

# Sustainable Market Share Index™: Research Question 1

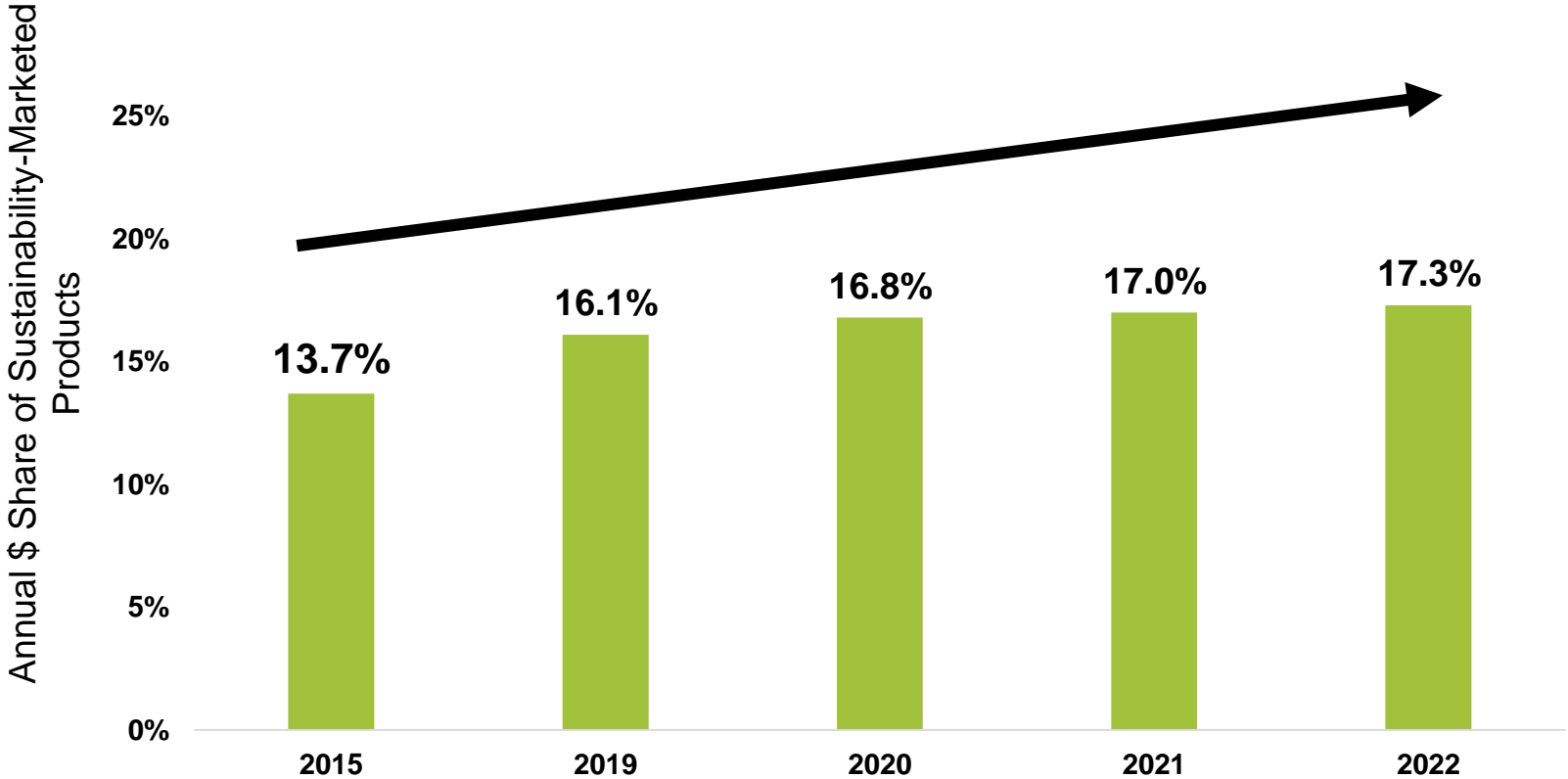
**Research Question:** How have sustainable products fared over time and in the face of inflation?

**Research Result:** Sustainability-marketed products have grown every year since 2015, with a significant share increase during the pandemic and 2022 inflation. Moreover, they are contributing to a disproportionate share of the CPG category growth.



