

Sustainable Market Share Index™: Research Question 5

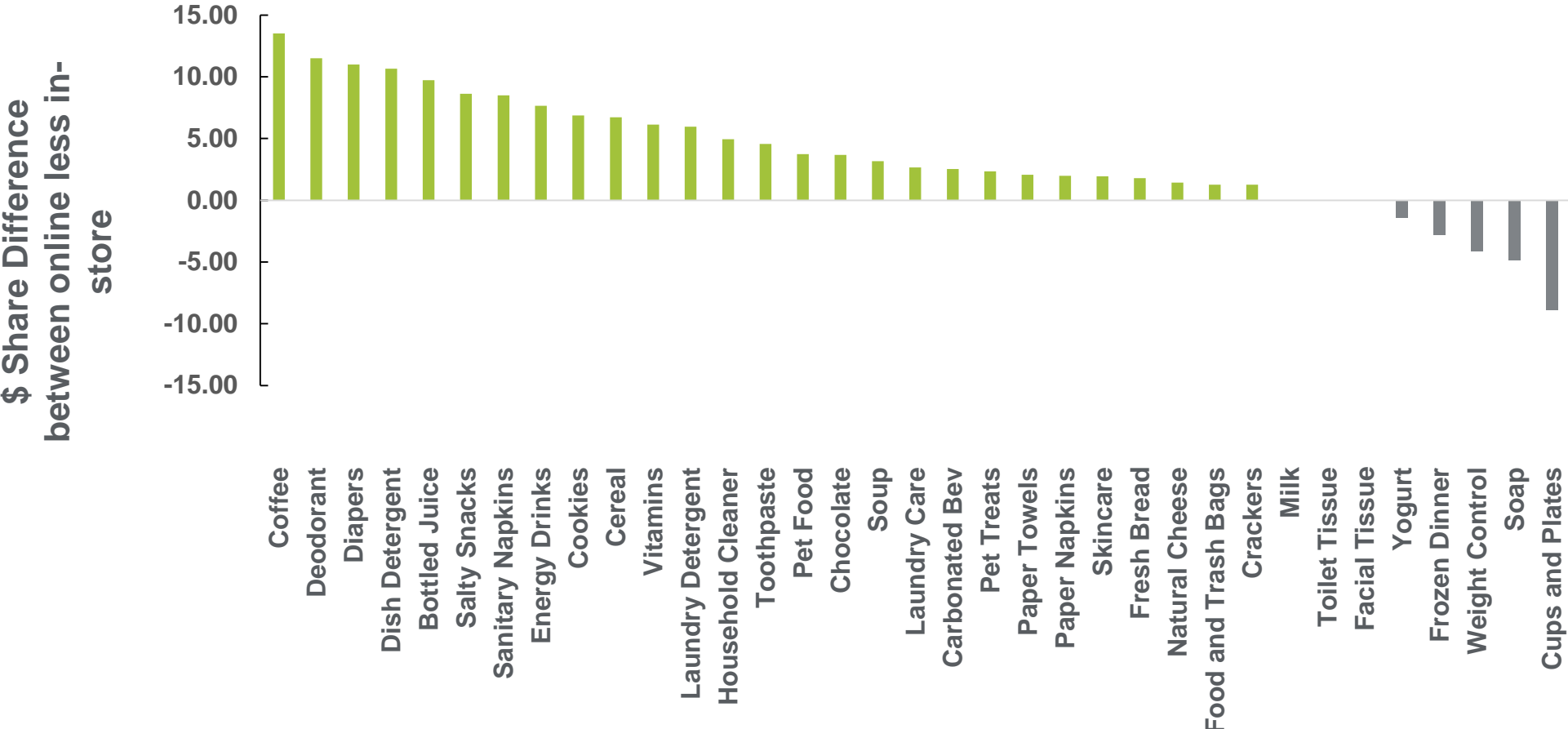
Research Question: How have sustainable products fared in e-commerce?

Research Result: Products marketed as sustainable have outperformed conventionally marketed products in e-commerce. Moreover, sustainability-marketed products perform better online vs. in store.



