

CSB Sustainable Market Share Index: Research Question 4

Research Question: What is the price premium of sustainable products?

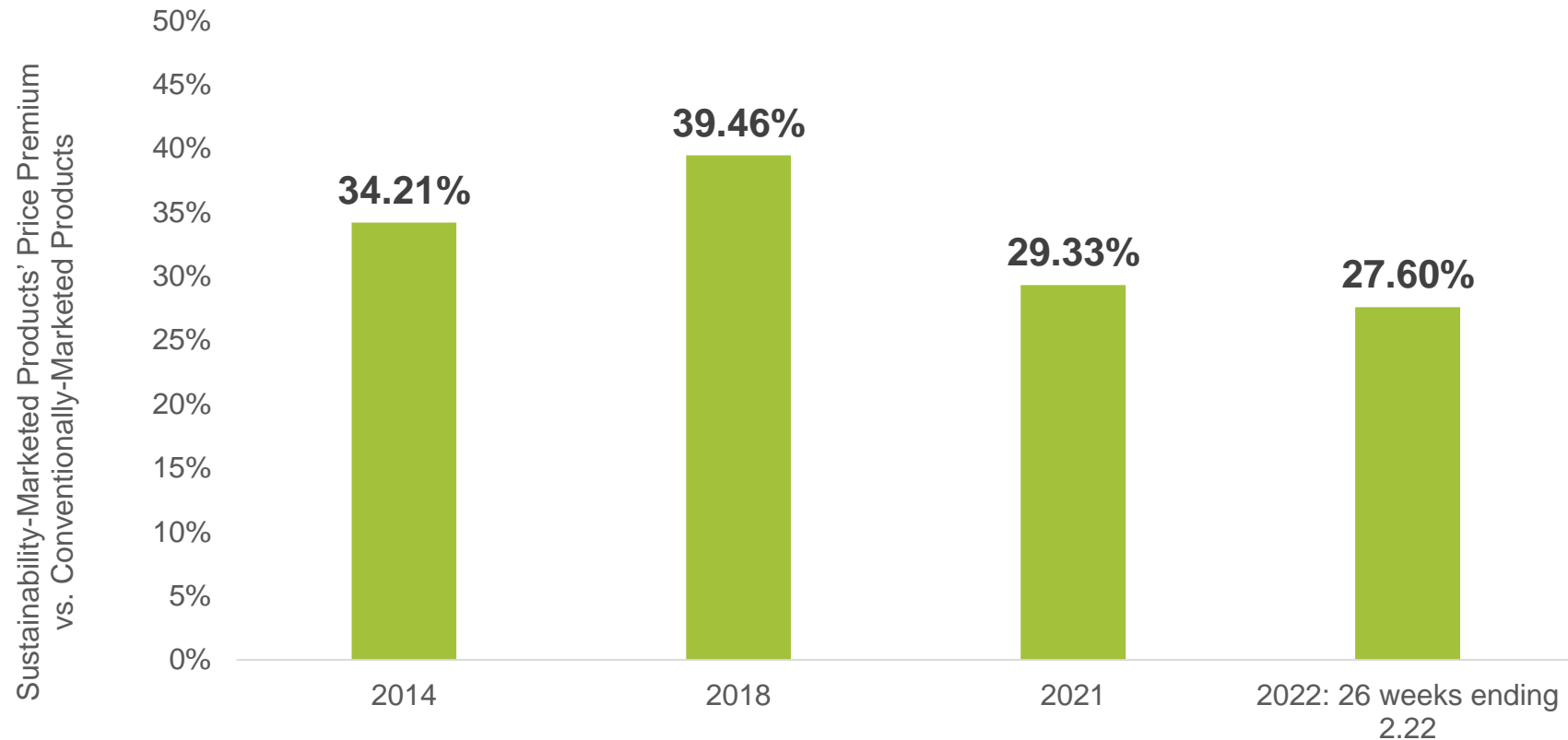
Research Result: Sustainability marketed products still enjoy a sizeable premium vs. their conventional counterparts but that gap has shrunk in recent years. Sustainability marketed products had lower price sensitivity in 2/3rds of the categories examined.



