

# Sustainable Market Share Index™: Research Question 5

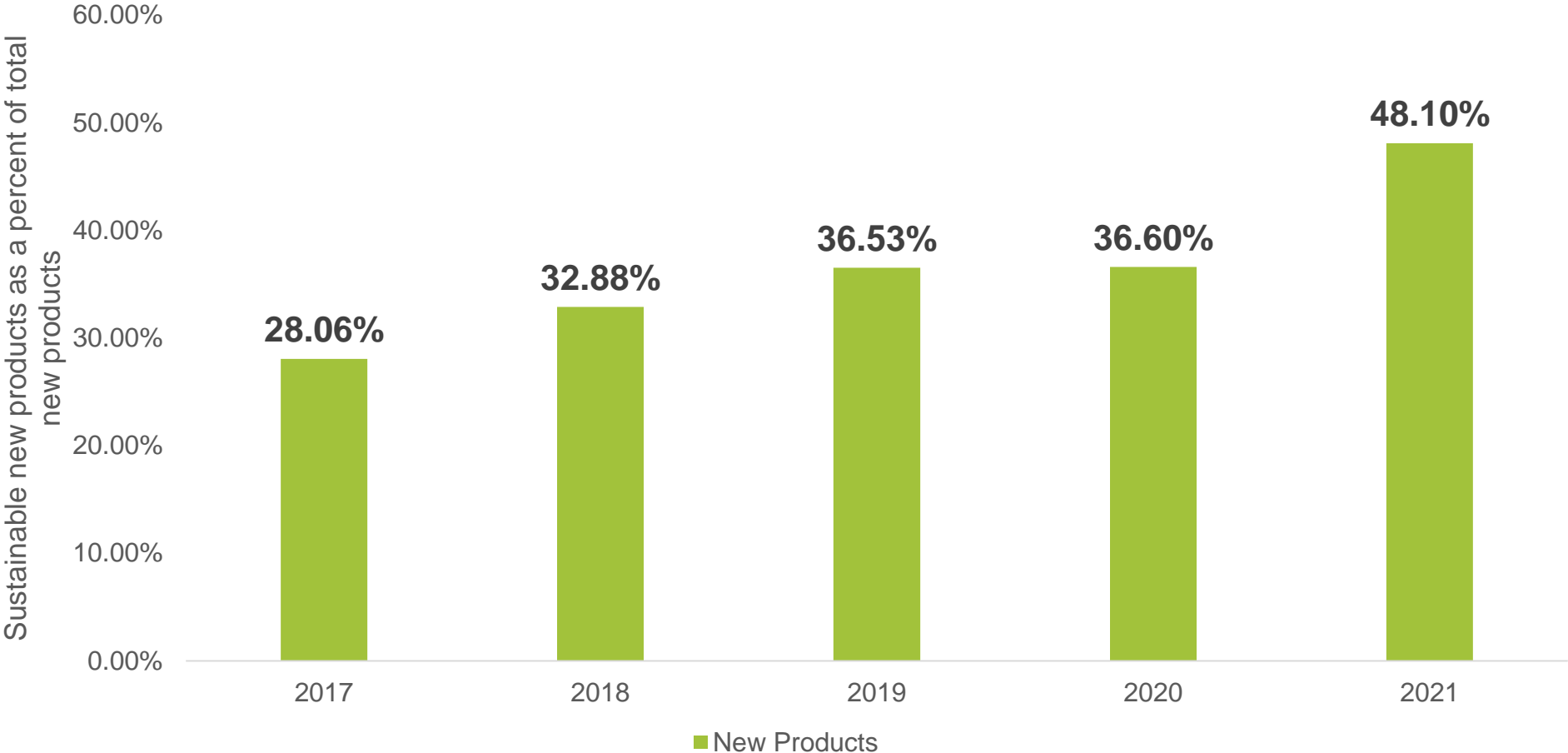
**Research Question:** How important has sustainability become in new product development?

**Research Result:** The percentage of new products with sustainable attributes have increased every year since 2017. In 2021, approximately one out of every two new products introduced had a sustainable benefit.



# Sustainable Market Share Index: New Products

The percentage of new products that incorporate and communicate sustainability benefits have **increased every year** from 2017 to 2021



Note: Based on 32 categories examined