is the first benchmark to compare top European supermarkets on their contribution to a sustainable food system using methods that prominent supermarkets employ to track their progress.

SUMMARY OF THE FINDINGS

→ It is crucial that supermarkets publish detailed roadmaps outlining how they intend to meet the Paris Agreement. **Seven supermarkets have developed detailed roadmaps to reduce emissions in the near term:** Albert Heijn (NL), Carrefour (ES and FR), and Lidl (DE, ES, NL and PL). This reflects meaningful progress, though more clarity is needed to verify whether the targets in their plans are fully aligned with the Paris Agreement's ambition of limiting further global warming to 1.5 °C. Most importantly, the remaining 20 supermarkets must still develop and publish detailed climate roadmaps.

→ Achieving emission reductions and reporting progress towards targets are key to contributing to the Paris Agreement. Five supermarkets have already reduced their total emissions since they began reporting. **However, the emissions of many other European supermarkets are still rising or do not show a clear decline yet over the past few years**. For some, it is impossible to assess whether their emissions are rising or falling, as they do not report their full emissions annually in a complete and comprehensive manner.

→ Rebalancing protein consumption is essential to reduce indirect emissions from Scope 3. **Two-thirds of supermarkets acknowledge their role in shifting towards more plant-rich diets by including the reduction of animal-protein sales in their climate plans.** Half of them are leading the protein transition by setting measurable and near-term targets to increase the share of plant-based protein sales[1]. However, nine supermarkets make no mention of the shift towards plant-rich diets as a means of reducing emissions.

1 The share of protein sales represents the proportion of total food sales (by weight, in kilograms) that comes from plant-based or animal protein products.

Ranking Superlist Environment Europe 2026

Which supermarkets are aligning their climate plans with the Paris Agreement and rebalancing protein sales towards more plant-rich diets?

