

Animal Welfare Policy

Applies to:	H&M Group functions and brands, and suppliers
Scope:	Raw materials and cosmetic products
Contact:	Head of Resource use & circularity, H&M Group Sustainability
Approved date:	September 2026
Owner:	Leyla Ertur, Chief Sustainability Officer
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Policy statement

Our animal welfare ambition

As a global organization, we strive to act ethically, transparently, and responsibly. Animal welfare is important to us, and no animals should be harmed in the making of our products. We work to continuously improve animal welfare across our supply chains and aim to source all animal-derived materials from farms with strong welfare practices.

This policy sets out the principles and requirements we use to manage actual and potential animal welfare impacts connected to our activities and value chain. It supports the prevention, mitigation and remediation of adverse impacts, including animal welfare harm linked to the sourcing and use of animal-derived materials, as well as the management of related risks such as non-compliant sourcing, traceability gaps, regulatory exposure and reputational risk.

To achieve this, we:

- Require that all virgin animal-derived fibers (wool and hair) must come from farms certified to credible standards built on the *Five Domains Model*¹, which evaluates animals' physical and mental states, natural behaviours, and quality of life.
- Reduce our dependency on virgin natural materials by increasing our share of recycled fibers and supporting innovative material alternatives for animal-derived materials.
- Investing in traceability systems that strengthen material integrity for these materials.
- Collaborate with industry peers and animal welfare experts to continuously raise industry ambition on animal welfare.

¹ The Five Domains model is a tool to assess animal welfare and an animal's quality of life, such as the ability for animals to perform their normal behaviors, being managed in herds or flocks, and given the opportunity to graze, browse and forage during their live. The model is rooted in science and makes judgements based on observable facts about animal suffering and what is needed for animals to have positive physical and social experiences in their lives. Click [here](#) for more information on the Five Domains.

Policy details

Our material specific requirements:

Wool and animal hair

1. H&M Group only accepts wool and animal hair from domesticated animals, such as sheep, goat, alpaca, and yak.
2. All virgin wool and animal hair used by H&M Group must be sourced from farms that are certified to any of the following animal welfare standards²:
 - 1.1. All virgin sheep wool must be certified in accordance with the [Responsible Wool Standard](#) (RWS) or equivalent standard³.
 - 1.2. All virgin alpaca wool must be certified in accordance with the [Responsible Alpaca Standard](#) (RAS) or equivalent standard⁴.
 - 1.3. All virgin cashmere must be certified in accordance with the [Good Cashmere Standard](#) (GCS).
 - 1.4. All virgin mohair must be certified in accordance with the [Responsible Mohair Standard](#) (RMS).
 - 1.5. All Yak used in any H&M Group product must be sourced exclusively through [Shokay](#).
3. All recycled wool and animal hair must be certified in accordance with the [Global Recycled Standard](#) (GRS) or [Recycled Claim Standard](#) (RCS).
4. H&M Group does not accept the use of angora rabbit hair or any other hair from animals reared in cages for their hair. This includes, but is not limited to, hair from rabbits, raccoons, martens, foxes, squirrels, sable, chinchillas or ferrets.

Down and Feathers

1. H&M Group does not accept the use of virgin down or feathers in our products. This applies to all sources of down and feathers, including but not limited to those derived from ducks, geese, and ostriches.
2. All down and feathers used by H&M Group must be post-consumer recycled and certified in accordance with the [Global Recycled Standard](#) (GRS) or the [Recycled Claim Standard](#) (RCS).

² Please note that Textile Exchange's current Responsible Animal Fiber framework (wool, alpaca, mohair) and recycled materials (currently covered by the GRS and RCS) will be unified under one standard, the Material Matters standard. The Materials Matter Standard becomes effective on December 31, 2026, and will be mandatory from December 31, 2027.

³ Currently, approved schemes include Responsible Wool Standard (RWS) and wool sourced through the [Nativa](#)™ program.

⁴ Currently, approved schemes include Responsible alpaca Standard (RAS) and alpaca fiber sourced through the [Nativa](#)™ program.

