

Clean Revenue

October 2025

ECOLAB®



Clean Revenue

Revenue from products and services that deliver a clear and significant environmental or social benefit.



66%
In 2024

80%
by 2030

Strengthened Clean Revenue Methodology in 2025

- Capture previously unrepresented revenue from products and services
- Evaluate at the product level | 25k chemical products!
- Include product design criteria to enhance credibility

Methodology

Clean Revenue

Environmental & Social Categories



Water



Climate



Biodiversity



Pollution



Circularity



Health & Safety

Segment	Sales (million \$USD)	Percentage Share in Sales
Clean Products and services that meet Standard requirements and deliver a clear and significant environmental or social benefit to one of the sustainability categories.	10,388	66%
Standard Products and services that meet Code of Business Conduct and Ethical Sourcing Standards (Policies and Positions Ecolab) without a dedicated contribution to one of the sustainability categories.	4,153	26%
Focus¹ Products and services that meet Standard requirements and have emerging regulatory or stakeholder focus.	1,200	8%

¹Focus category includes chemical products containing substances on the REACH SVHC authorisation list, REACH SVHC candidate list, SIN list, and/or substances with emerging regulatory or stakeholder interest.

Clean Revenue Criteria | Product Impact & Design

		 Water	 Climate	 Biodiversity	 Pollution	 Circularity	 Health & Safety
Clean	Product Impact Criteria	[water reduction] [water quality improvement]	[energy use reduction]	[eutrophication avoidance]	[waste reduction] [emissions reduction]	[raw material optimization] [asset protection]	[water safety] [human safety] [human health] [food safety] [contaminate removal]
	Product Design Criteria	[water resilient manufacturing] [AWS certification]	[PCF] [reduced transport emissions]	[biobased materials responsibly sourced] [biodegradable] [p-free] [Zn-free] [toxicity to aquatic ecosystems]	[free of SVHC ¹] [free of CMR ²] [biodegradable] [low VOCs]	[recyclable] [PCR in packaging] [reusable packaging] [biobased raw material] [waste avoidance]	[PPE-free when use as directed]

1. Does not contain intentionally added Substances of Very High Concern (SVHC) according to the EU REACH SVHC restriction, authorisation and candidate list(s) at [ECHA CHEM](https://echa.europa.eu/en/chemicals/candidate-substance-list).
2. Does not contain intentionally added Carcinogenic, Mutagenic, and Reprotoxic (CMR) substances according to Globally Harmonized System (GHS) standards.

The above shows all criteria that are tracked, but products do not need to meet all listed criteria to be included as Clean or Clean Premium. Products only need to meet a subset of criteria depending on the category and type of product.

Clean Premium Portfolio of Clean Revenue

Clean Revenue Product and Services that exceed product sustainability standards



Segment		Sales (million \$USD)	Percentage Share in Sales
Clean	Clean Premium Products and associated services that exceed sustainability standards in product design .	8313	53%
	Clean Core Products and associated services that meet sustainability standards in product design .	1987	

Clean Revenue

Category	UN Sustainability Goals		EU Taxonomy
 Water	6 CLEAN WATER AND SANITATION 	17 PARTNERSHIPS FOR THE GOALS 	Sustainable use and protection of water and marine resources
 Climate	7 AFFORDABLE AND CLEAN ENERGY 	13 CLIMATE ACTION 	Climate change mitigation & adaptation
 Biodiversity	14 LIFE BELOW WATER 	15 LIFE ON LAND 	Protection and restoration of biodiversity and ecosystems
 Pollution	11 SUSTAINABLE CITIES AND COMMUNITIES 		Pollution prevention and control
 Circularity	9 INDUSTRY, INNOVATION AND INFRASTRUCTURE 	12 RESPONSIBLE CONSUMPTION AND PRODUCTION 	Transition to a circular economy
 Health & Safety	3 GOOD HEALTH AND WELL-BEING 		Pollution prevention, social safeguards

