

# CSB Sustainable Market Share Index: Research Question 4

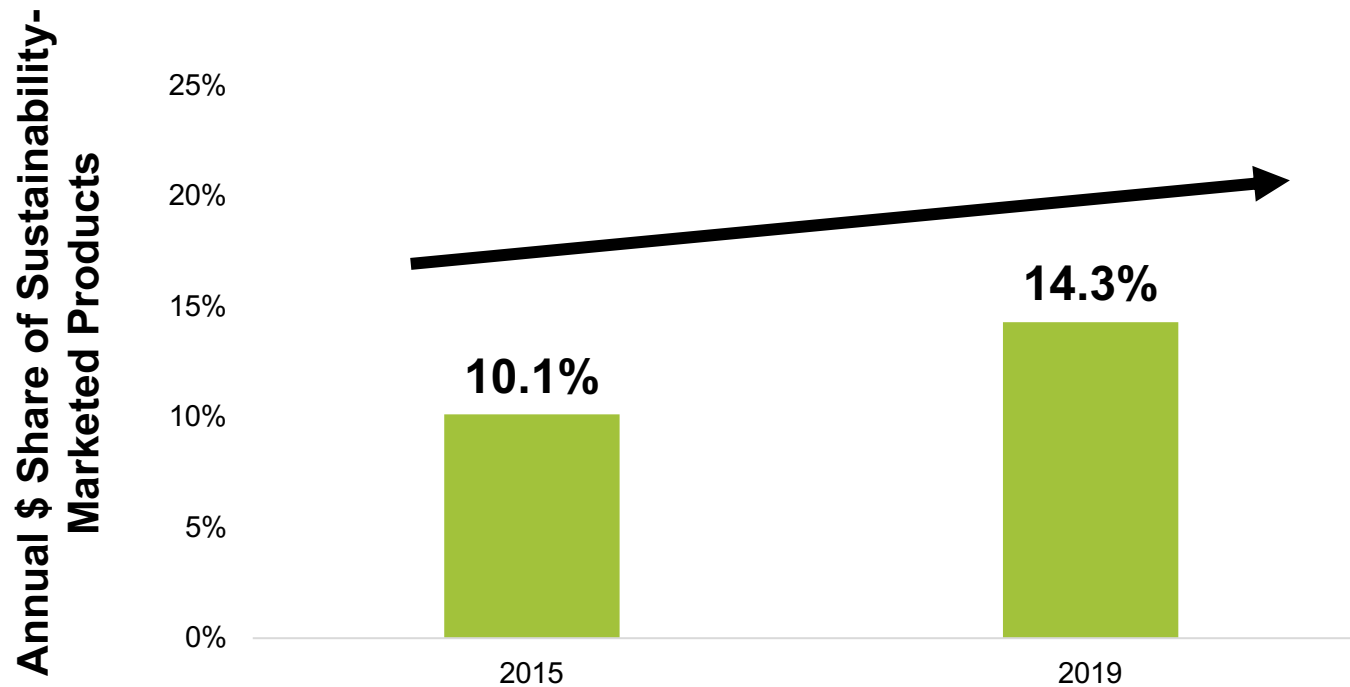
**Research Question 4:** Are green chemistry products outperforming conventional formulations?

**Research Result:** Not only are green chemistry products growing but they also are contributing to a disproportionate share of the category growth



# Green Chemistry Council: Market Share 2015-2019

Across 10 categories studied\*, green chemistry-marketed products account for 14.3% share of market (\$) in 2019, up from 10.1% in 2015.

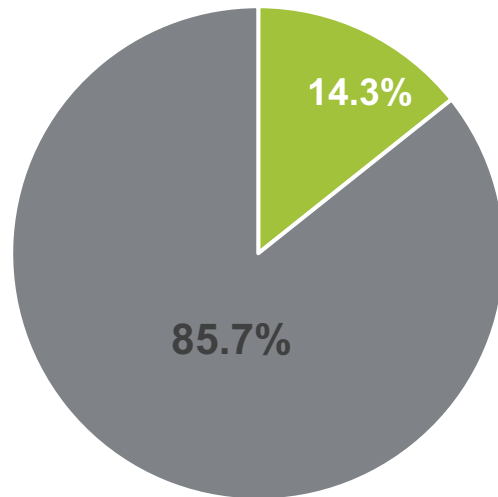


Categories that include green chemistry formulated products

# Green Chemistry Council: Contribution to Growth 2015-2019

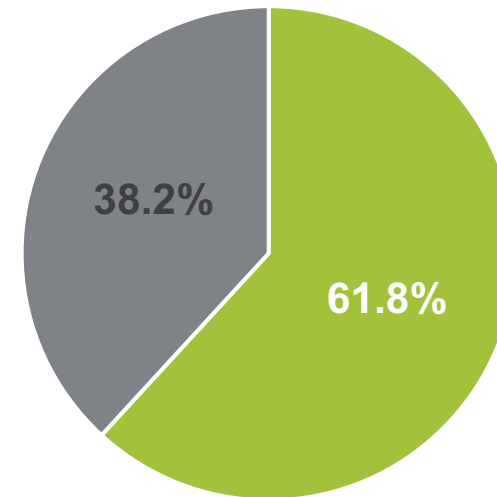
**Green Chemistry-marketed products are 14.3% of the market and delivered 62% of the categories market growth (2015-2019).**