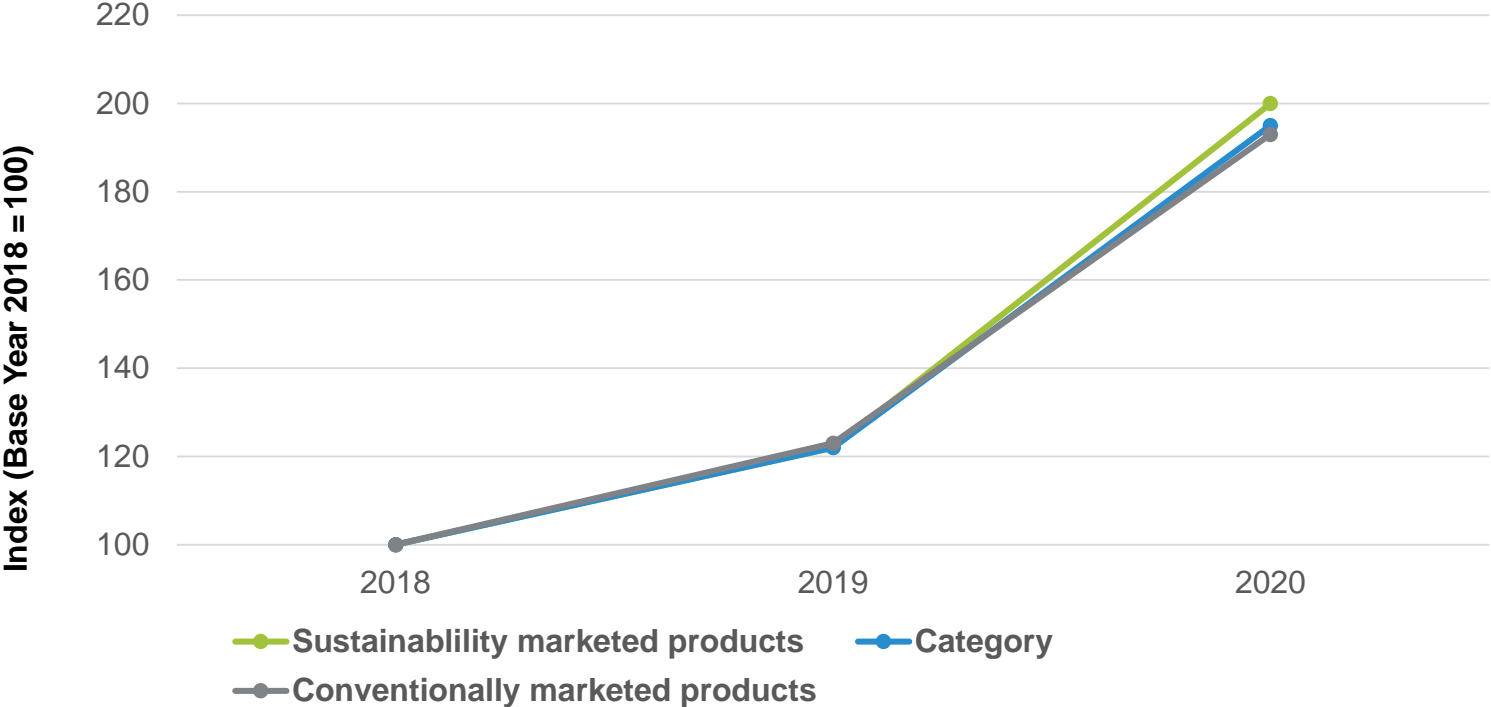
Sustainable Market Share Index™: Shares Online vs. In store (2020)

In 3/4ths of the categories examined, shares of sustainable products are **stronger online than in store**



Sustainable Market Share Index™: E-commerce Performance

Sustainability marketed products **grew slightly faster** than both the category and conventional products



Sustainability-marketed
2-YR CAGR: 42%
2020 vs 2019: +65%

Total Market
2-YR CAGR: 40%
2020 vs 2019: 59%

Conventionally marketed
2-YR CAGR: 39%
2020 vs. 2019: 57%