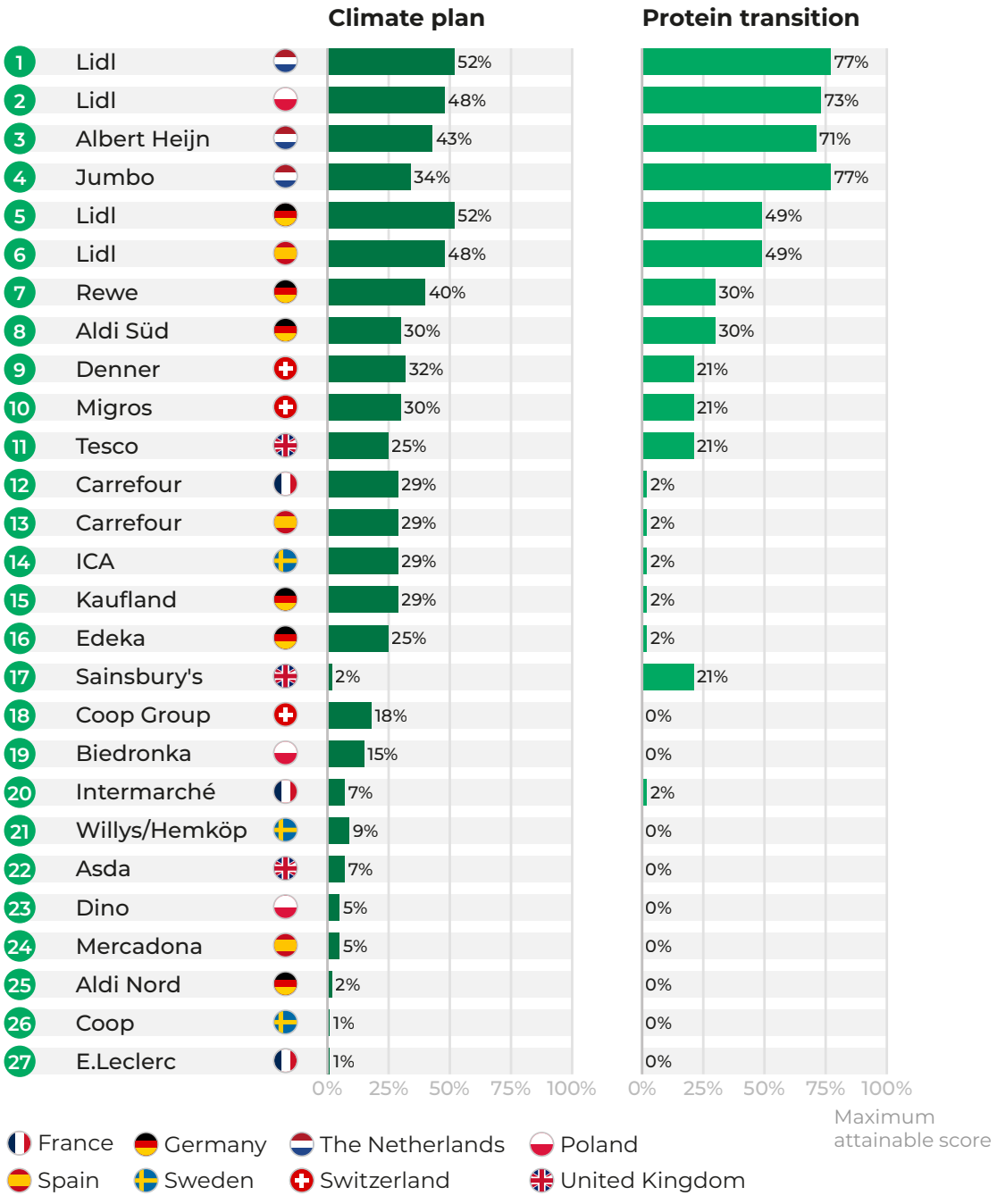


Figure 1 Ranking of 27 leading supermarkets in Europe.[2,3]

2 Scoring is based on the Superlist Environment methodology published here.

3 Due to the lack of published data at national level, some supermarkets' assessments are based on the policies of their group companies.

Findings

CLIMATE PLAN

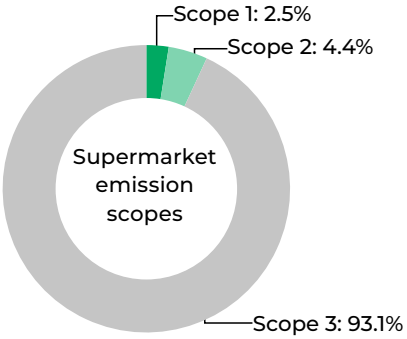
First roadmaps are promising

Seven supermarkets have publicly disclosed a detailed climate roadmap.
Albert Heijn (NL), Carrefour (ES & FR), as well as **Lidl (DE, ES, NL and PL)** are the first supermarkets in Europe to publish a detailed and actionable roadmap to achieve their near-term reduction targets (see 'near-term target' in the Glossary). These roadmaps include concrete measures aimed at achieving their target, each with a quantified contribution to the overall reduction target. Most importantly, the remaining 20 other supermarkets need to develop and publish detailed roadmaps that translate their Scope 3 targets into quantified emission reduction measures (see 'Direct and indirect emissions' in the Glossary). These roadmaps should align with the Paris Agreement.

