

# Already a Multi-Trillion-Dollar Market: CEO Guide to Growth in the Green Economy

ANNUAL REPORT

DECEMBER 2025

# Contents

Foreword	3
Executive summary	4
1 The green economy continues to grow	5
2 One of the biggest growth opportunities on the planet	11
Observation 1: Solutions to decarbonize more than 50% of total emissions are already cost-competitive	12
Observation 2: Markets for deep decarbonization technologies are growing – but much more unevenly	15
Observation 3: Green growth is increasingly spearheaded by China	17
Observation 4: Energy independence is an increasing driver of low-carbon investments	21
Observation 5: Climate adaptation markets are becoming material, including in the Global North	22
3 Companies in the green economy often outperform	24
3.1 Companies grow green revenues faster than conventional lines on average	25
3.2 Companies in the green economy typically obtain access to cheaper capital	26
3.3 Companies in the green economy often benefit from higher valuations	27
4 How to grow in the green economy: lessons from past winners	29
4.1 CEO guide to growing in the green economy	30
4.2 Different avenues to success	38
4.3 Lessons from past winners	41
5 Call to action: how business and government can accelerate the green economy	42
5.1 For companies: plenty more opportunities to harvest	43
5.2 For policy-makers: an opportunity to build resilience and growth	44
Conclusion	45
Appendix 1: Definitions of green economy segments	46
Appendix 2: Definition of Industry Classification Benchmark (ICB) industries	48
Appendix 3: LSEG definition of green revenues	50
Contributors	51
Endnotes	53

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# Foreword



**Pim Valdre**  
Head, Climate and Nature  
Economy; Member of the  
Executive Committee,  
World Economic Forum



**Patrick Herhold**  
Managing Director &  
Senior Partner, Boston  
Consulting Group

Recent headlines may suggest that the climate transition is stalling. The macroeconomic context, regulatory environment, permitting bottlenecks and softer public support have brought additional uncertainties. At the same time, some green technologies have not lived up to early promises (mainly when looking at cost projections), while market valuations in nascent technologies such as low-carbon hydrogen have experienced a sharp drop.

Yet, overall growth in the green economy has not wavered. On the contrary, investments in green technologies keep jumping from record to record – the green economy now represents a multi-trillion-dollar market and is exceeded in growth rate only by the technology sector. It is set for more growth as the costs of these technologies come down further. And companies operating in these markets

often outperform and typically earn a premium in capital markets.

In last year's report, we discussed the steep cost of climate inaction – delaying investments in mitigation and resilience today will cost governments and companies far more, over time, than investing today. This year's report is a reminder that the green economy continues to represent one of the biggest growth opportunities on the planet. Drawing on the experiences of members of the World Economic Forum's [Alliance of CEO Climate Leaders](#), who have successfully scaled up their green businesses and navigated common pitfalls, we hope to share valuable inspiration and lessons for those seeking to build successful businesses in this sector. This report encourages companies to act boldly and capture the value offered by the green economy.