



09. 09. 2021: Green Business Engagement National Network

Increasing Access to US EPA Safer Choice-Certified Products



New England



















What percentage of Americans consider the environment when they shop?

- A) 21%
- B) 59%
- C) 78%
- D) 94%



Slide Title

- 78% of Americans consider the environment when they shop in 2018, up from
- 77% in 2016,
- 71% in 2013 and
- 66% in 2008, according to the five-year benchmark of Cone Communications
- Green Gap Trend Tracker.



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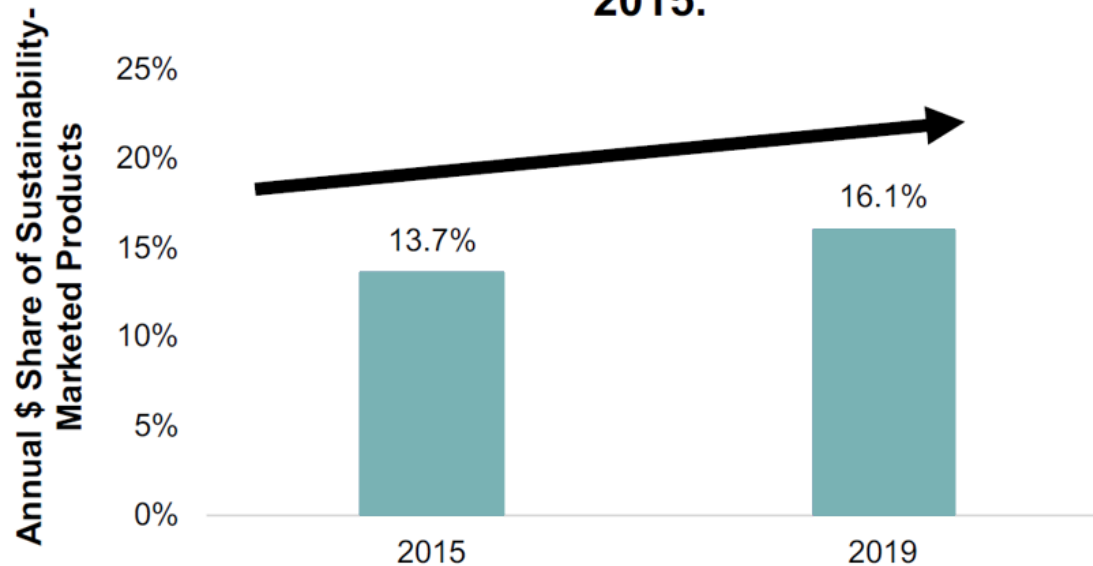
87% will purchase a product because a company advocated for an issue they cared about and 76% will refuse to purchase a company's products or services upon learning it supported an issue contrary to their beliefs

- [Cone 2019](#)
- [Cone info graphic 2019](#)
- [Cone 2018](#)
- [Cone 2017](#)
- [Cone 2014](#)
- [Cone 2013](#)



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Across all categories studied, sustainability-marketed products account for 16.1%* share of market (\$) in 2019, up from 13.7%* in 2015.



NYU Stern Center for
Sustainable Business
Sustainable Market Share Index
Research on 2015-2020 IRI
Purchasing Data Reveals
Sustainability Drives Growth,
Survives the Pandemic

