

Sustainable Market Share Index™: Research Question 1

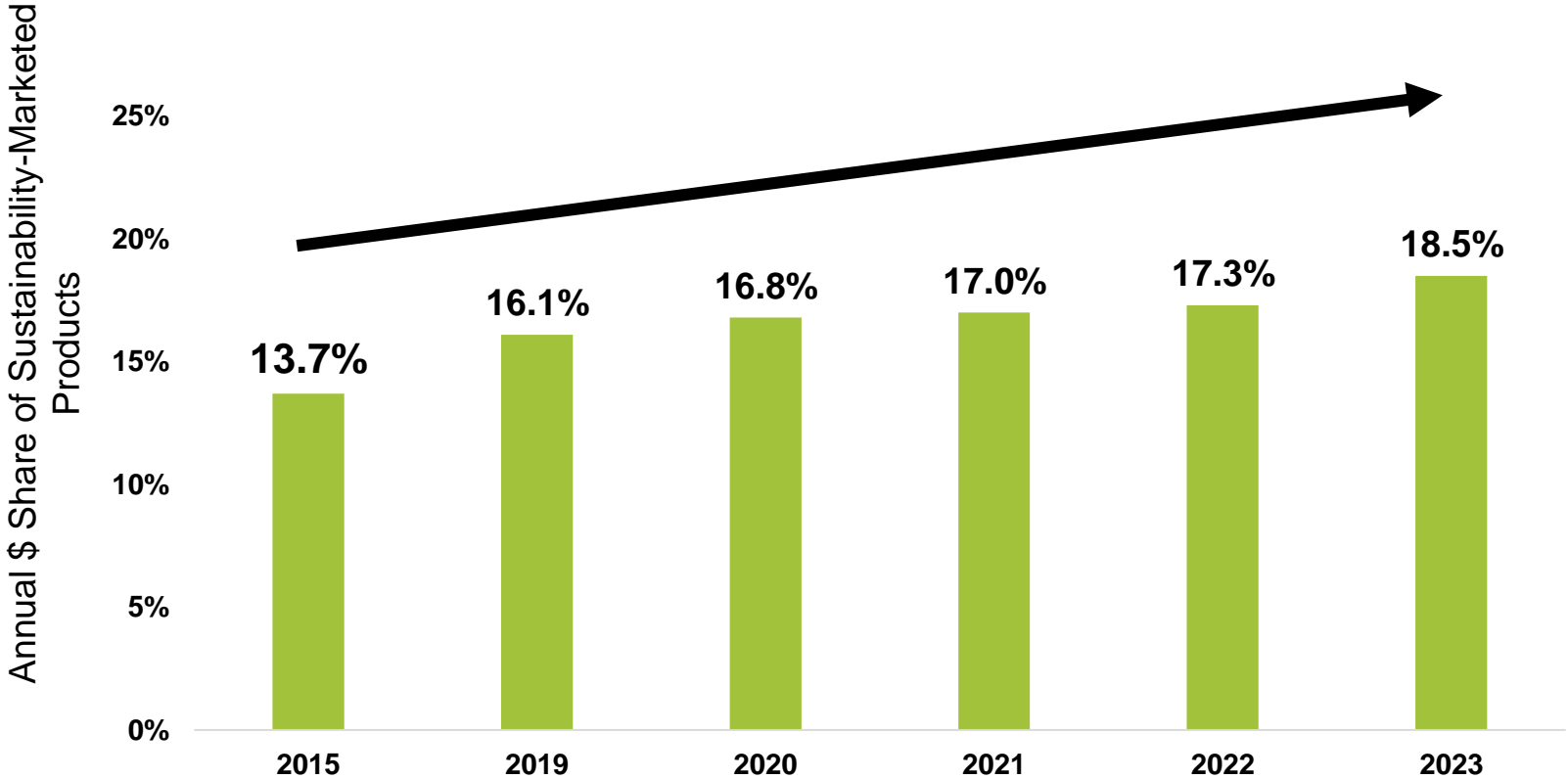
Research Question: How have sustainable products fared over time and in the face of inflation?

Research Result: Sustainability-marketed products have grown every year since 2013, with a significant share increase during the pandemic and 2022-2023 inflation. Moreover, they are contributing to a disproportionate share of the CPG category growth.



