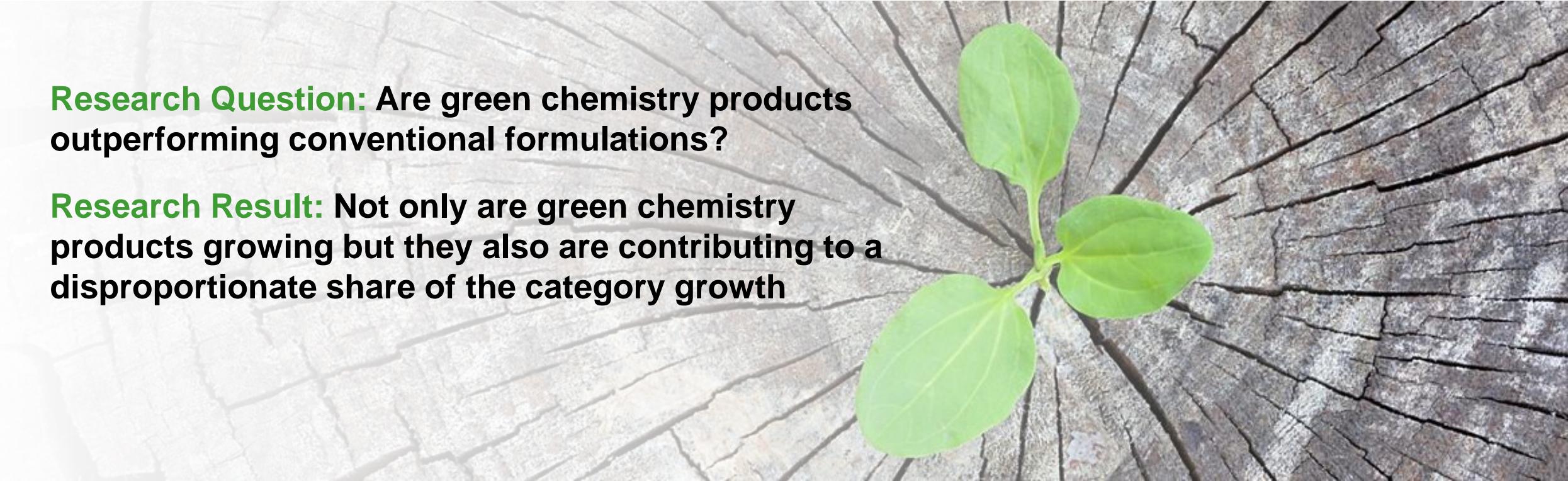


CSB Sustainable Market Share Index: Research Question 8

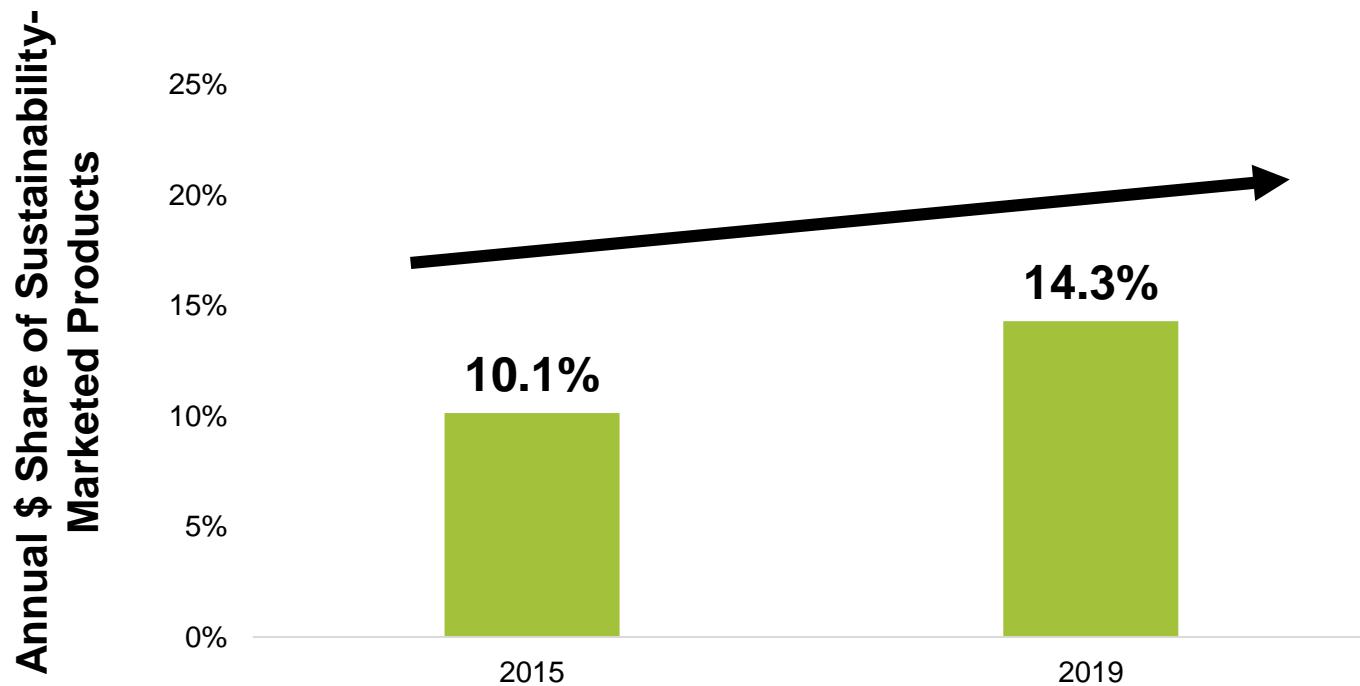
Research Question: Are green chemistry products outperforming conventional formulations?

Research Result: Not only are green chemistry products growing but they also are contributing to a disproportionate share of the category growth



Green Chemistry Council: Pre-Pandemic Market Share