A total of 19 supermarkets have set near-term reduction targets.
Setting a near-term target is an important first step towards developing a detailed climate roadmap aligned with the Paris Agreement. Eighteen supermarkets with near-term targets to reduce FLAG emissions are aligned with the Paris Agreement's ambition to limit global warming to 1.5 °C (see 'Direct and indirect emissions' and 'Target validation by the Science Based Targets initiative (SBTi)' in the Glossary). However, seven supermarkets have not yet set near-term targets to reduce Scope 3 emissions. Prioritising target-setting to reduce Scope 3 emissions is crucial, as these emissions make up approximately 90 per cent of a supermarket's carbon footprint

Seven supermarkets explicitly integrate financial support to suppliers in their climate plan to address indirect emissions.
While most supermarkets offer support to suppliers through training and online learning tools, direct investment in supply chains and financial support for implementing sustainable practices are even more important to achieve reductions in total emissions. The first supermarkets to integrate such measures into their climate plans are **Albert Heijn (NL), Jumbo (NL), Lidl (NL and DE), Migros (CH), Rewe (DE) and Tesco (UK).** Tackling indirect Scope 3 emissions is particularly important, as they account for approximately 90 per cent of the total greenhouse gas (GHG) emissions of supermarkets. Ensuring a just transition towards a sustainable food system requires sharing the financial burden of this transition across the entire value chain.

Supermarkets: scope 3 accounts for the majority of emissions



Scope 1	Direct emissions from supermarkets' operations.
Scope 2	Emissions from the generation of electricity and heat that supermarkets purchase.
Scope 3	Emissions from, for example, agriculture, food processing, waste, and transport upstream, as well as transport, consumption, and waste downstream.

Source: McKinsey, 2022

PROGRESS

Emissions reductions weak, despite promising individual efforts

More than ten supermarkets have reported an increase in total emissions compared to their respective baselines.
Reporting progress towards targets and realising actual emission reductions are key to contributing to the Paris Agreement's ambition to limit global warming to 1.5 °C. Five supermarkets have achieved a reduction in their total emissions over the past couple of years: **ICA (SE), Jumbo (NL), Kaufland (DE), Migros (CH) and Rewe (DE).** Despite this encouraging observation, the significance of these reductions remains uncertain, as none of the supermarkets report a decrease greater than 11 per cent, their baseline years differ, and none provide detailed explanations of how the reductions were achieved. Remarkably, none of these supermarkets has published a detailed climate roadmap. Moreover, emission reductions from previous years are often recalculated based on new insights, definitions, and scope. Sometimes, supermarkets need to correct their previously reported emissions in later disclosures. As a result, conclusions about increases or decreases in emissions may need to be revised over time. What is clear, however, is that the sector as a whole has not yet demonstrated a consistent downward trend in emissions.

EMISSIONS REPORTING

Most supermarkets report emissions, though the level of detail varies

Almost all supermarkets report their current carbon footprint in some form.
However, the level of detail varies significantly. A total of 22 supermarkets break down their emissions into scopes, with indirect emissions from Scope 3 accounting for approximately 90 per cent or more of the total emissions of supermarkets (see 'Direct and indirect emissions' in the Glossary). Half of the supermarkets provide further insight into their indirect Scope 3 emissions by distinguishing between agriculture- and industry-related emissions. Notably, **Albert Heijn (NL)** is the first supermarket to report methane emissions and to have set a specific reduction target, an important development given that methane is the second most harmful greenhouse gas (4,5). In contrast, E.Leclerc (FR) and Mercadona (ES) report only their total emissions without distinguishing at the scope level, while Aldi Nord (DE), Coop (SE) and Sainsbury's (UK) report only a portion of their emissions. These supermarkets must begin reporting all emissions in detail to ensure transparency about their progress against targets, their emission sources, and thus the levers for reduction.

Eight supermarkets publish their agriculture-related emissions by food category.
Quantifying and reporting these emission sources is a crucial step in developing a concrete emission-reduction plan. Supermarkets that already provide this level of detail include **Albert Heijn (NL), Denner (CH), ICA (SE), Lidl (DE, ES, NL, PL) and Migros (CH)**. The reported data confirm that animal proteins have the largest carbon footprint of all food categories, highlighting the need for a transition to more plant-rich diets.

