QUESTION 7: How have sustainable products fared in e-commerce?

Research Result: Products marketed as sustainable have outperformed conventionally marketed products in e-commerce. Moreover, sustainability marketed products perform better online vs. in store.
Sustainable Market Share Index™: E-commerce performance

Sustainability-marketed products grew slightly faster than both the category and conventional products

- Sustainability-marketed
  - 2-YR CAGR: 42%
  - 2020 vs 2019: +65%

- Total Market
  - 2-YR CAGR: 40%
  - 2020 vs 2019: 59%

- Conventionally-marketed
  - 2-YR CAGR: 39%
  - 2020 vs. 2019: 57%
In 3/4ths of the categories examined, shares of sustainable products are stronger online than in-store.