Prior to the pandemic, green chemistry-marketed products accounted for 14.3% share of market (\$) in 2019, up from 10.1% in 2015.

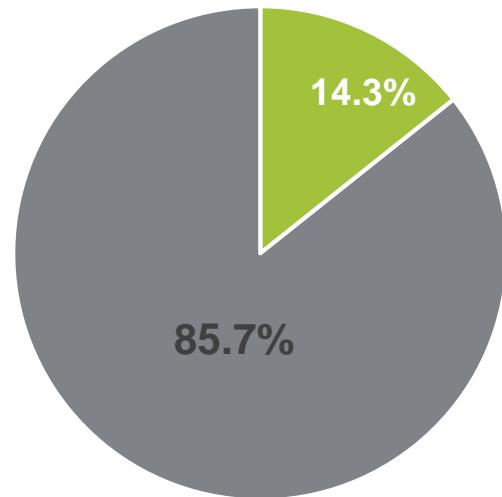


Based on 10 categories that include green chemistry formulated products

Green Chemistry Council: Pre-Pandemic Contribution to Growth

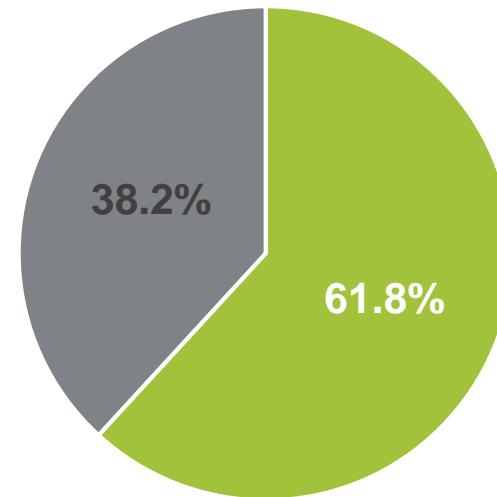
Green Chemistry-marketed products are 14.3% of the market and delivered 62% of the categories market growth

