

CSB Sustainable Market Share Index: Research Question 2

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

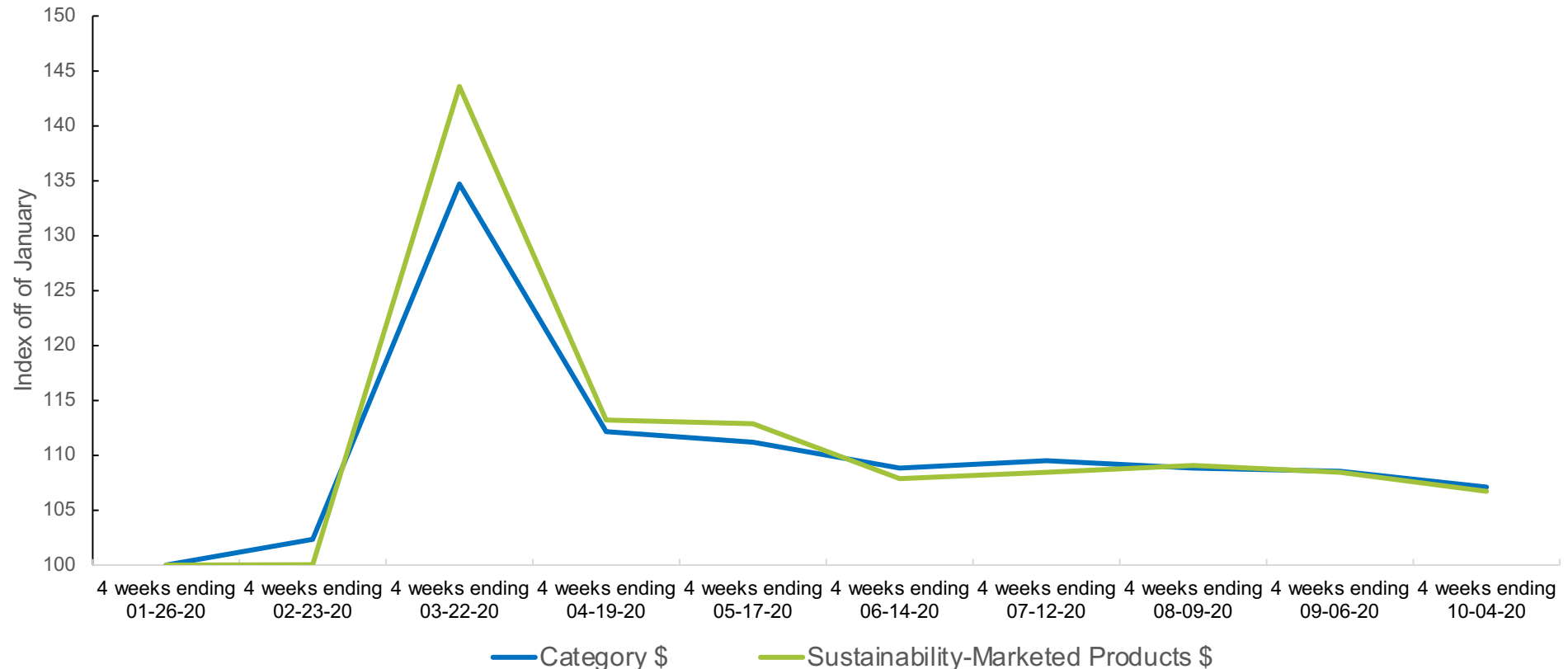
Research Result: Purchases of sustainability marketed products continue to grow in the face of the pandemic.



Sustainable Market Share Index™: 2020 Dollar Sales

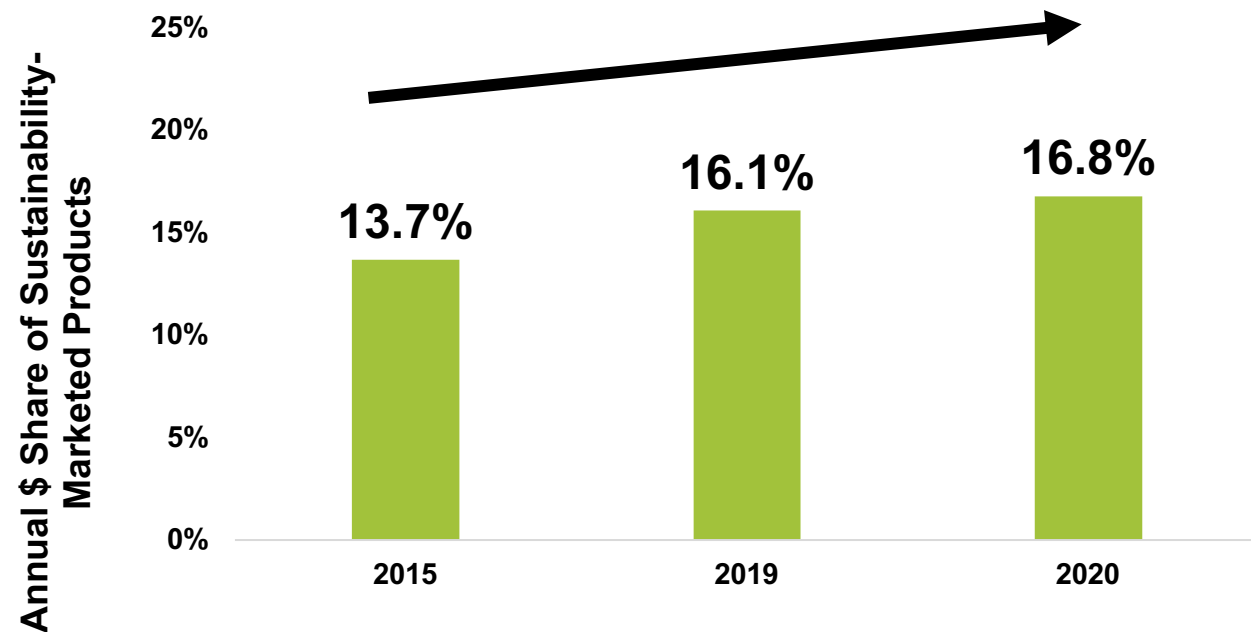
Sustainability-marketed products and total category sales grew significantly and similarly, with the greatest consumption increase occurring in March

