

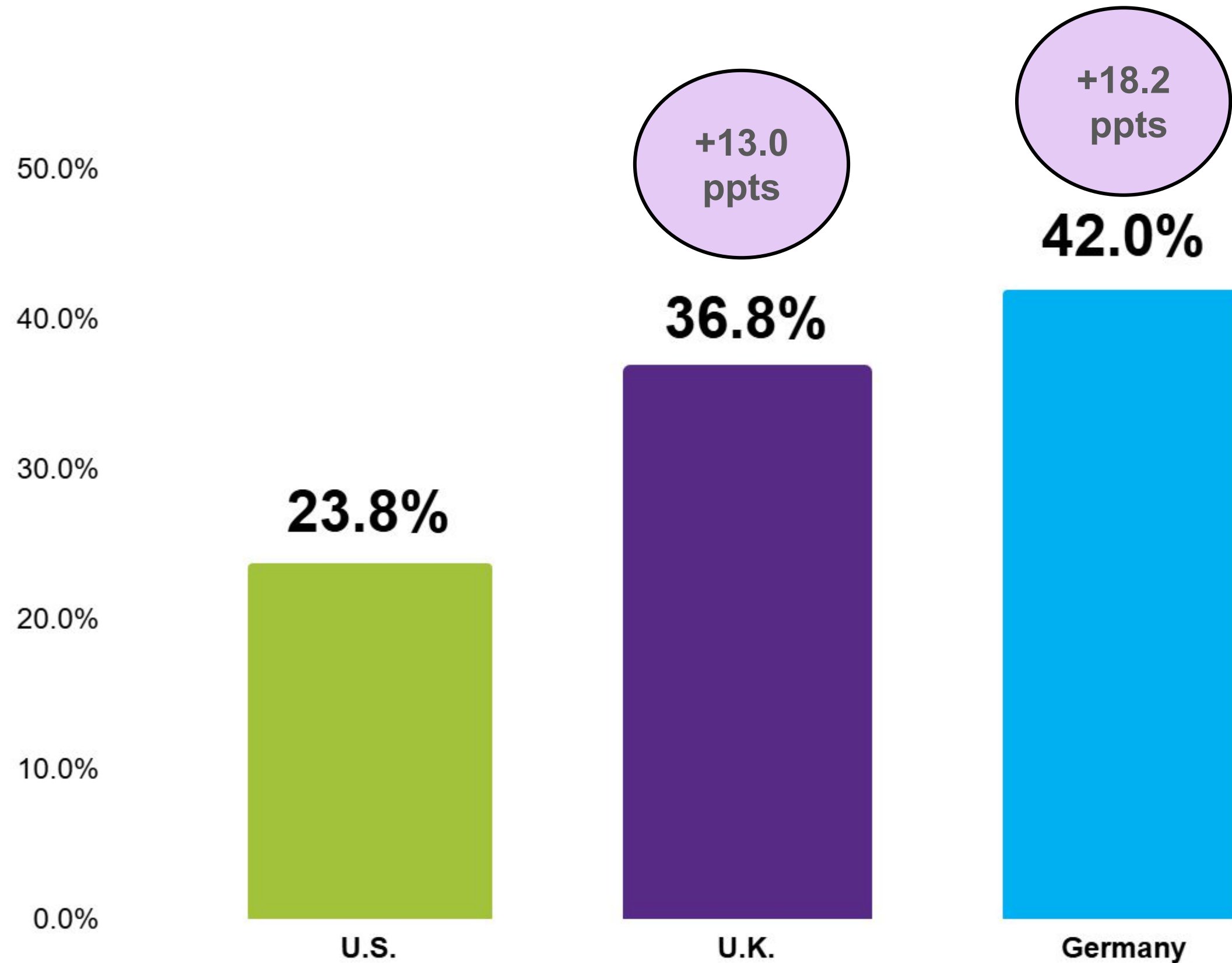
# Sustainable Market Share Index™: Research Question 3

**Research Question:** How does U.S. performance compare to countries in Europe?

**Research Result:** UK and Germany have a significantly higher share of branded products marketed as sustainable compared to the US, with some sustainability claims specific to each region.



# Sustainable Market Share Index™: U.K. and Germany



Note: Share of branded players.  
UK and Germany share based on 34 categories