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

Sustainable Market Share Index™: Price Premium

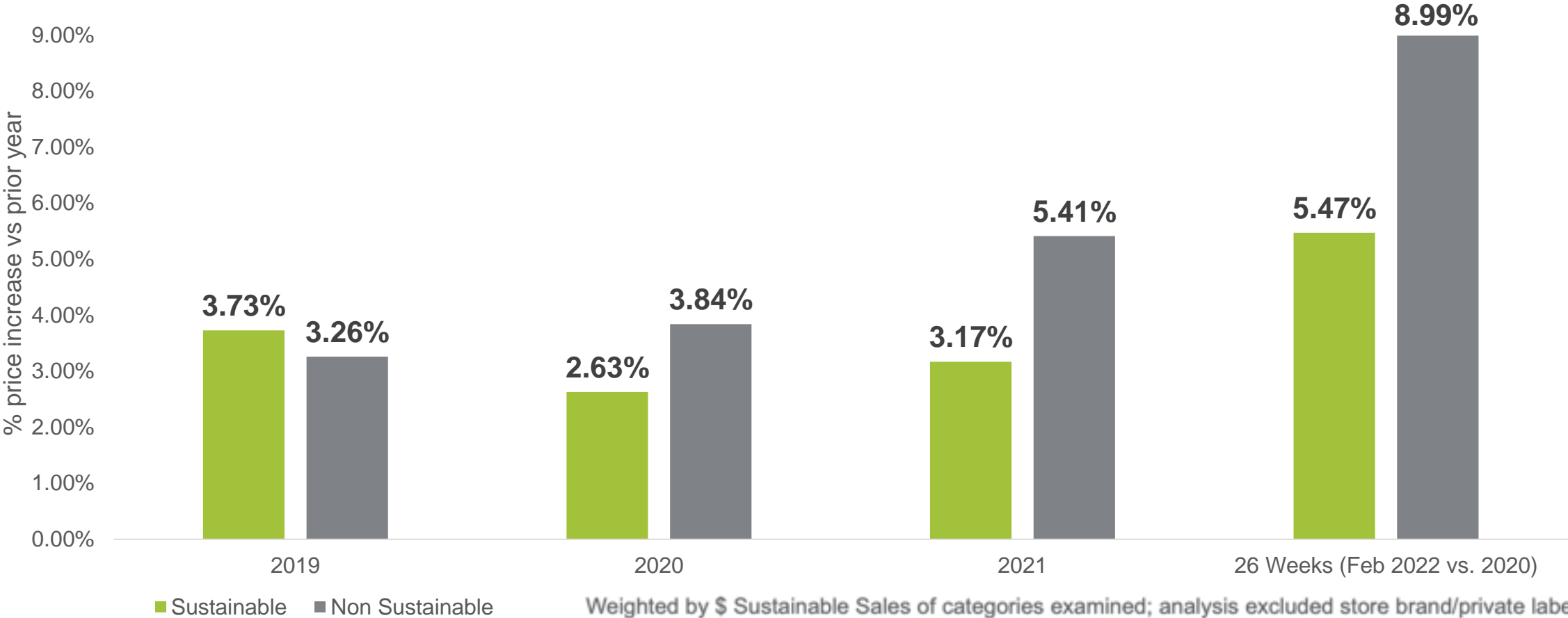
Sustainability marketed products enjoy a sizeable price premium of 28% over conventionally marketed products, but the price differential has decreased since 2018



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

Sustainable Market Share Index: Year over Year Price Increases

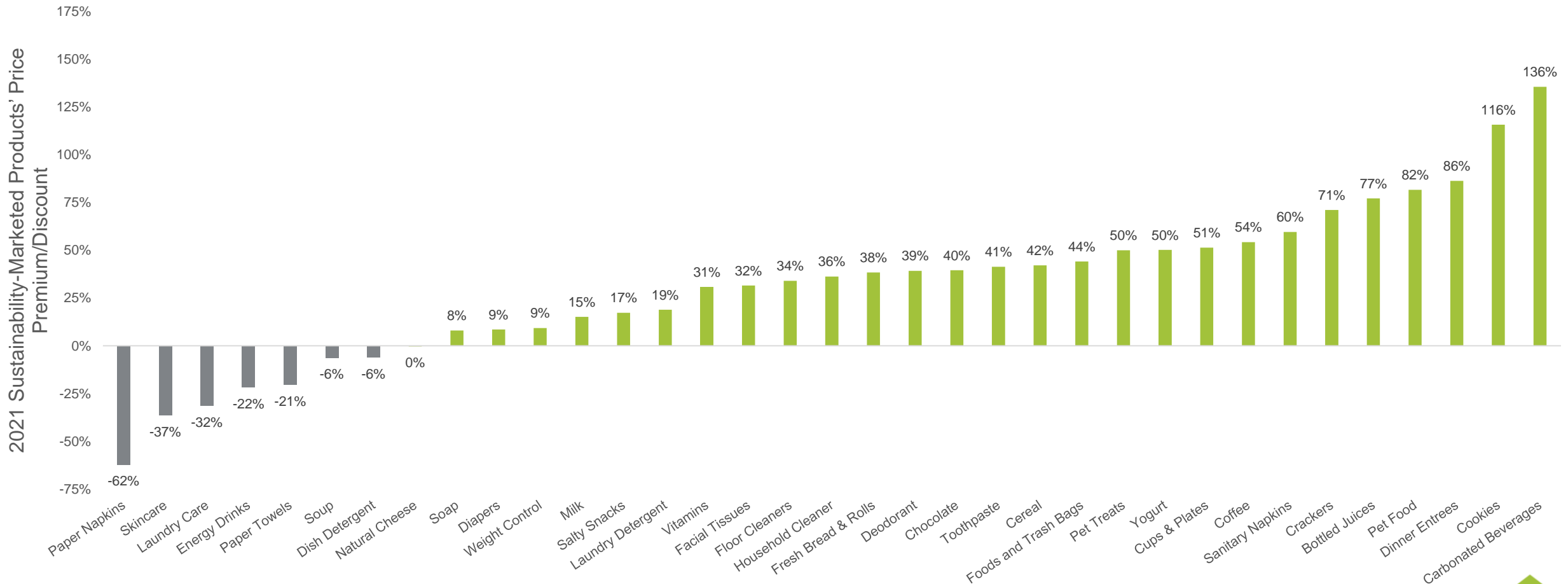
Conventionally marketed products have increased prices at a higher rate than sustainability marketed products reportedly due to inflationary pressures and supply chain disruptions