PLANT-RICH DIETS

Few supermarkets are leveraging plant-based foods to reduce emissions

A third of the supermarkets do not address the sales of animal protein.
This is remarkable, given that animal protein is the primary source of agriculture-related greenhouse gas emissions in supermarkets. It is essential for these supermarkets to integrate the rebalancing of protein sales into their climate plans to reduce indirect Scope 3 emissions. To help keep the food system within planetary boundaries, the average diet would need to consist of 74 per cent plant-based foods and 26 per cent animal-based foods by 2050 across all food groups (see 'Rebalancing protein sales to tackle climate change' in the Glossary) (6,7). This split would be 60:40 when considering only protein-rich food groups (see 'Measuring the Protein Split' in the Glossary). Nine supermarkets either do not mention this shift towards plant-rich diets as a means of reducing emissions or do not yet consider it their responsibility to support this transition through their sales: Aldi Nord (DE), Asda (UK), Biedronka (PL), Coop (CH and SE), Dino (PL), E.Leclerc (FR), Mercadona (ES) and Willys/ Hemköp (SE).

Twelve supermarkets have begun reporting their protein split.
Eight of the 12 supermarkets report their split across total sales. Four of the 12 supermarkets report their split only in two specific categories: 'protein-rich' and 'dairy and dairy alternatives'. Five of the 12 supermarkets report both in total sales and in protein-rich categories. The protein split is the ratio of plant-based versus animal-based proteins or foods in the sales volume (see 'Measuring the Protein Split' in the Glossary). It is the key metric for supermarkets to monitor this source of indirect Scope 3 emissions. Nevertheless, it is essential for the 15 other supermarkets to start reporting their protein split across total sales, and in the protein-rich food groups.

Eight supermarkets have published a protein target, and other four have set targets in line with planetary boundaries.[4]
The supermarkets that set targets in line with the Planetary Health Diet are **Albert Heijn (NL), Lidl (NL and PL) and Jumbo (NL)**. The three Dutch supermarkets aim for a share of 60 per cent plant-based proteins in total sales by 2030. **Lidl (DE, ES and PL)** has also set targets to increase the share of plant-based products in its total sales by 20 per cent by 2030. **Rewe (DE)** aims for 60 per cent by 2035 and **Denner (CH)** aims for 50 per cent by 2040. The baseline for these targets at Lidl (DE and ES) has not been published, making it impossible to confirm whether they are in line with the Planetary Health Diet. Nevertheless, based on their respective 2024 protein split, **Lidl (DE and ES)** is expected to reach a protein split within the planetary boundaries as set by the Planetary Health Diet by 2050.

Three supermarkets have set targets to grow the sales of plant-based proteins. These are **Carrefour (ES and FR)** and **Tesco (UK)** are among them, but they do not appear to have the ambition to reduce the sales of animal protein. For an effective protein transition, supermarkets should not only increase the sales of plant-based foods; the goal is to decrease the sales of animal proteins.

4 It is important to note that the protein splits and targets are not directly comparable because of the use of two different methodologies, see 'Rebalancing protein sales to address climate change' in the glossary for the explanation about the protein split needed to meet the Planetary Health Diet.

Recommendations

This chapter presents sector-wide recommendations, in addition to the supermarket-specific recommendations in each country chapter, to support supermarkets in contributing to a more sustainable food system. The recommendations below apply to all supermarkets assessed in *Superlist Environment Europe 2026*.