# Sustainable Market Share Index™: 2022 Market Share

Sustainability-marketed products continues to **grow share despite high inflation**

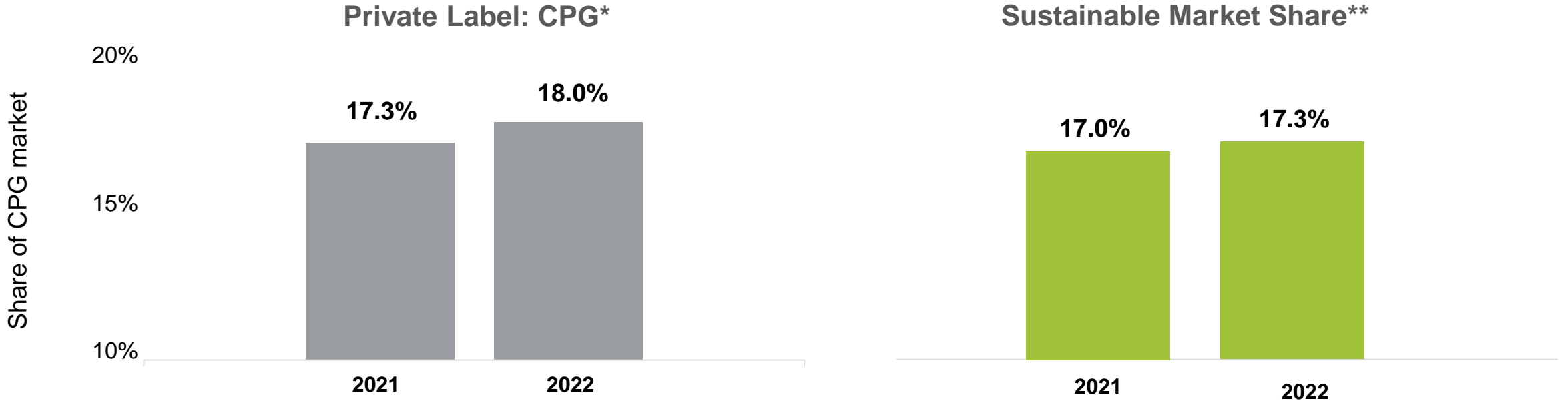


36 categories examined



# Sustainable Market Share Index™: Store Brands

Store Brand share of market was 18%, up +0.7ppts from 2021 to 2022 suggesting that branded **sustainable products** are **more insulated** from inflation-driven moves to store brands