Sustainable Market Share Index™: 2023 Market Share

Sustainability-marketed products continues to **grow share despite high inflation**

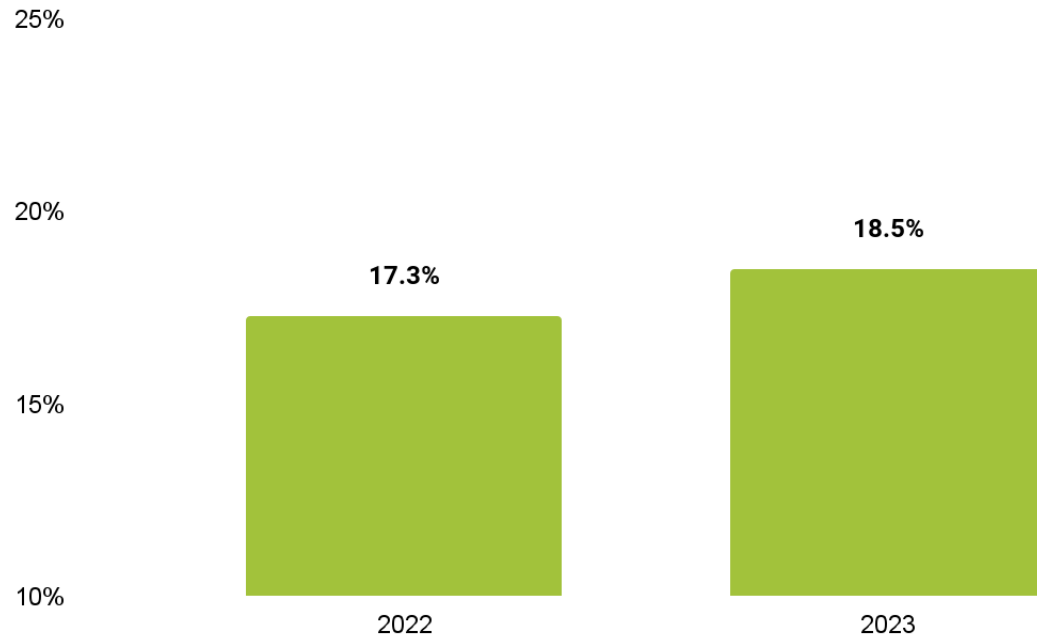


36 categories examined

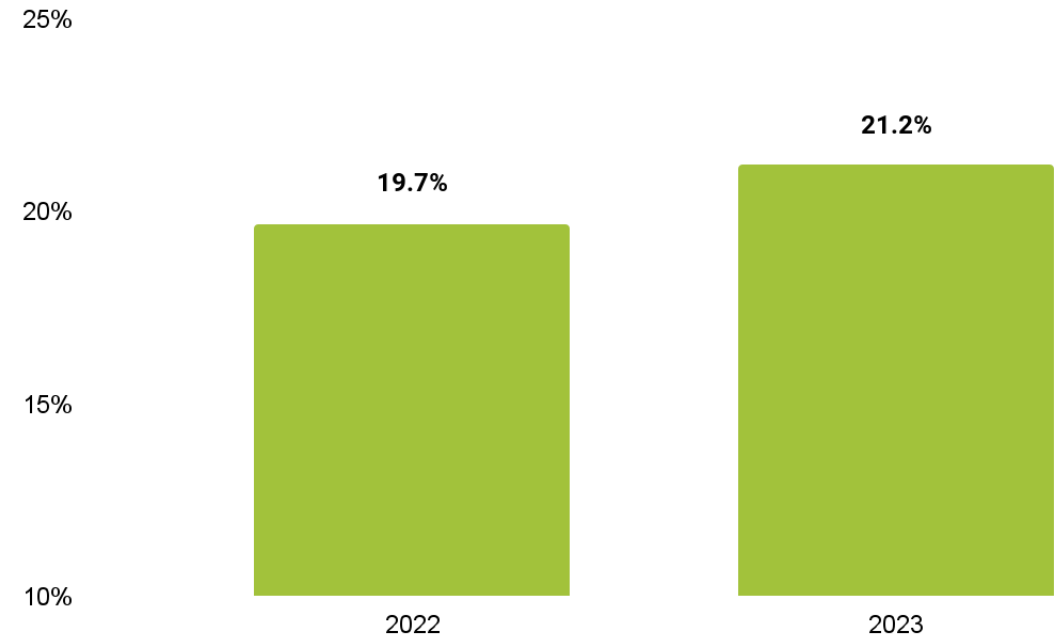
Sustainable Market Share Index™: With/Without Store Brand

The share of sustainability marketed products **excluding store brand** is **21.2%**, **+1.5ppts** vs YAG