CLIMATE PLAN

- **Set near-term reduction targets covering the total carbon footprint, as well as a separate target for Scope 3 emissions.** A Scope 3 target is essential because it represents the vast majority of supermarkets' emissions. Targets should be set for 2035 at the latest to tackle current emissions and ensure accountability towards achieving net zero by 2050, as determined by the European Union, Switzerland and the United Kingdom. The target should be aligned with the Paris Agreement's ambition to limit further global warming to 1.5°C. Then develop and publish a roadmap to reach the near-term targets. The roadmap should outline specific reduction measures, each with a quantified contribution to the target. This ensures a robust and transparent roadmap for meeting targets.
- **Give priority to emission reduction measures with the highest expected effect on the short term to achieve a reduction in total emissions.** Key areas include rebalancing proteins, as well as transport in supply chains, the use of sold products and the end-of-life treatment of sold products (e.g via reducing product packaging). In addition to offering supplier support through training and online tools, supermarkets need to invest directly in their supply chains and provide financial support to enable sustainable practices.
- **Report indirect Scope 3 emissions annually in detail.** The emissions should be broken down by FLAG and non-FLAG sources at the food-category level (eg meat, dairy, fruit and vegetables, drinks). This level of granularity enables the transparent tracking of progress towards near-term reduction targets and facilitates comparison between supermarkets.

PROTEIN TRANSITION

- **Include the protein transition in the climate plan as a key lever to reduce indirect Scope 3 emissions.** This strategy is particularly important for lowering FLAG-related Scope 3 emissions, as animal products account for half of emissions across all food products.
- **Measure and disclose protein splits annually.**
  - The share of plant-based proteins or products in total sales volume or total volume of purchased goods, as defined in The Protein Tracker and WWF Planet-Based Diets retail methodology (7, 8).
  - The share of plant-based proteins or products in the protein-rich categories. By reporting the split in the 'Plant-based Core' and 'Animal Core' as defined in The Protein Tracker, or reporting the split in the 'protein-rich' category and the 'dairy and dairy alternatives' category, as defined in the WWF Planet-Based Diets retail methodology.
- **Set measurable, time-bound targets to increase the share of plant-based protein sales and decrease animal protein sales.** The targets should, at a minimum, cover protein-rich categories, and ideally also cover total sales volume across all food categories. All targets should be aligned with the Planetary Health Diet as defined by the EAT-Lancet framework.

SWITZERLAND

Swiss supermarkets are lagging behind in climate plans, but are pursuing good approaches to reducing emissions

KEY FINDINGS

→ Climate roadmap
None of the Swiss supermarkets has published a roadmap to reach its near-term emission-reduction targets.

→ Progress
Migros's total emissions and Coop Switzerland's Scope 3 emissions have decreased, while Denner's5 total emissions have increased since their respective baselines.

→ Protein transition
Denner and Migros report their protein split in protein-rich food groups. Denner has set a target of 40 per cent plant-based proteins in its total sales by 2040.

Superlist Europe Environment 2026 – Switzerland

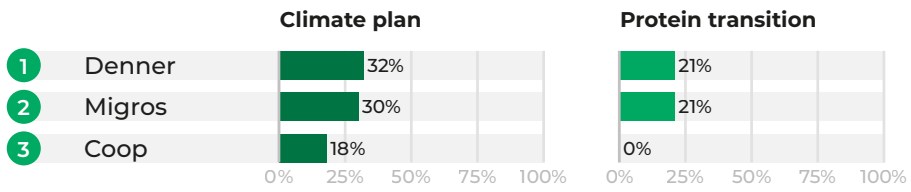


Figure 8 Ranking of 3 supermarkets in Switzerland, according to their policies on greenhouse gas emissions and plant-rich diets.

THE SWISS MARKET

Market size
Fifth largest among the eight markets assessed in this report (15, 16).

Supermarkets reported
Coop Switzerland
Denner
Migros Climate

Total market share
70%

5 Denner is part of the Migros Group. Nevertheless, the analysis is based solely on publications by Denner.

PLAN

Roadmaps

this counts

good step

None of the three Swiss supermarkets has published a roadmap to reach its near-term emission-reduction targets. **Coop Switzerland** and **Denner** have set reduction targets across all scopes, as well as separate targets for FLAG and non-FLAG emissions within Scope 3. **Migros** has a 2030 reduction target for FLAG emissions, but its other targets do not fully cover the rest of Scope 3. Nevertheless, their near-term targets to reduce FLAG emissions are aligned with the Paris Agreement's ambition to limit global warming to 1.5 °C. Moreover, all three Swiss supermarkets are committed to achieving net zero by 2050. Therefore, publishing a roadmap to reach the near-term targets is key to ensuring immediate reductions in emissions.