\$ Share of Market
(2019)



- Sustainability marketed products
- Conventionally marketed products

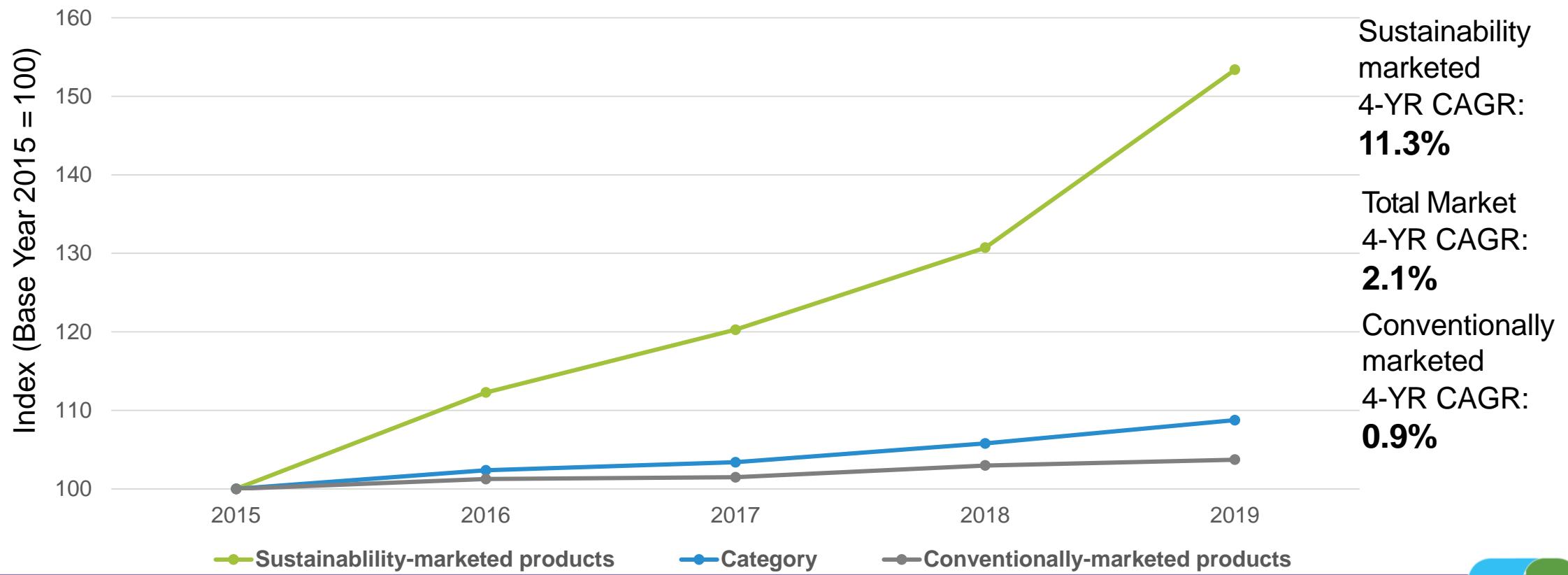
\$ Share of Market Growth
(2015-2019)



