

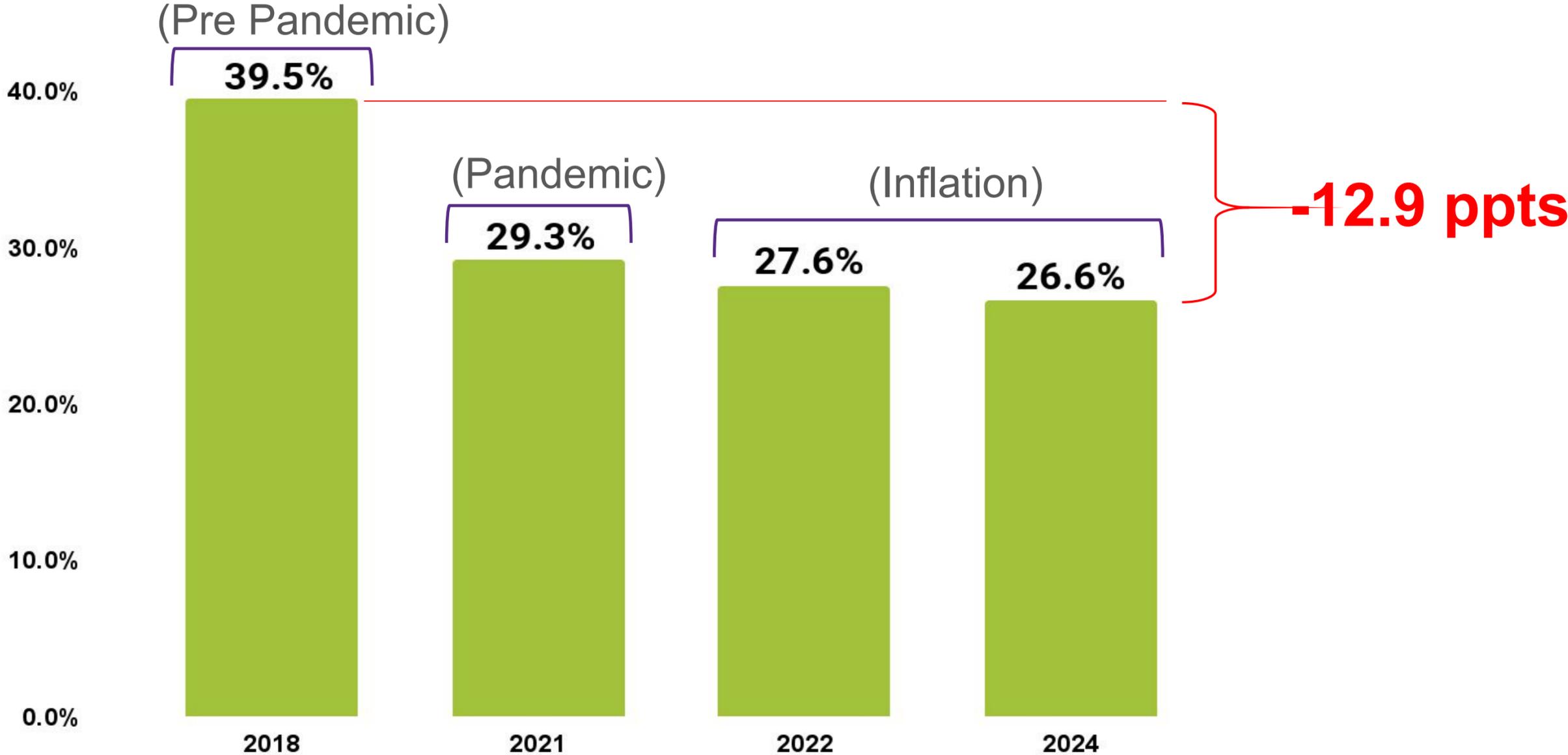
Sustainable Market Share Index™: Research Question 2

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.

