

# Sustainable Market Share Index™: Research Question 6

**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™: Shares Online vs. In store (2020)

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