Sustainable Market Share Index™: 2021 Price Premium by Category

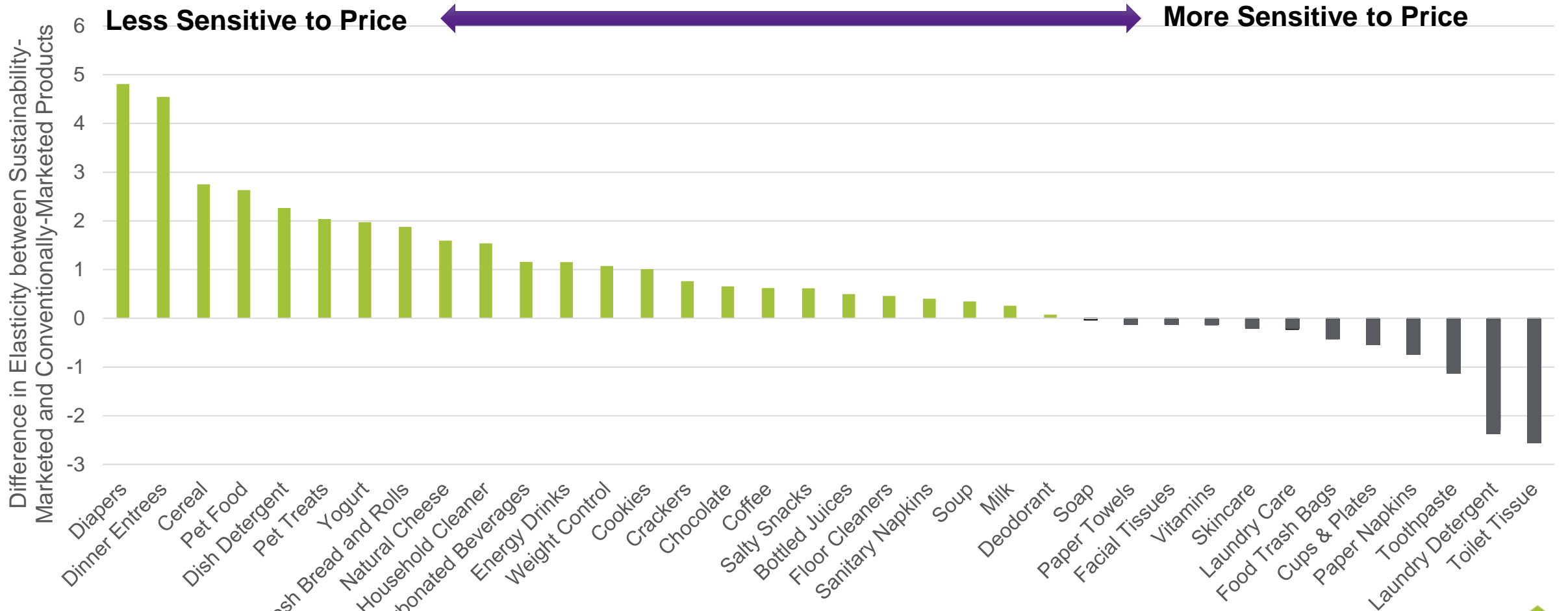
Sustainability marketed products still command price premiums, ranging from 8% to over 130%

Only a few categories had price discounts vs. conventionally-marketed products



Sustainable Market Share Index™: Price Sensitivity (2018)

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* 2018 analysis.