**\$ Share of Market**  
(2019)



- Sustainability-marketed products
- Conventionally-marketed products

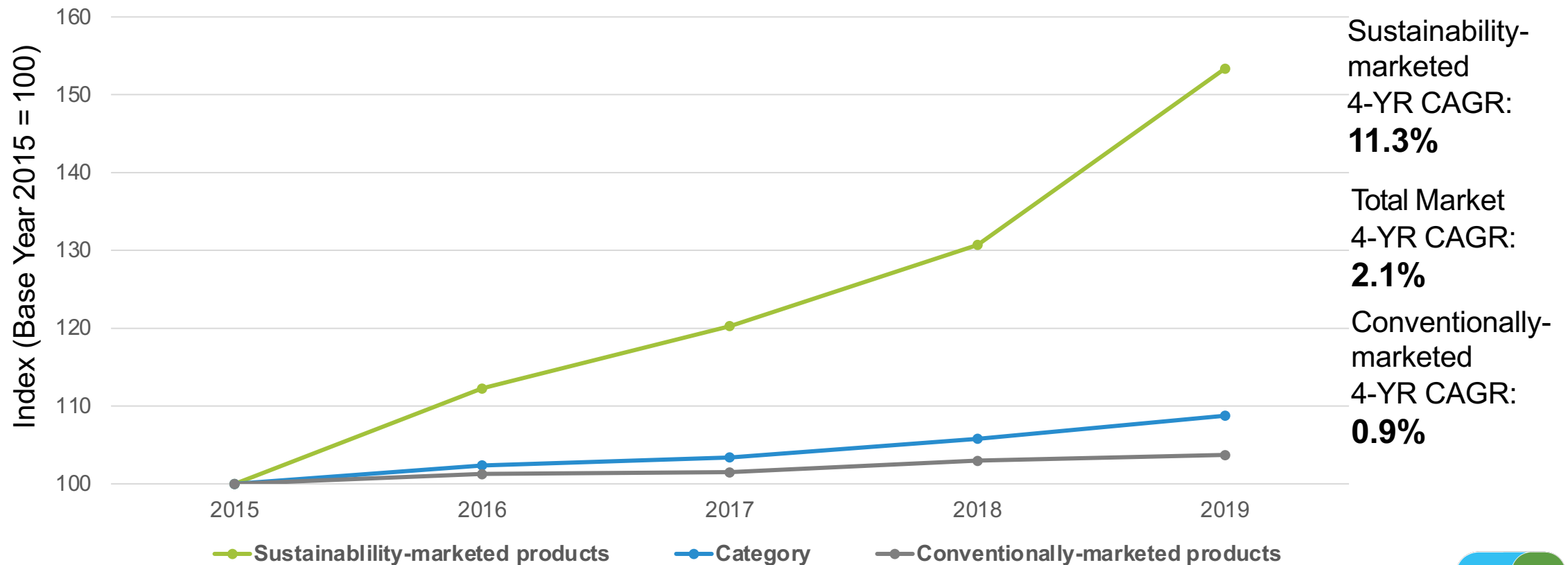
**\$ Share of Market Growth**  
(2015-2019)



- Sustainability-marketed products
- Conventionally-marketed products

# Green Chemistry Council: Growth Rate 2015-2019

From 2015-2019, Green Chemistry-marketed products grew 12.6 times faster than their conventional counterparts, and 5.4 times faster than the market.



# Green Chemistry Council: Top Sustainable Messages by Category

Claim	Share of Average Annual Dollar Sales of Sustainability-Marketed Products 2015-2019
<b>Pool Chemicals</b>	
Organic	55%
Non-Toxic	55%
<b>Soap</b>	
Phthalate Free	68%
Paraben Free	63%
<b>Skincare</b>	
Paraben Free	61%
Phthalate Free	54%
<b>Household Cleaner</b>	
Plant Based	29%
Biodegradable	23%
<b>Floor Cleaner</b>	
Plant Based	22%
Natural	22%

Claim	Share of Average Annual Dollar Sales of Sustainability-Marketed Products 2015-2019
<b>Dish Detergent</b>	
USDA Bio Based	31%
Biodegradable	25%
<b>Laundry Detergent</b>	
Plant Based	86%
USDA Bio Based	44%
<b>Suntan</b>	
PABA Free	46%
Reef Friendly & Safe	45%
<b>Auto Wax</b>	
Silicone Free	97%
Petroleum Distillates	97%
<b>Pavement Deicing</b>	
Salt	81%
Natural	36%

# Green Chemistry Council: Market Share 2020

**Green Chemistry-marketed products continue to climb in 2020, despite the pandemic**

