

CSB Sustainable Market Share Index: Research Question 1

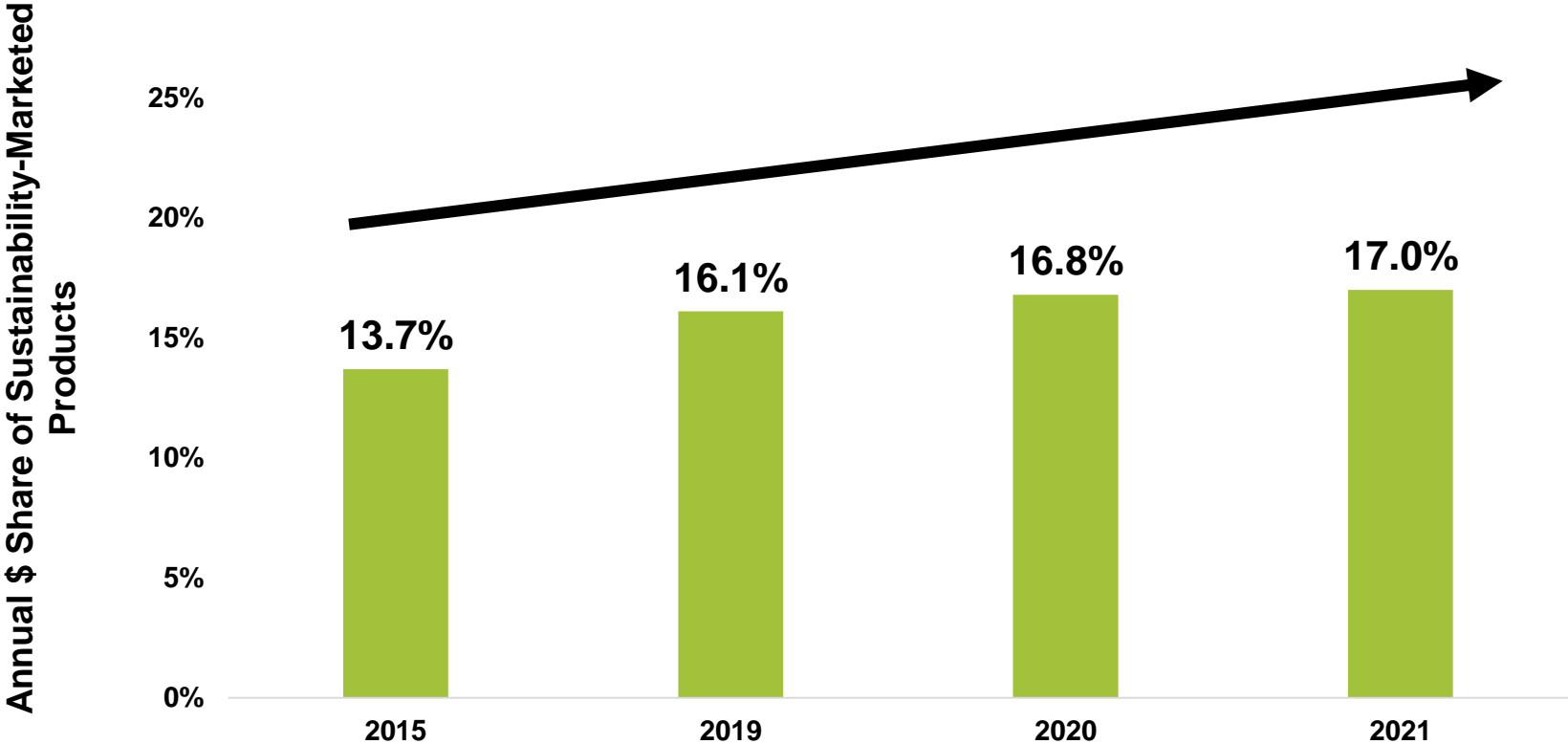
Research Question: Have purchases of sustainable products increased over time?

Research Result: Sustainability marketed products have grown every year since 2015 with a significant share increase during the pandemic. Moreover, they are contributing to a disproportionate share of the CPG category growth.



Sustainable Market Share Index™: Background 2021 Market Share

Sustainability-marketed products continues to grow share every year, with a marked increase during the pandemic.