- Sustainability marketed products
- Conventionally marketed products

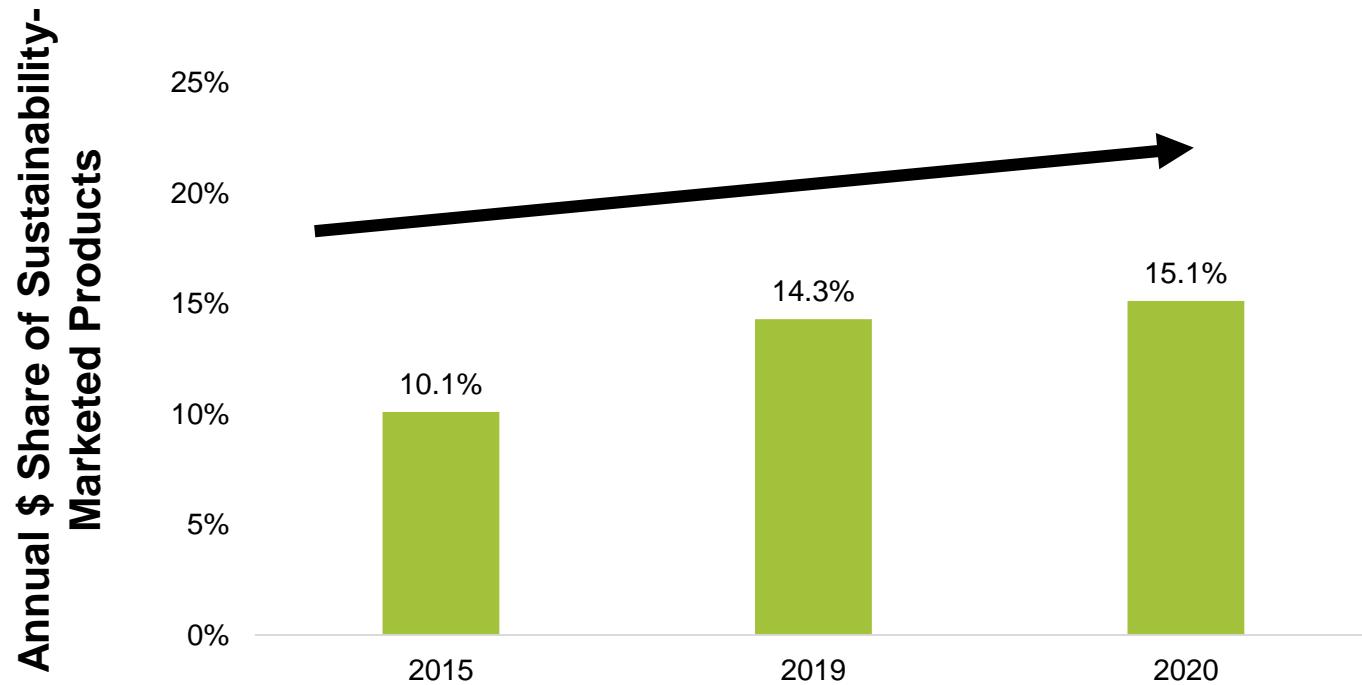
Green Chemistry Council: Pre-Pandemic Growth Rate

From 2015-2019, Green Chemistry-marketed products grew 12.6 times faster than their conventional counterparts, and 5.4 times faster than the market.



Green Chemistry Council: Pandemic Market Share 2020

**Green Chemistry-marketed products continue to climb in 2020,
despite the pandemic**



Green Chemistry Council: Top Sustainable Messages by Category

| Claim | Share of Average Annual Dollar Sales of Sustainability-Marketed Products 2015-2019 |
|--------------------------|--|
| Pool Chemicals | |
| Organic | 55% |
| Non-Toxic | 55% |
| Soap | |
| Phthalate Free | 68% |
| Paraben Free | 63% |
| Skincare | |
| Paraben Free | 61% |
| Phthalate Free | 54% |
| Household Cleaner | |
| Plant Based | 29% |
| Biodegradable | 23% |
| Floor Cleaner | |
| Plant Based | 22% |
| Natural | 22% |

| Claim | Share of Average Annual Dollar Sales of Sustainability-Marketed Products 2015-2019 |
|--------------------------|--|
| Dish Detergent | |
| USDA Bio Based | 31% |
| Biodegradable | 25% |
| Laundry Detergent | |
| Plant Based | 86% |
| USDA Bio Based | 44% |
| Suntan | |
| PABA Free | 46% |
| Reef Friendly & Safe | 45% |
| Auto Wax | |
| Silicone Free | 97% |
| Petroleum Distillates | 97% |
| Pavement Deicing | |
| Salt | 81% |
| Natural | 36% |