Including Store Brand



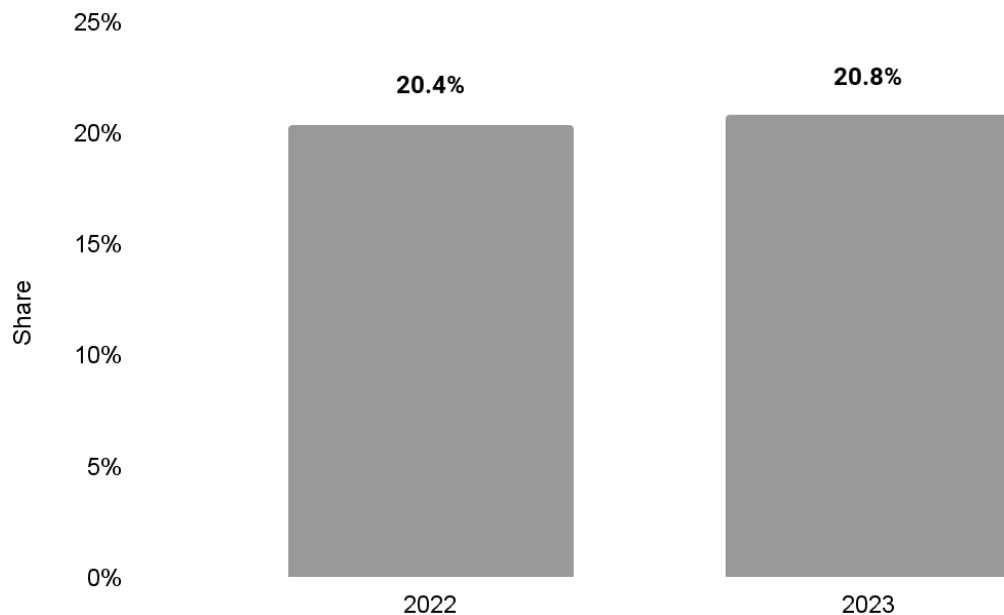
Excluding Store Brand



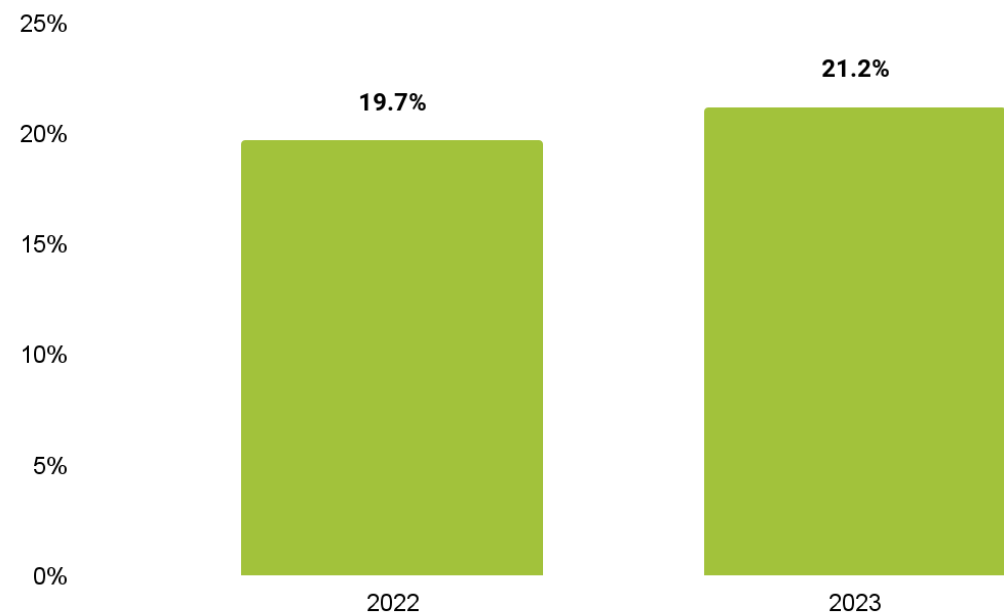
Sustainable Market Share Index™: Store Brands

Store Brand share of market was 20.8%, up +0.4ppts from 2022 to 2023 suggesting that branded **sustainable products** are **more insulated** from inflation-driven moves to store brands

