

CSB Sustainable Market Share Index: Research Question 3

Research Question 3: Are there specific product categories where the purchases of more sustainable product options out or underperform less sustainable alternatives?

Research Result:

- Yes. Categories that demand high functionality (e.g., detergent) do not have a large percentage of sustainable purchases, but nevertheless experienced share growth.
- Conversely, categories with low functionality demands (e.g., dairy) have higher category consumption.



Sustainable Market Share Index™: Shares of Sustainable Products