Leather

1. H&M Group only allows leather sourced from tanneries certified by the [Leather Working Group](#) (LWG).
2. H&M Group only accepts leather derived from domesticated animals, such as cows, buffaloes, sheep, goats, or pigs.
3. H&M Group does not accept leather or skin from fetal or newborn lambs, including but not limited to, slink, astrakhan, karakul, Persian lamb, broadtail, or krimmer.

Horn and bone

1. H&M Group only allow buffalo horn and bone used in our products.

Prohibited materials:

Fur

1. H&M Group does not accept the use of real animal fur⁵, including but not limited to fur from mink, fox, rabbit, sable, karakul lamb, chinchilla, raccoon dog.

Exotic skins

1. H&M Group does not accept the use of exotic skins or skins from wild animals, including but not limited to, snake, alligator, crocodile, lizard, ostrich, emu or kangaroo.

Other animal welfare related requirements:

Animal testing

1. H&M Group complies with the EU Cosmetic Regulation (EC) No 1223/2009 and its prohibition on animal testing on both cosmetic ingredients and finished cosmetic products.
2. All cosmetic products sold under any H&M Group brand comply with point 1, regardless of the country in which the products are manufactured or sold.

⁵ Our definition of “fur” does not include the following materials: 1) Skins from sheep or goats with clipped, shorn, or combed hair, such as fleece, sheepskin, or shearling; 2) Skins traditionally used as leather with the hair intact, such as cowhide with hair attached, or 3) synthetic materials intended to resemble real animal fur.

Related Steering documents

- Material Benchmark v.6.0 (*internal document*)
- H&M Group Material Sourcing Requirements – Technical Reference document on Methodology, Evaluation
- Criteria and Evidence Expectations Material Integrity Requirements - FPT Trace Tracker (*internal document*)
- Sourcing Guideline - Leather (*internal document*)
- Product Declaration Form - Leather (*internal document*)
- Product Declaration Form - Silk (*internal document*)
- Product Declaration Form - Buffalo Horn and Bone (*internal document*)
- Product Declaration Form – Shokay Yak (*internal document*)

Roles & Responsibilities

Approved by the policy approval forum and overseen by the sustainability department, accountability rests with the chief sustainability officer.

Responsibilities of our suppliers

Signing our [Sustainability Standard](#) is mandatory for all suppliers and business partners prior to entering a business relationship with H&M Group. This Animal welfare policy forms an extension of our Sustainability Standard, and all suppliers involved in animal-derived materials or beauty products are required to comply with our requirements. We expect our suppliers to:

- Ensure that our requirements are effectively communicated to all relevant sub-suppliers and subcontractors involved in our production.
- Comply with any applicable certification requirements
- Collaborate with us on due diligence as well as sourcing mitigation strategies in line with this policy and across our joint supply chains.

Policy Exclusions and Exceptions

The primary intended audience of our policies are internal stakeholders, for external readers consider the following:

This policy sets out H&M Group's principles, ambitions and approach to this topic. It should be read together with H&M Group's Annual and Sustainability Report, which provides information on relevant double materiality assessment outcomes, due diligence processes, actions, targets and performance.

Our approach is guided by risk-based due diligence and applicable legal requirements. As part of our ongoing due diligence processes, priorities, actions and focus areas may evolve in response to identified impacts, risks, opportunities, stakeholder input and changes in the operating environment.

Any goals, ambitions, targets or commitments described in this policy are intended to provide strategic direction and support continuous improvement. They should not be understood as guarantees of specific outcomes, results or timelines.

Compliance and Controls

There are several control mechanisms in place to measure compliance with this policy, including internal controls. There is also a progress in place where H&M Group Management regularly follows up the progress of commitments, targets and ambitions covered in this policy.

Speak up!

If you would like to raise a concern or suspect a breach of H&M Group policies, you should report it immediately to your closest manager, HR or to the H&M Group *Speak Up!* channel which is also available at <https://speakup.hmggroup.com>.