

# CSB Sustainable Market Share Index: Research Question 5

**Research Question 5:** What is the impact of price on purchases of sustainable products?

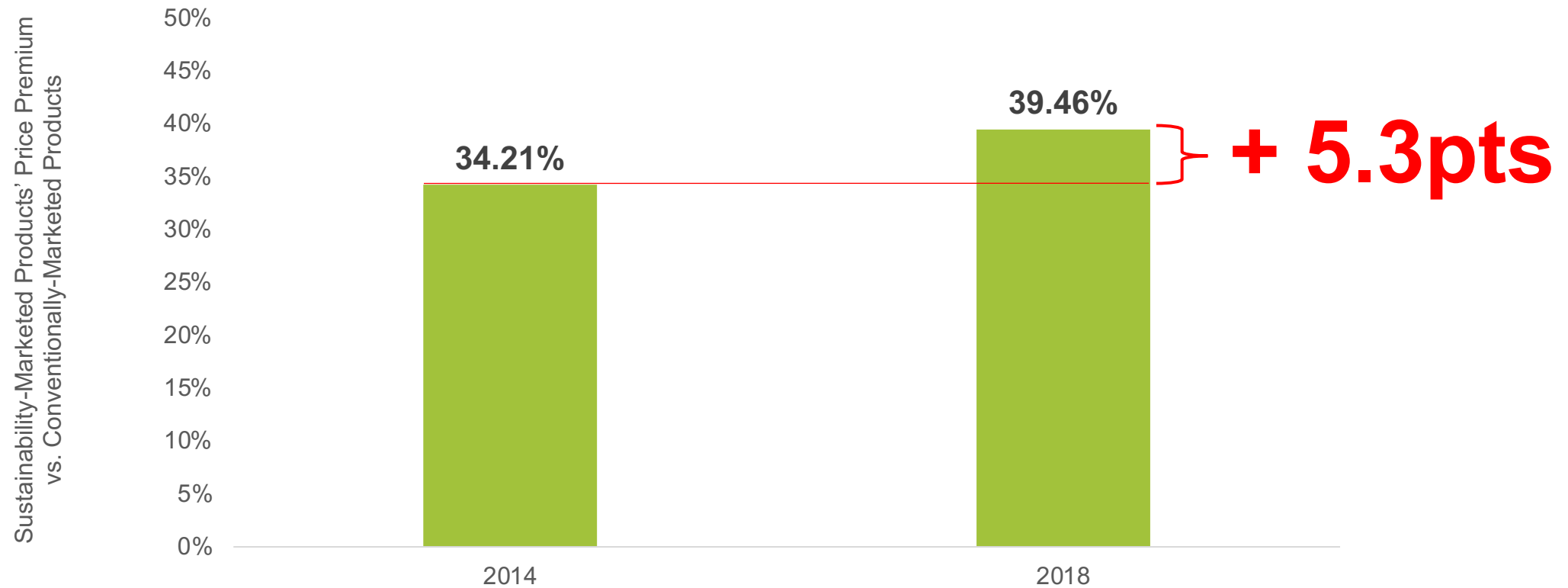
**Research Result:** Despite significant price premiums, sustainability-marketed products grew far faster than the conventionally branded players and had lower price sensitivity in 2/3rds of the categories examined.



\* Analysis conducted was among branded players and excluded store brand/private label; based on 36 categories examined