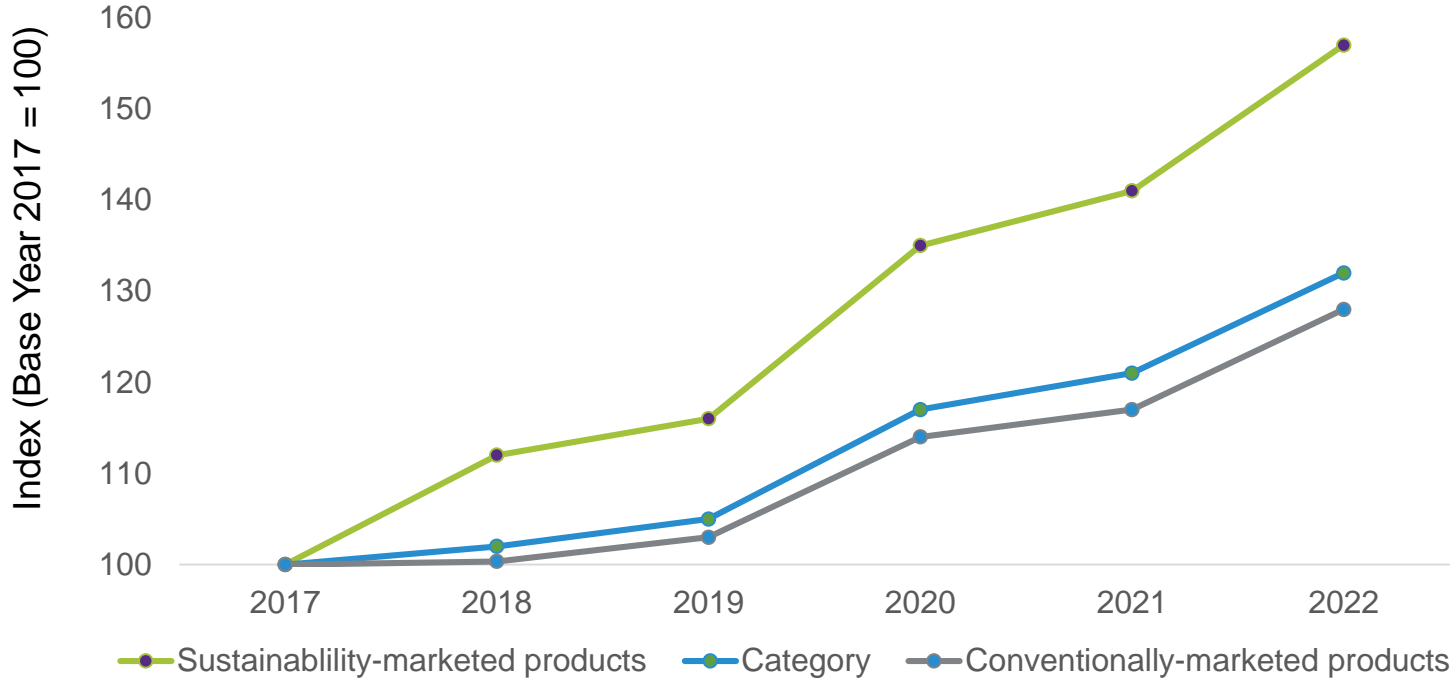
\* From IRI private label report

\*\* 36 categories examined



# Sustainable Market Share Index™: Growth Rate

Sustainability-marketed products grew **~2x faster** than conventionally marketed products



Sustainability-marketed  
5-YR CAGR:  
**9.43%**

Total Market 5-YR CAGR:  
**5.68%**

Conventionally marketed  
5-YR CAGR:  
**4.98%**

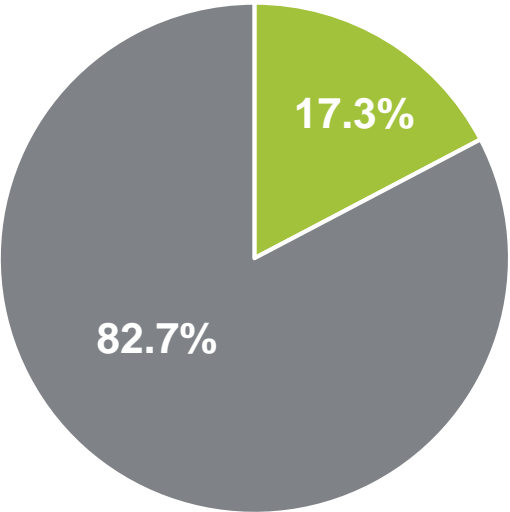
Note: Based on 36 categories examined



# Sustainable Market Share Index™: Contribution to Growth

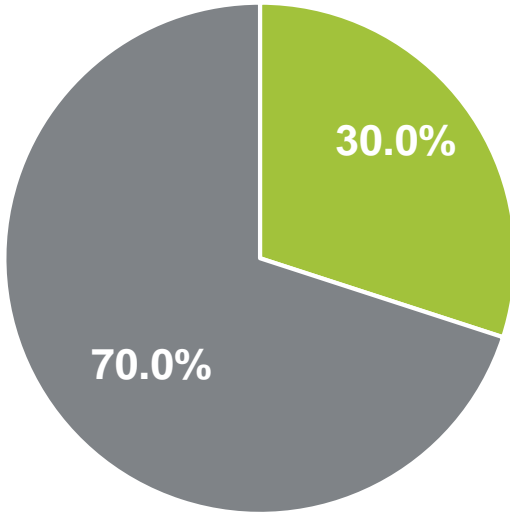
Despite sustainability-marketed products being less than one-fifth of the market share, they delivered ~**one-third** of the growth since 2013

**\$ Share of Market**  
(2022)



- Sustainability-marketed products
- Conventionally-marketed products

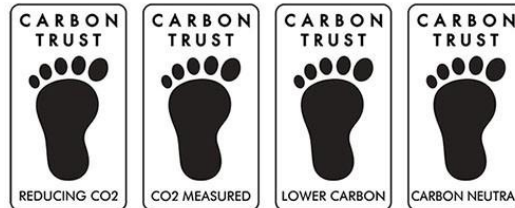
**\$ Share of Market Growth**  
(2013-2022)



- Sustainability-marketed products
- Conventionally-marketed products

# Sustainable Market Share Index™: Carbon Labeling (2021)

Carbon-labeled products delivered sales of **+\$3.4B** in 2021, up from \$1.7B in 2020



**+\$3.4B**