

# CSB Sustainable Market Share Index: Research Question 5

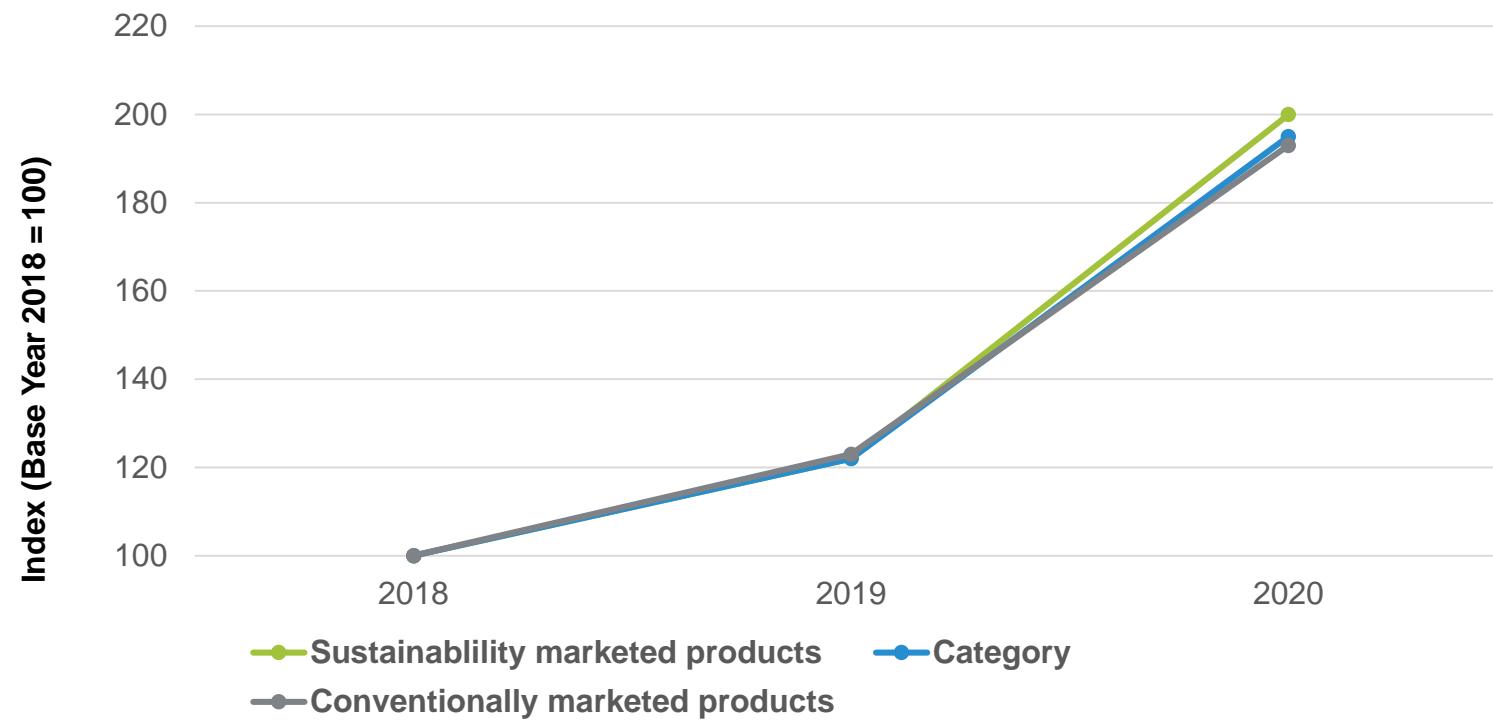
**Research Question:** How have sustainable products fared in e-commerce?

**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%**

# Sustainable Market Share Index™ : Share Differences Online vs. In store

In 3/4ths of the categories examined, shares of sustainable products are stronger online than in-store