# Sustainable Market Share Index™: Price Premium

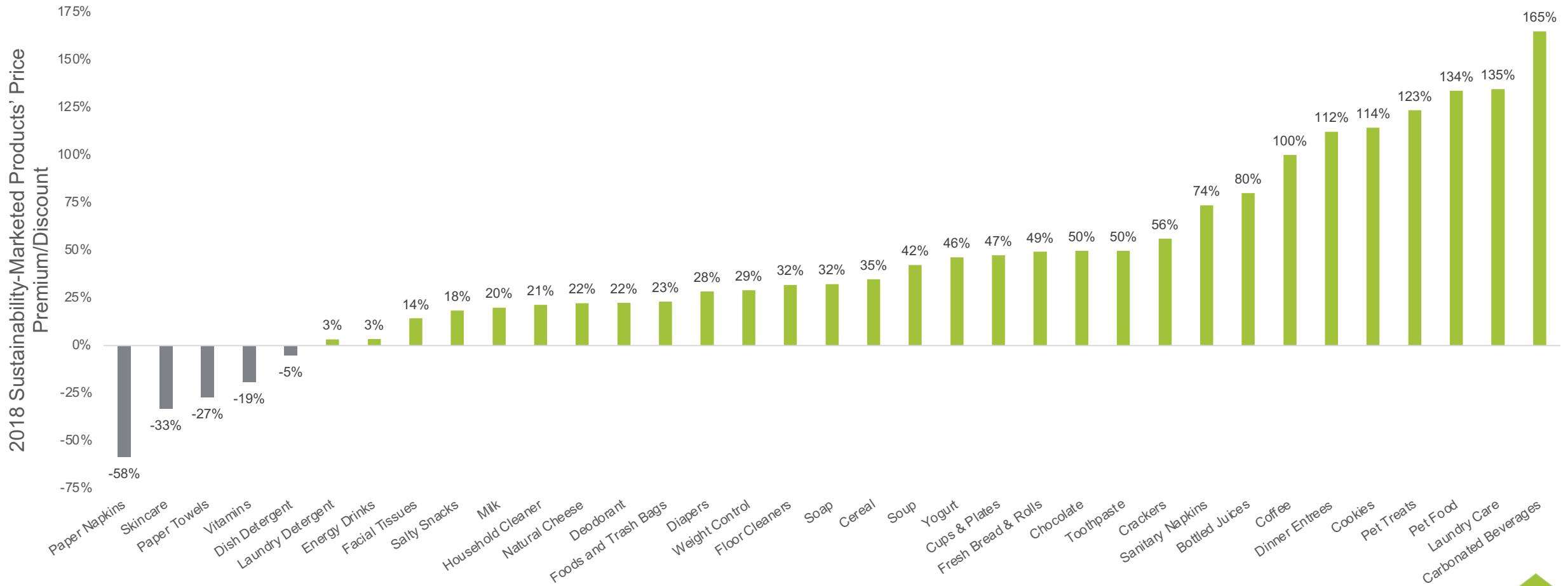
Sustainability-marketed products enjoyed a sizeable price premium at **39%\*** over conventionally-marketed products, and increased **+5.3 pts** since 2014



\*Weighted by \$ Sustainable Sales of categories examined; analysis excluded store brand/private label

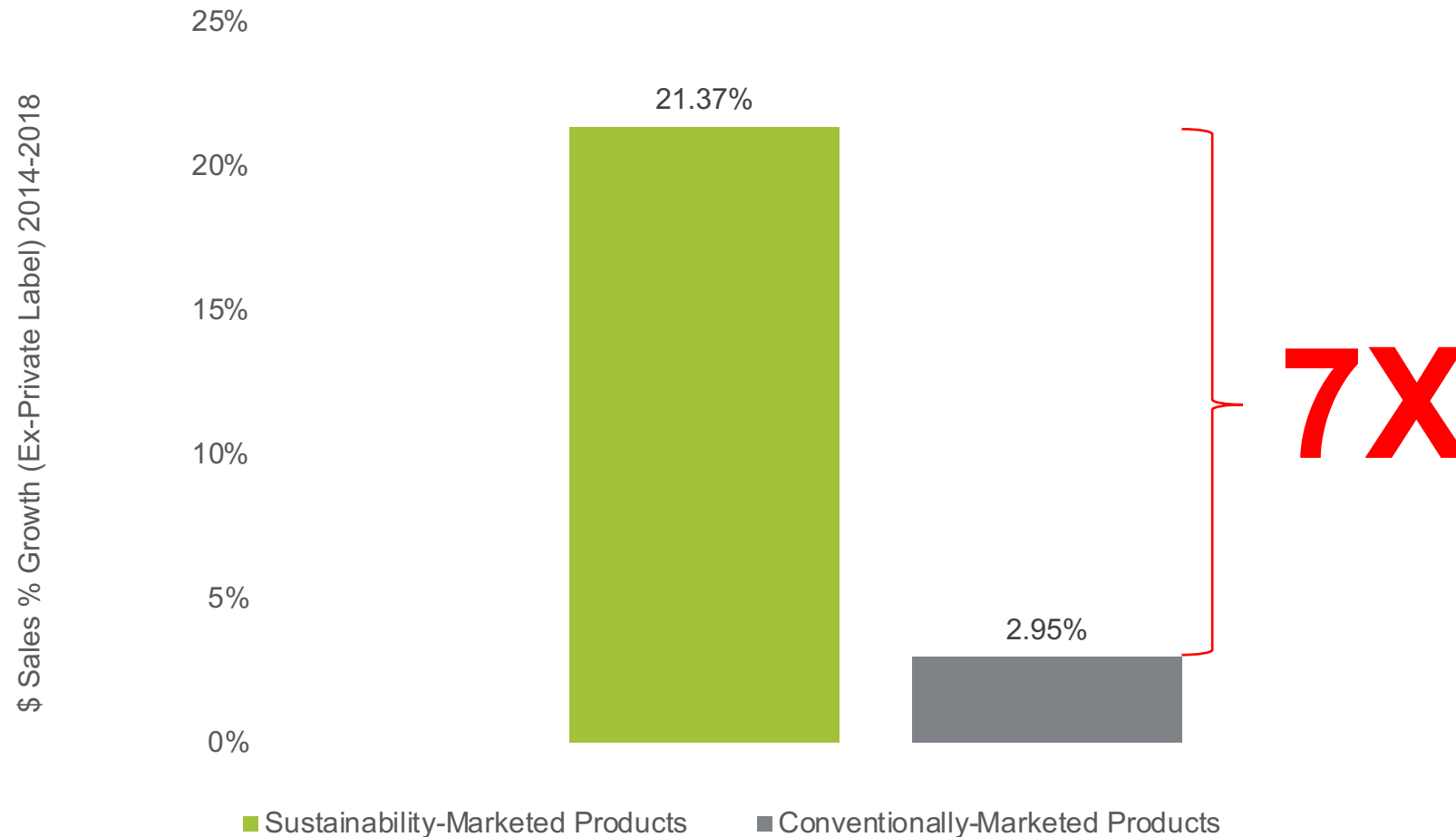
# Sustainable Market Share Index™: Price Premium by Category