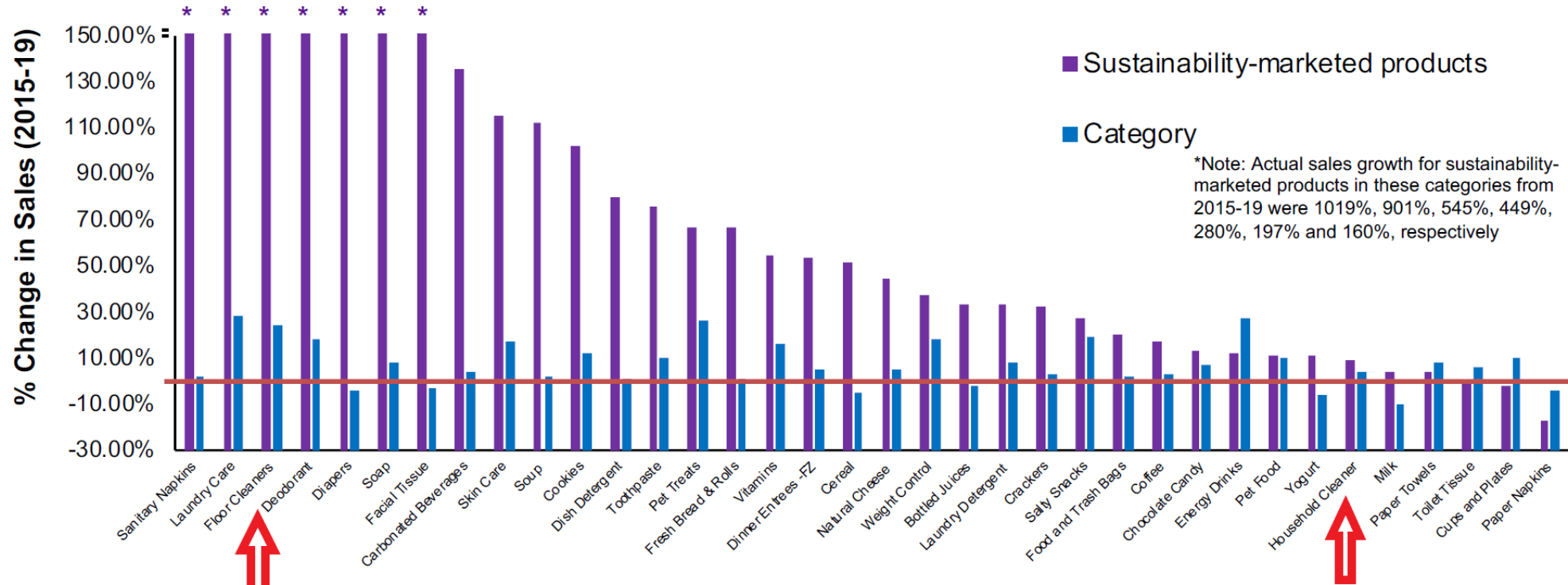
Randi Kronthal-Sacco
Tensie Whelan
7/16/20

* Shares updated due to CSB & IRI re-categorizations; based on 36 categories examined



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In ~90% of individual product categories, the growth of sustainability-marketed products outpaced the growth of their respective categories.



* Paper towels, cups and plates, toilet tissue and paper napkins lost share to private label. Because we did not have visibility into private label to ascertain if there were claims regarding sustainability, we had to assume they were not marketed as sustainable. So, in fact, if private labels were making claims of sustainability (as we have observed they do on shelf), these categories may not have seen share decline of sustainability-marketed products .

