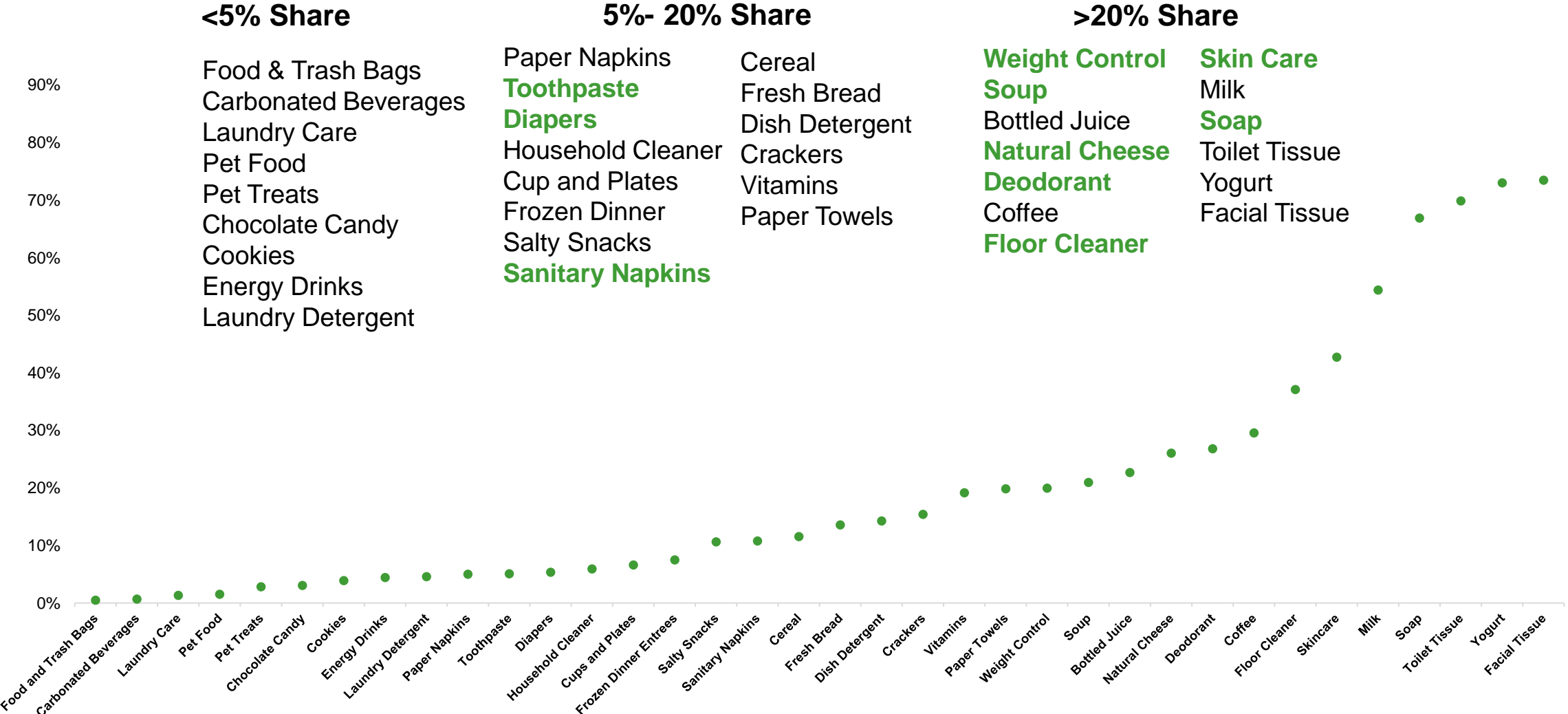


Sustainable Market Share Index™: Research Question 2

Research Question: Are there specific product categories where the purchases of more sustainable product options out- or under-perform less sustainable alternatives?

Research Result: Yes. Categories are in different stages of development. Almost all categories are seeing sustainable share increases from innovation with sustainable benefits and greater adoption of sustainable benefits, often by category leaders, making sustainability table stakes.

Sustainable Market Share Index™ : Category performance



Categories highlighted in green text indicate share growth in 2022 vs. 2015 that resulted in the category moving to a higher share cluster