Research Question 2: Have sustainable purchases been impacted by COVID-19?

Research Result: Purchases of sustainability marketed products continue to grow in the face of the pandemic.
Sustainable Market Share Index™: 2020 Dollar Sales

Sustainability-marketed products and total category sales grew significantly and similarly, with the greatest consumption increase occurring in March.
Sustainable Market Share Index™: 2020 Market Share

Sustainability-marketed products now account for 16.8% of purchases

![Graph showing annual $ share of sustainability-marketed products from 2015 to 2020.]

- 2015: 13.7%
- 2019: 16.1%
- 2020: 16.8%

36 categories examined
Sustainable Market Share Index™: March 15 share performance

Paper goods, skincare and food items drove the greatest week to week share increases (week ending March 15 vs prior week).
Sustainable Market Share Index™ : 2020 Carbon Labeling

- Not included in earlier share statements
- 36 categories examined

+$1.3B*