

# Sustainable Market Share Index™: Research Question 2

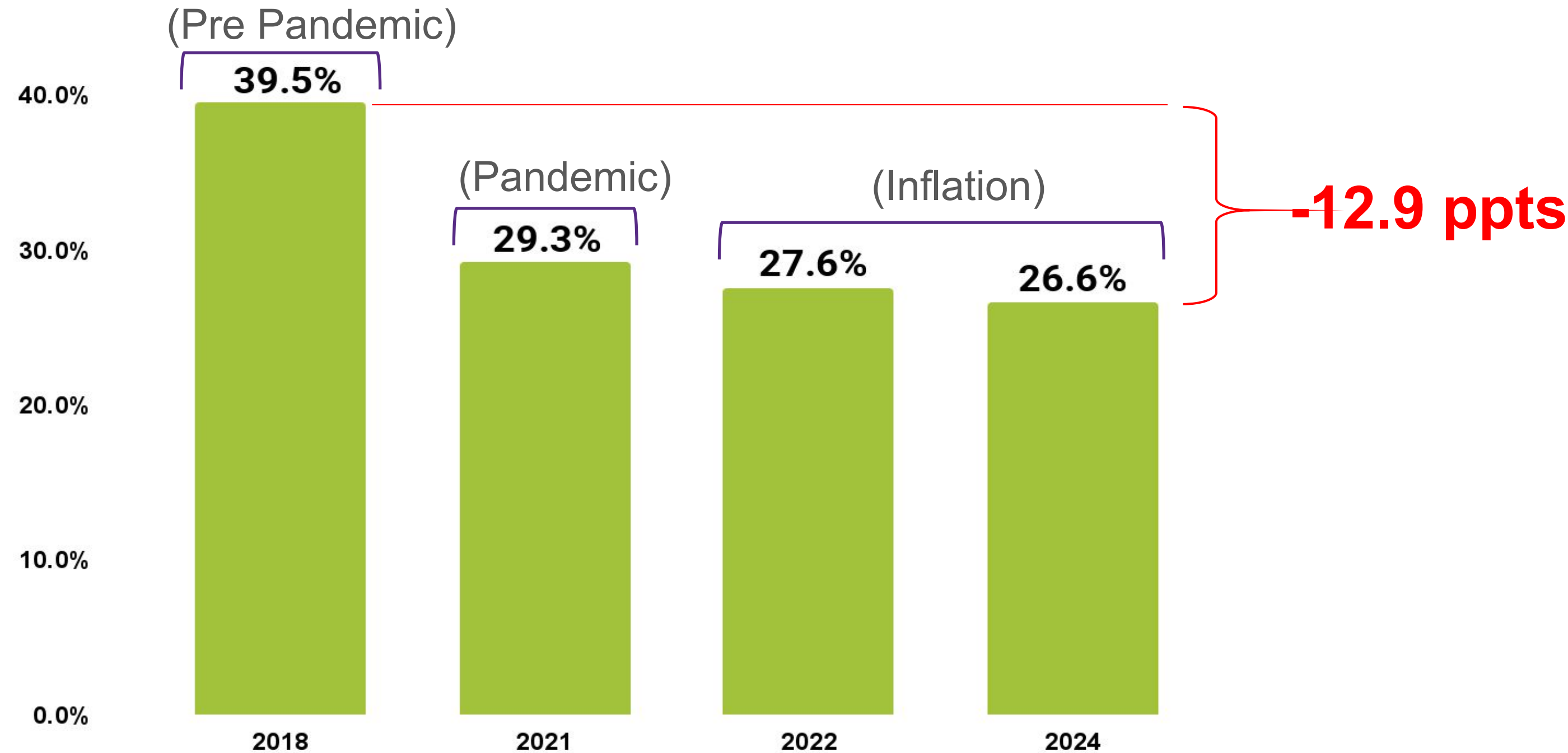
**Research Question:** What is the price premium of sustainable products?

**Research Result:** Products marketed as sustainable still enjoy a sizeable premium vs. their conventional counterparts, but that gap has shrunk substantially since its peak and stabilized in recent years. Conventional product price increases significantly outpaced their sustainable counterparts.



# Sustainable Market Share Index™: Price Premiums over Time

Products marketed as sustainable enjoy a **26.6% price premium** over conventional counterparts, but the rate has **decreased and stabilized** in recent years.



\*Weighted by \$ Sustainable Sales of categories examined; analysis excluded store brand/private label

Note: Share of branded players.  
Based on 36 categories examined

# Sustainable Market Share Index™: 2024 Price Premium by Category

In majority of categories, sustainable products **still command price premium** ranging from 1% to 167%. A few categories have price discounts versus conventional products.