Private Label: CPG*



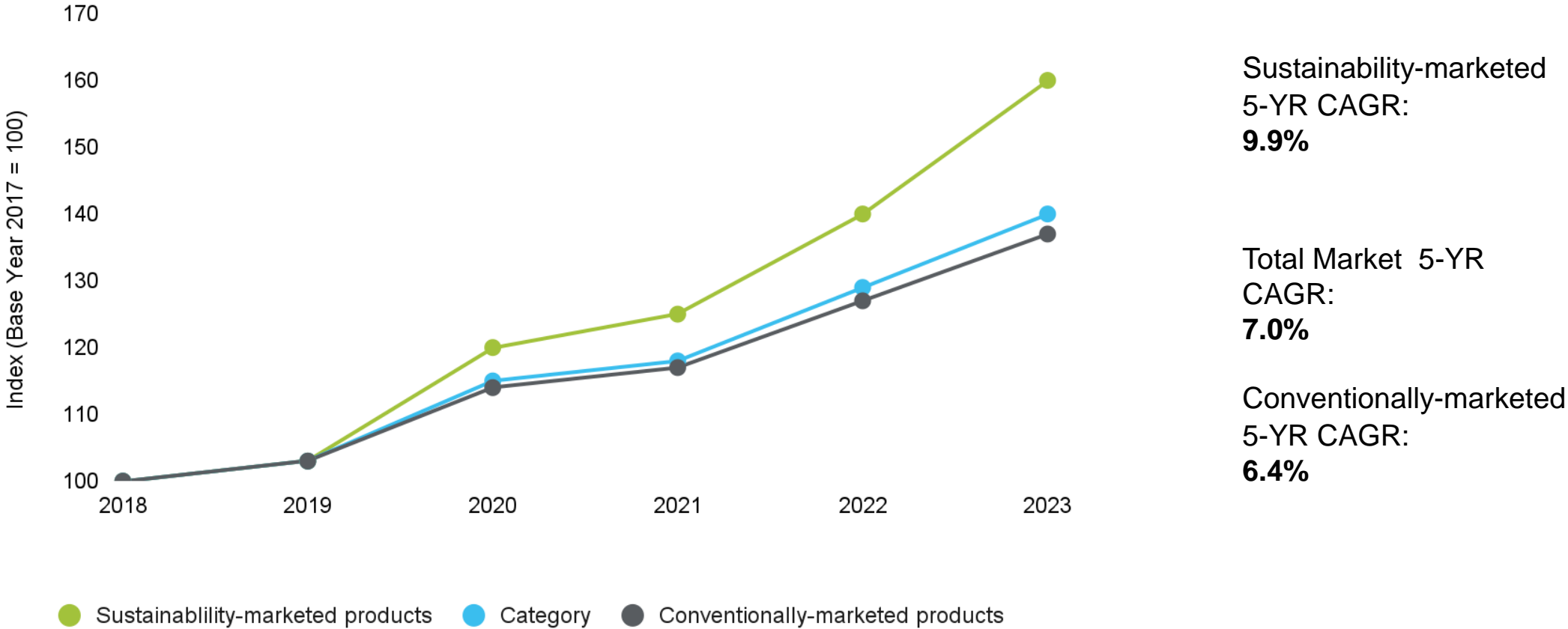
Sustainable Market Share**



* From IRI private label report
**36 categories examined

Sustainable Market Share Index™: Growth Rate

Sustainability-marketed products grew at **~10% 5-YR CAGR**, outperforming the market and conventionally marketed products

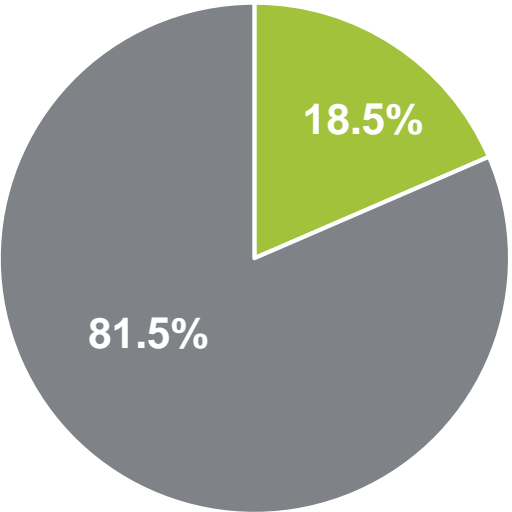


Note: Based on 36 categories examined

Sustainable Market Share Index™: Contribution to Growth

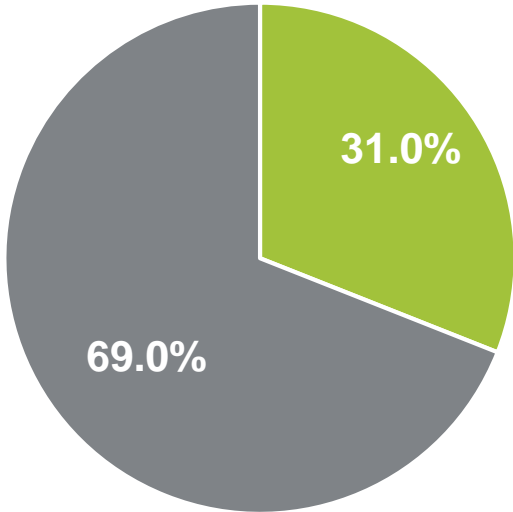
Despite sustainability-marketed products being less than one-fifth of the market share, they delivered ~**one-third** of the growth since 2013

\$ Share of Market
(2023)



- Sustainability-marketed products
- Conventionally-marketed products

\$ Share of Market Growth
(2013-2023)



- Sustainability-marketed products
- Conventionally-marketed products