

# Sustainable Market Share Index™: Research Question 7

**Research Question:** What is the impact of product availability on share?

**Research Result:** Sustainability marketed product share highly correlates with product availability.



# Sustainable Market Share Index™: Impact of Availability (2019)

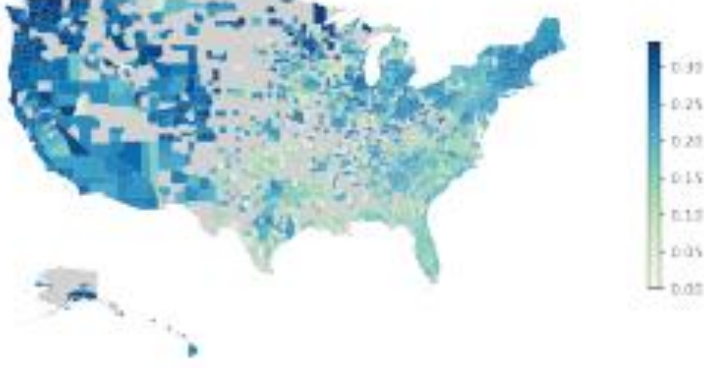
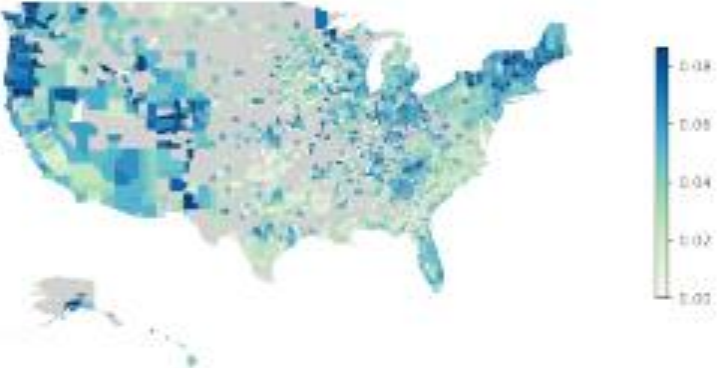
High correlation between availability and share ranging from .79 to 1.0

Detergent: 2%

Coffee: 23%

Yogurt: 60%

2015



Detergent: 4%

Coffee: 26%

Yogurt: 72%

2019



Note: The darker the blue, the greater the availability; Share of sustainability marketed products are the percentages listed