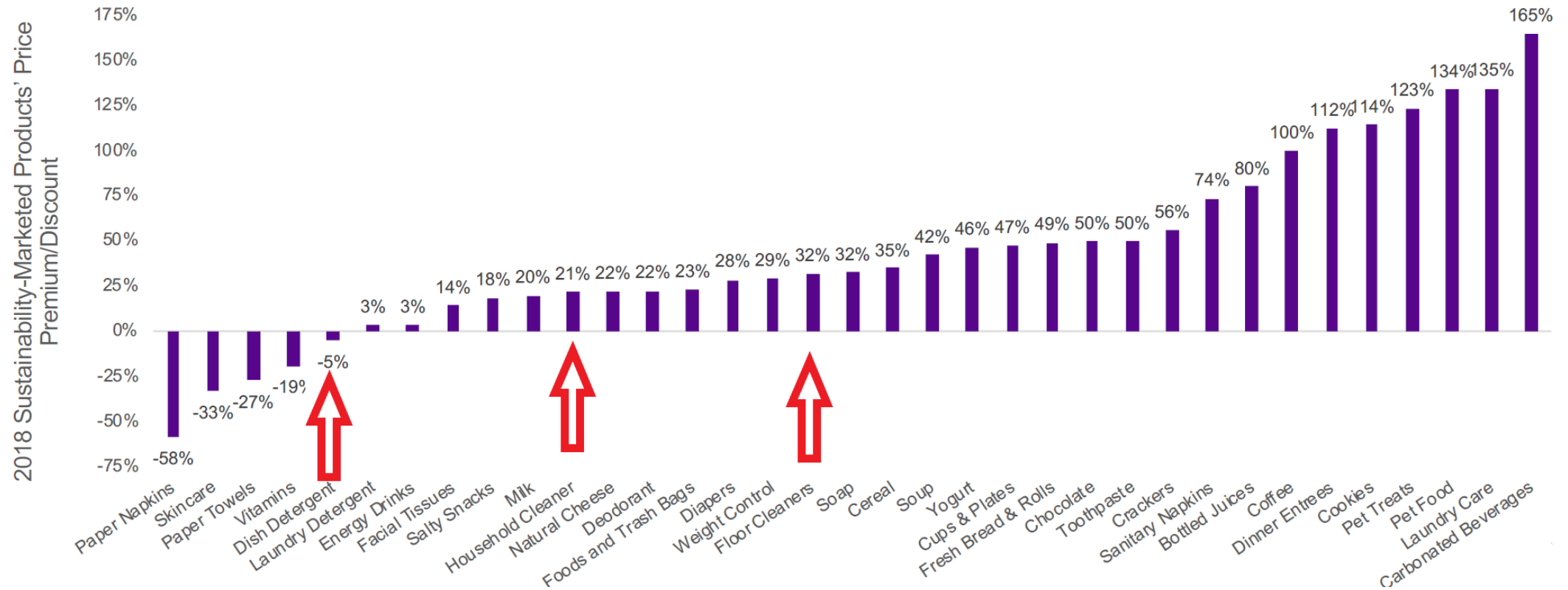
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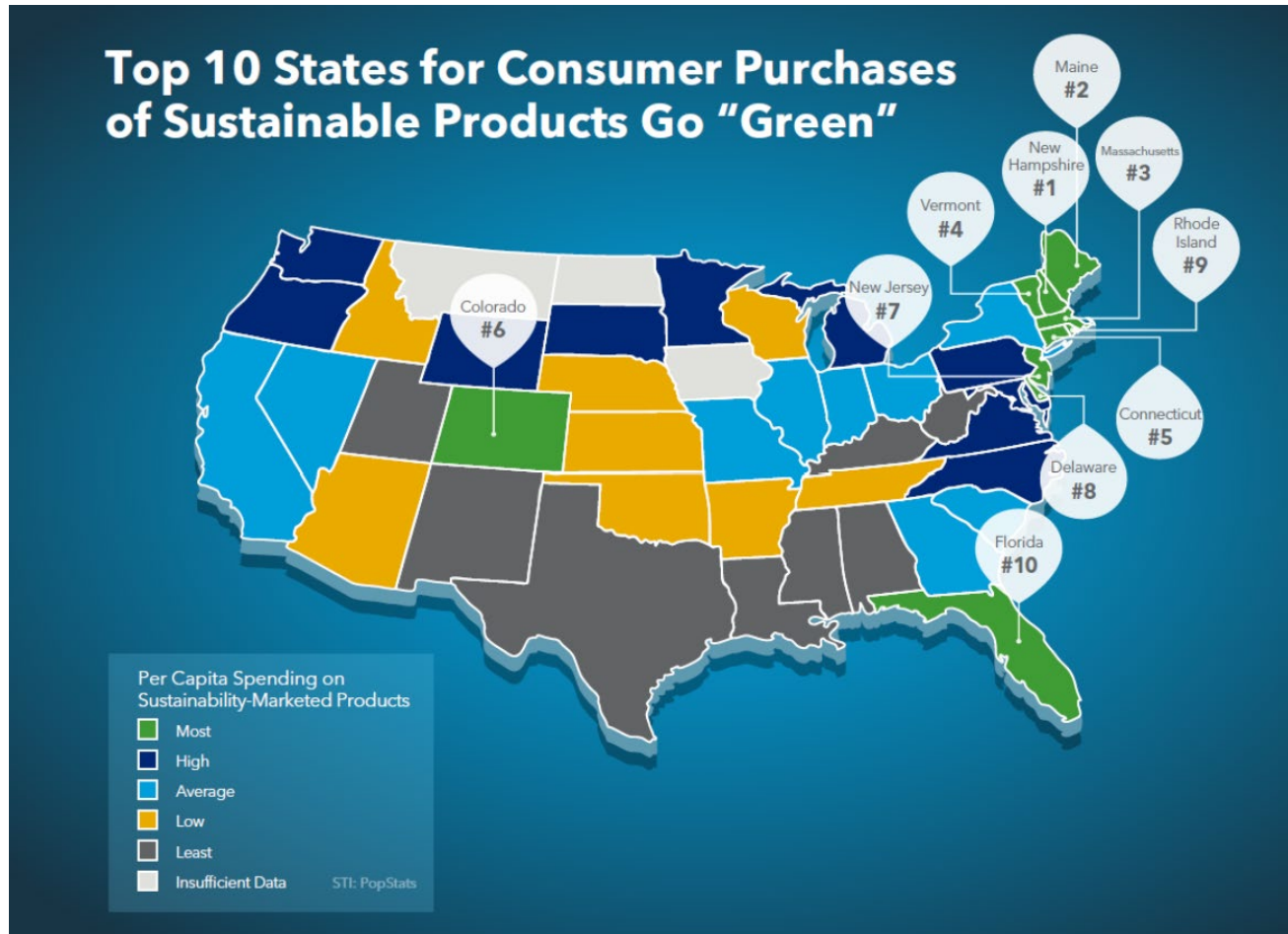


