

Our approach

We use smart science to create high-performance ingredients and technologies that improve lives.

Smart science

At Croda our Purpose is to use Smart science to improve lives™, enabled by our distinctive values-led culture that governs how we work with one another and guides our relationships with all of our partners. We combine our knowledge, passion and entrepreneurial spirit to create, make and sell speciality ingredients that are relied on by industries and consumers everywhere.

Through our strategy

Our corporate strategy sets out the high-level themes that will help us to deliver our Purpose. A focus on growth, innovation and sustainability means that our smart science can help our customers to deliver both their consumer and sustainability commitments, while we achieve our own, creating sustainable value for our shareholders.

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Consistent top and bottom-line growth, with profit growing ahead of sales, ahead of volume.

The lifeblood of our business, we seek to increase the proportion of NPP (New & Protected Products) that we sell.

Aligning our business with our Purpose and accelerating our customers' transition to sustainable ingredients.

Through the markets we serve

Our market focus targets Consumer Care, Life Sciences and Performance Technologies as we look to extend the reach of our smart science to consumers everywhere. From sun protection to pharmaceuticals, crop and battery technologies, these markets touch our lives every day.

Consumer Care

From 1 January 2021, Personal Care, Home Care and Iberchem were combined to create our new Consumer Care sector.

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Our smart science is helping our customers, large and small to create formulations with improved environmental profiles for thousands of personal and home care products while delivering clear benefits to consumers.

We reach customers worldwide with our ingredients to deliver health care solutions, protect crops and enhance seeds. From our vaccine technologies to microplastic-free seed coatings, we are using our smart science to improve lives everywhere.

Our innovative, low-carbon, sustainable and technology-rich additives and materials enable the transition of industrial markets to new sustainability-driven solutions. We work with our customers to help them to deliver superior performance, lower carbon, and greater circularity in materials, mobility, energy, and water industries.

* Reported as Personal Care for 2020.

Delivered by our shared values

Our distinctive values-led culture governs how we work and guides our relationships with others. Our shared values of 'Responsible', 'Innovative' and 'Together' focus our work to ensure our smart science helps to improve lives. For more information on our values see p16.

to improve lives™

Croda was founded on the principle of using smart science to turn bio-based raw materials into innovative ingredients that help to improve lives. Our Commitment is to be Climate, Land and People Positive by 2030. Through this, and by being the most sustainable supplier of innovative ingredients, we will help provide solutions to some of the world's biggest challenges. The United Nations Sustainable Development Goals (SDGs) are the foundation of our approach.

Our priority SDGs



By 2030 we will be...

...Climate Positive

We will help our customers to avoid carbon emissions through the benefits in use of our innovative ingredients, whilst continually reducing our carbon footprint. We will increase our use of bio-based raw materials, which absorb carbon from the atmosphere. By combining these efforts, we will enable four times more carbon emissions to be avoided than we emit through our operations and supply chain.

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...Land Positive

The use of our agrochemical technologies helps farmers to increase yields and improve crop resilience while protecting biodiversity. Our continual innovation will help customers to mitigate the impact of climate change and land degradation, increasing the availability of land suitable for growing crops. The use of our products will enable more land to be saved than is used to grow our bio-based raw materials.

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...People Positive

We use our smart science to improve the lives of our own employees and people all around the world. We will contribute to SDG 3, developing ingredients to improve health and wellbeing, provide access to our smart science through our foundation, and encourage and promote diversity within our organisation. We will continue to innovate to increase our positive impact on society.

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How we measure the success of our Purpose

Creating Smart science to improve lives™ drives us all but we do not take this for granted. For details of the ways we measure the success of our Purpose, and the link to our executive remuneration, see our strategy on p22, our KPIs on p38 and our Remuneration Report on p76 and 80.