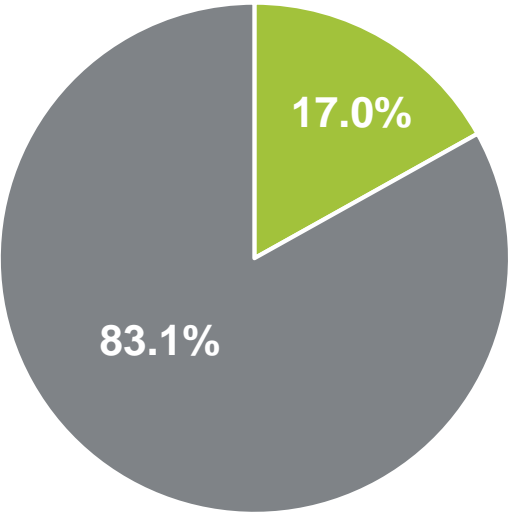
36 categories examined



Sustainable Market Share Index™: Contribution to Growth

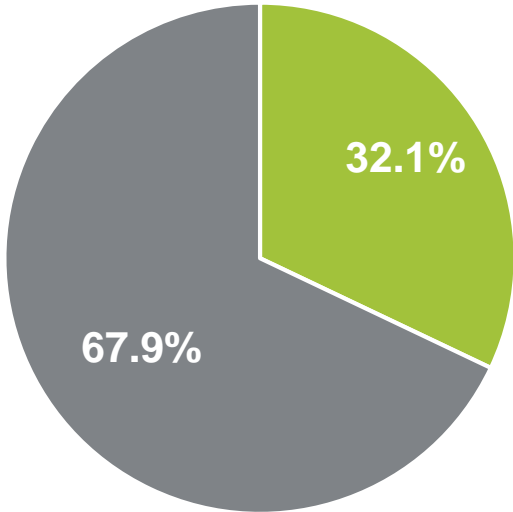
Despite the fact that sustainability-marketed products are less than one-fifth of the market share, they delivered one-third of the growth

\$ Share of Market
(2021)



- Sustainability-marketed products
- Conventionally-marketed products

\$ Share of Market Growth
(2015-2021)



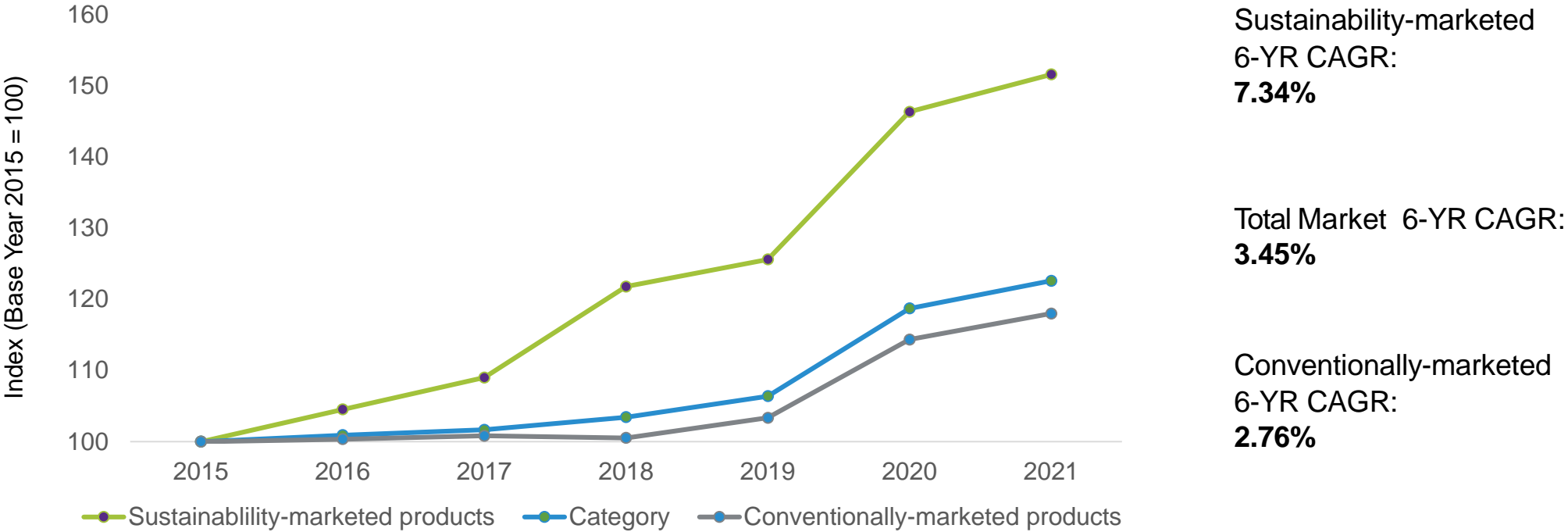
- Sustainability-marketed products
- Conventionally-marketed products

* Note: Based on 36 categories examined



Sustainable Market Share Index™: Growth Rate

Sustainability-marketed products grew 2.7x faster than conventionally-marketed products, and 2.1x faster than the CPG market

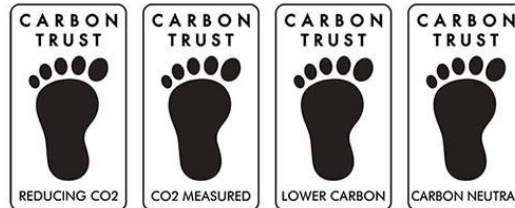


Note: Based on 36 categories examined



Sustainable Market Share Index™ : 2021 Carbon Labeling

Carbon-labeled products delivered Sales of +\$3.4B in Sales in 2021, up from \$1.7B in 2020



+\$3.4B