Price premiums ranged from 3% to over 150%. Only a few categories had a price discount vs. conventionally-marketed products.



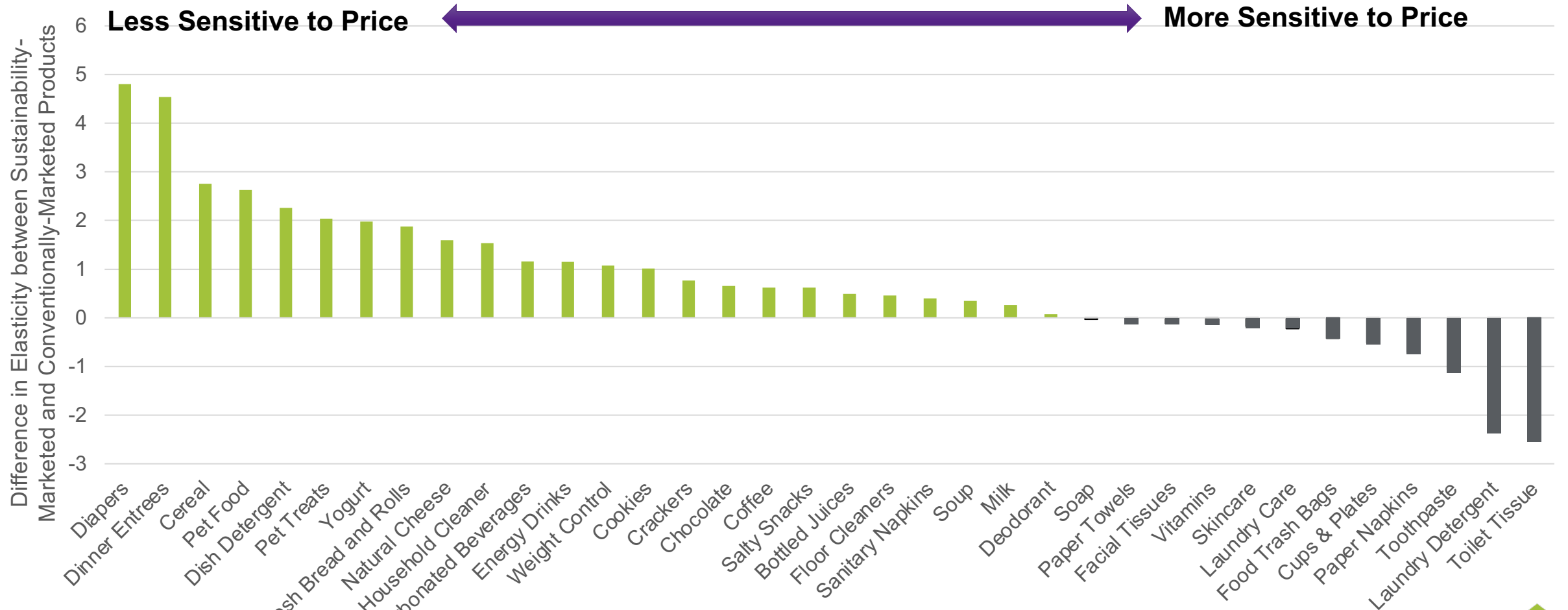
# Sustainable Market Share Index™: Growth of Sustainable Branded Players

Among branded players, sustainability-marketed products grew over 7x faster than conventionally-marketed products, indicating consumers' willingness to pay higher prices.



# Sustainable Market Share Index™: Price Sensitivity

Sustainability-marketed products had lower price sensitivity in most categories studied: Food categories had the greatest price leverage.



Price sensitivity is the % change in volume due to a 1% change in price.