good step

The three Swiss supermarkets intend to reduce emissions by supporting suppliers. In July 2025, **Coop Switzerland**, **Denner** and **Migros** signed a letter of intent to design a financing model for actors in the value chain, including a premium for producers. This is an important step towards reducing supermarkets' indirect Scope 3 emissions from food value chains and supporting their suppliers in implementing sustainable practices. The specifications of this new model will be published at the end of 2025. Migros has supported its suppliers since 2019 in switching to fossil-free greenhouses, aiming to achieve fully fossil-free heating by 2025.

Progress

this counts

Migros has reduced its total emissions compared to its baseline. This reduction was mainly achieved by switching to more sustainable sources of energy to reduce emissions in Scope 1 and 2; fuel and energy-related activities, treatment and use of sold products in Scope 3. Reductions in indirect Scope 3 emissions have mainly occurred in product ranges and fuel- and energy-related activities. **Coop Switzerland**'s Scope 3 emissions have begun to decline since it started reporting. However, its reported baseline emissions do not include location-based Scope 2 emissions. As a result, it remains unclear whether this constitutes a net reduction in total emissions. By contrast, Denner's total carbon footprint has increased since its baseline. With near-term target deadlines approaching, reporting progress towards targets and achieving actual emission reductions are crucial for Denner to contribute to the Paris Agreement's ambition to limit global warming to 1.5 °C.

good step

Coop Switzerland, Denner and Migros are transparent about their emissions across all scopes. Denner and Migros take additional steps by distinguishing their FLAG and non-FLAG emissions, reporting their FLAG emissions at the food-category level, and disclosing their non-FLAG emissions by emission category. It is necessary for Coop Switzerland to increase transparency in its emission reporting by publishing a breakdown by scope as well as FLAG and non-FLAG emissions by category. This will improve transparency about emission sources and help identify levers for reduction.

PROTEIN TRANSITION

this counts

Denner and Migros report their protein split in protein-rich food groups. In 2024, Migros had slightly higher plant-based sales, with 15 per cent in the protein-rich category and 5 per cent in dairy alternatives, whereas Denner reported 10 per cent in the protein-rich category and 3 per cent in dairy alternatives using the WWF method.

Denner has published a protein split target. The supermarket aims to reach 50 per cent of plant-based proteins in sales by 2040. However, it is not possible to confirm whether this target is in line with the Planetary Health Diet. Denner has not yet disclosed its protein split for the total sales volume. Migros has announced that it will publish a protein target by the end of 2025.

good step

Coop Switzerland acknowledges that plant-based proteins are part of a more sustainable diet. However, its protein strategy focuses on meeting consumer demand from those willing to switch to a more plant-rich diet, rather than implementing policies to stimulate sales of plant-based proteins. Moreover, the Swiss government has included plant-based proteins in its national daily dietary recommendations (17). Therefore, it is essential for Coop Switzerland to explicitly acknowledge its responsibility in supporting the shift to more plant-rich diets through its sales. Rebalancing protein sales is a crucial strategy that supermarkets should adopt to reduce the consumption of animal products and help keep the food system within planetary boundaries.

How do Swiss supermarkets perform compared to other European supermarkets?

Swiss supermarkets are among the 19 European supermarkets that have set concrete near-term targets in their climate plans. However, none of the Swiss supermarkets has published a detailed roadmap yet.

Swiss supermarkets have taken a first step towards working together to provide financial support to suppliers in implementing sustainable practices. They are frontrunners in Europe in collaborating on reducing indirect Scope 3 emissions. Moreover, Denner and Migros are among the most transparent supermarkets in Europe, splitting indirect Scope 3 emissions by food group within agriculture-related emissions and by source within energy and industry emissions.

