

Top Carbon Credit Buyers & Sellers 2024–2025



A strategic analysis of major players—including Microsoft, Shell, and other global entities—shaping the voluntary carbon market with emerging purchasing strategies and quality-driven procurement.

Microsoft: Pioneering Carbon Removal Procurement

Microsoft continues to lead among voluntary market buyers, prioritizing high-durability carbon removal credits. In 2024, the company advanced its goal to be carbon negative by 2030 by committing to procure over 1.5 million tons of carbon removals from direct air capture (DAC), mineralization, and biochar projects. All credits must meet Microsoft’s internal durability threshold and are reported transparently through the Carbon Disclosure Project (CDP) and Science Based Targets initiative (SBTi). Microsoft’s portfolio excludes avoidance credits—aligning with their stance that only removals contribute to their net-negative strategy.

Shell: Diversified Strategy with a Shift Toward Removals

Shell maintains one of the most diverse carbon credit portfolios among oil majors, with credits sourced from REDD+, blue carbon, and engineered removals. In its 2023 Energy Transition Progress Report, Shell outlined an evolving procurement policy that favors durable credits. The company continues to purchase nature-based avoidance credits for short-term goals, while increasing investments in long-term removal options. Shell’s credits are vetted through

platforms like Verra and the Gold Standard, with growing interest in Article 6-aligned credits to prepare for regulatory integration.

Other Major Buyers: Amazon, Stripe, Salesforce

Several tech and logistics giants are emerging as structured buyers of carbon removal credits. Stripe and Shopify launched the Frontier collective, a \$1 billion advance market commitment to support early-stage removal tech. Salesforce and Amazon have disclosed multi-year offtake agreements through Puro.earth and Carbonfuture, targeting high-quality engineered removals. These buyers are using structured due diligence protocols and third-party verification ratings (e.g., BeZero, Sylvera) to evaluate credit integrity.

Top Carbon Credit Sellers 2024–2025

On the seller side, leading project developers include South Pole, Pachama, CarbonCure, and Climeworks. These entities span nature-based, industrial, and tech-based removal categories. Climeworks, in particular, signed removal contracts with Microsoft, Stripe, and Swiss Re, solidifying its position in the DAC market. Pachama, known for its remote sensing forest monitoring, has enabled credit transparency for institutional buyers via tokenized offerings through platforms like HYVE.

Market Outlook: Strategic Alignment and Risk Reduction

As the voluntary carbon market matures, buyers are increasingly aligning purchases with ESG reporting standards and internal decarbonization timelines. Credits that demonstrate traceability, Article 6 compatibility, and science-based permanence are seeing premium pricing. Sellers with integrated MRV (Monitoring, Reporting, and Verification) technologies and registry transparency are best positioned for future offtake demand.

Green Carbon Corp’s Value to Buyers and Sellers

Green Carbon Corp connects institutional buyers with high-integrity credit sellers via structured procurement support, technical credit assessments, and due diligence tools. Our team helps buyers navigate evolving standards like CSRD, ISSB, and SBTi, while assisting sellers in positioning projects for premium market access across platforms like HYVE and ACX.

References

Insert hyperlinks for all titles below

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