Sustainability-Marketed Products and Total Category \$ Volume by Month: 36 categories examined



Sustainable Market Share Index™ : 2020 Market Share

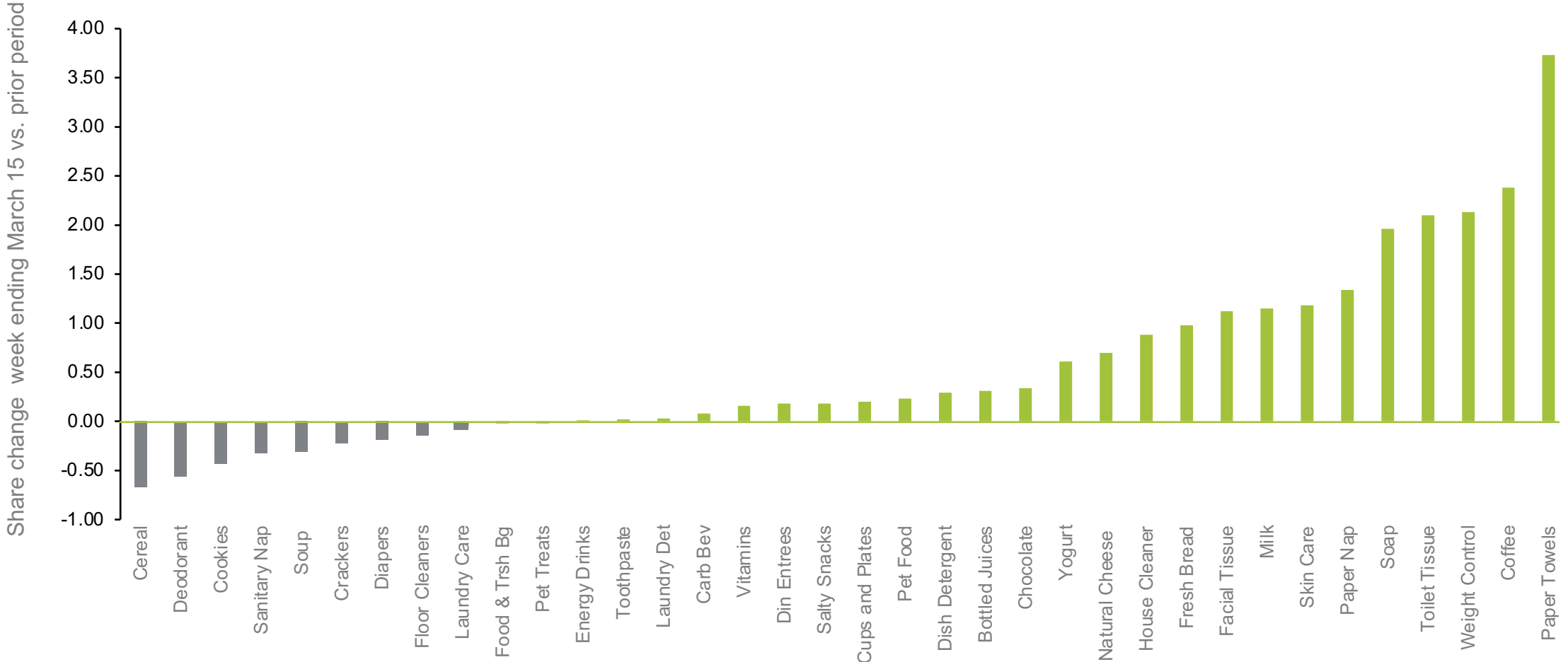
Sustainability-marketed products now account for 16.8% of purchases



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



➔ **+\$1.3B***

- Not included in earlier share statements
- 36 categories examined