

Source: H & M sustainability rating (2025). *Good On You*. [online] Good On You. Available at: <https://rankabrand.org/Retailers/H%26M>.

H&M sustainability rating

Planet

3 out of 5

People

2 out of 5

Animals

3 out of 5

Overall rating: It's a start (3 out of 5)

Our ratings are based on a scale from 1 (We avoid) to 5 (Great)How we rate

H&M is owned by H&M Group.

Our "Planet" rating evaluates brands based on the environmental policies in their supply chains, from carbon emissions and wastewater to business models and product circularity. Here we rate H&M "It's a Start". These are a few factors influencing its score:

- It uses some lower-impact materials including recycled materials.
- It's set a science based target to reduce greenhouse gas emissions in both its direct operations and supply chain but there's no evidence it is on track.
- It follows an unsustainable fast fashion model with quickly changing trends and regular new styles.
- It's eliminated some hazardous chemicals but has not made a commitment to eliminate all hazardous chemicals in manufacturing.
- It provides evidence on its efforts to minimise packaging.
- It supports industry organisations that work to address the impacts of microplastics.

Workers' rights are central to our "People" rating, which assess brands' policies and practices on everything from child labour to living wages and gender equality. Here we rate H&M "Not Good Enough". These are a few factors influencing its score:

- It traces some of its supply chain.
- It sources its final stage of production from countries with extreme risk of labour abuse.
- There's no evidence it supports diversity and inclusion in its supply chain.
- Its Code of Conduct covers ILO Four Fundamental Freedoms principles.
- It has an internal grievance mechanism for workers in its supply chain to anonymously report concerns like harassment and unpaid wages.

- There's no evidence it ensures workers are paid living wages in its supply chain.
- During the height of the COVID-19 pandemic, it disclosed adequate policies to protect workers in its supply chain from the virus.

Brands' animal welfare policies and, where applicable, how well they trace their animal-derived products are the focus of our "Animals" rating. Here we rate H&M "It's a Start". These are a few factors influencing its score:

- It has a formal policy aligned with the Five Domains of animal welfare.
- It appears to use leather, wool, shearling, down, and exotic animal hair.
- It doesn't appear to use fur, angora, or exotic animal skin.

Based on all publicly available information we've reviewed, we rate H&M "It's a Start" overall.

Last updated 2025-01-31

H&M

Rated: It's a start

price:

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location: Sweden

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