Among the 27 supermarkets benchmarked, Migros is one of five European supermarkets to have achieved a reduction in total emissions since it started reporting. Coop Switzerland is one of the few supermarkets to demonstrate a reduction in indirect Scope 3 emissions. However, it remains unclear whether this constitutes a net reduction in total emissions.

When it comes to the protein shift, Migros and Denner are also among the frontrunners of the 27 European supermarkets, as they disclose their protein split. By contrast, Coop Switzerland is among the many European supermarkets that have recognised the need to rebalance proteins to reduce their emissions, but it has not yet reported its protein split or set a target to increase the share of plant-based proteins in its sales.

Supermarket-specific recommendations

Coop Switzerland

In European ranking: 18/27

- → Develop and publish a roadmap in line with the Paris Agreement, translating the Scope 3 near-term target into quantified emissi-on-reduction measures.
- → Report FLAG and non-FLAG emissions per category annually to identify the largest sources of emissions and align the roadmap accordingly. This is a necessary step in setting a concrete climate plan and in tracking and reporting progress towards the near-term target.
- → Include the protein transition in the climate plan to reduce indirect Scope 3 emissions.
  - Disclose the protein split based on total sales and within protein-rich food groups, according to the method most commonly used by supermarkets in Switzerland.
  - Set a target to increase the share of plant-based proteins and decrease the share of animal proteins in total sales and protein-rich foods. Targets should align with the Planetary Health Diet and be set for the near term to support immediate implementation and action.

Denner

In European ranking: 9/27

- → Develop and publish a roadmap in line with the Paris Agreement, translating the Scope 3 near-term target into quantified emissi-on-reduction measures.
- → Include reporting and target-setting specifically for methane emissions in the climate plan. Measuring and reducing methane emissions can support the protein transition, as livestock production accounts for the majority of these emissions.
- → Report the 2022 protein split baseline to confirm that the 20 per cent increase in the share of plant-based proteins is in line with the Planetary Health Diet.

Migros

In European ranking: 10/27

- → Set a near-term reduction target covering all non-FLAG emissions within Scope 3. Develop and publish a roadmap in line with the Paris Agreement, translating the Scope 3 near-term target into quantified emissi-on-reduction measures.
- → Include reporting and target-setting specifically for methane emissions in the climate plan. Measuring and reducing methane emissions can support the protein transition, as livestock production accounts for the majority of these emissions.
- → Set targets to increase the share of plant-based proteins and decrease the share of animal proteins in total sales and protein-rich foods. Targets should align with the Planetary Health Diet and be set for the near term to support immediate implemen-tation and action.

Glossary

Near-term target
A near-term target is an emission-reduction target for 2035 or earlier. It is a key element in building a detailed climate roadmap. A near-term target is necessary for supermarkets to tackle emission reductions now and to be held accountable for reaching net zero by 2050, as determined by the European Union, Switzerland and the United Kingdom. Setting a near-term target is the starting point for drafting a detailed climate plan in line with the Paris Agreement.

Direct and indirect (Scope 3) emissions
The Greenhouse Gas Protocol defines three categories of emissions based on their origin and the extent of a company's control over them. Scope 1 emissions are direct emissions from sources owned or controlled by the supermarket, such as exhaust gases from vehicles or refrigerant gases. Scope 2 emissions are indirect emissions from the generation of purchased energy, such as electricity. Scope 3 emissions are all other indirect emissions (not included in Scope 2) occurring in the supermarket's supply chain, including upstream emissions (for instance, from agriculture or deforestation) and downstream emissions (for instance, from processing waste after consumption). For supermarkets, scope 3 emissions should be broken down into agriculture-related emissions (FLAG, for Forestry, Land Use and Agriculture) and industry-related emissions (non-FLAG).

1.5°C vs 'well below 2°C'
The Paris Agreement, signed in 2015, legally binds signatories to 'hold the increase in the global average temperature to well below 2 °C above pre-industrial levels and pursue efforts to limit the temperature increase to 1.5 °C above pre-industrial levels' (18). However, scientists stress the importance of limiting global warming to 1.5 °C instead of 2 °C because of the irreversible consequences (19,20). Moreover, COP28 strengthened the case for limiting further global temperature rise to 1.5 °C rather than 'well below 2 °C' (21,22). Therefore, this Superlist defines a supermarket's near-term target as being in line with the Paris Agreement's ambition to limit further global warming to 1.5 °C.

Target validation by the Science Based Targets initiative (SBTi)
The Science Based Targets initiative (SBTi) is a global collaboration that offers practical tools to help companies translate the scientific requirements of the Paris Agreement into credible reduction targets in line with its ambition. Many supermarkets submit their climate plans to the SBTi for validation. The validation status of supermarkets' climate plans can be found in the SBTi Target Dashboard (23). Validation of supermarkets' targets in line with 1.5 °C covers reduction targets for emissions in Scopes 1 and 2, and for Forestry, Land Use and Agriculture (FLAG) emissions in Scope 3. The organisation has developed a model that requires a baseline of 2015 or later. Moreover, the model cannot yet verify whether reduction targets for non-FLAG emissions in Scope 3 are in line with 1.5 °C. The organisation is working on a solution (24). In the meantime, the SBTi validates a Scope 3 target against the 'well below 2 °C' scenario (25).

Common base year
The year 2019 is the base year commonly used to measure progress towards the goals of the Paris Agreement. Not all companies have disclosed their 2019 baseline emissions yet. It is never too late to start reporting, but without comparison to the same baseline, it is much harder to assess if the reductions that the supermarket has achieved are sufficient to reach the goals of the Paris Agreement

using the IPCC pathway of 1.5°C “no or limited overshoot”.
In almost all cases, companies can still calculate their 2019 emissions retrospectively. If a company has undergone structural changes – for instance, through mergers or acquisitions – the Greenhouse Gas Protocol provides guidelines for ‘rebaselining’. Rebaselining and reducing emissions can be done simultaneously.

Rebalancing protein sales to address climate change

Animal products account for half of all emissions from food production (23). This makes rebalancing protein sales a key element in supermarkets’ emission-reduction strategies. Therefore, the Planetary Health Diet translates into a diet in which protein-rich food groups are composed of 60 per cent plant-based proteins and 40 per cent animal proteins, helping to keep the food system within planetary boundaries. When looking at the whole diet, this translates into 74 per cent plant-based foods and 27 per cent animal-based foods (6, 7). The goal is not to replace all animal-based protein sources with plant-based alternatives, as the average European diet already provides more protein than is sustainable within planetary boundaries (27). The protein transition should be seen as part of a broader shift towards a more balanced and sustainable diet.

Measuring the protein split

The protein split is a metric that indicates the share of plant-based protein sold in either the total sales volume or the volume of protein-rich foods sold. Protein-rich foods are for example meat, fish, eggs, dairy, legumes, nuts, hummus, plant-based meat substitutes and dairy plant-based alternatives. There are two main published methodologies supermarkets can use to measure this ratio: the Planet-Based Diets retail methodology developed by WWF (7) and The Protein Tracker developed by the Green Protein Alliance and ProVeg International (8). Both organisations call on food companies to track the ratio of plant- and animal-based protein foods and to set goals for rebalancing food sales in line with the Planetary Health Diet. They work closely together to increase alignment, but a fair comparison of protein splits between the two methods is currently not possible because of differences in measurement units. The protein split in this diet is 60 per cent plant to 40 per cent animal foods when focusing on the protein-rich food group, as in the WWF method, and around 70 per cent plant to 30 per cent animal proteins when all food groups are included, as in The Protein Tracker (6). For comparability between supermarkets, the consistent use of a single methodology within a country is essential.

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