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Price premiums ranged from 3% to over 150%. Only a few categories had a price discount vs. conventionally-marketed products.



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Sustainability-marketed products **delivered 54.7% of CPG market growth** (2015-2019) despite representing only 16.1% share of the category(\$) in 2019, up +2.4 pts vs. 2015 (Pgs. 5,6). Sustainability-marketed products **grew 7.1x faster** than products not marketed as sustainable (Pg. 7).



Sustainable Living Brands delivered record 75% of Unilever's 2018 turnover growth

13 June 2019, source [edie newsroom](#)

Unilever has posted another strong set of annual results for its 'Sustainable Living' brands portfolio, which accounted for a record three-quarters of the company's turnover growth last year.



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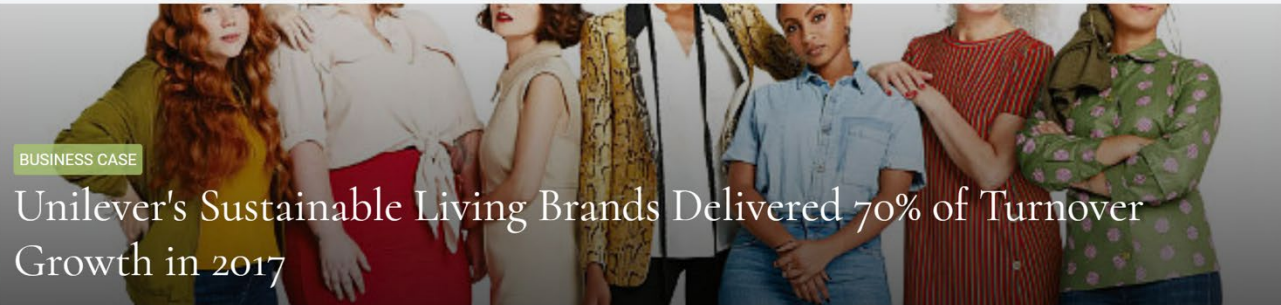


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BUSINESS CASE

Unilever's Sustainable Living Brands Delivered 70% of Turnover Growth in 2017

SUSTAINABLE BRANDS
PUBLISHED 1 YEAR AGO. ABOUT A 5 MINUTE READ

Environment
+ Energy
LEADER

E+E CONFERENCE

E+E100

E+E AWARDS

RESOURCE HUB

SUPPLIER DIRECTORY

EHS&S

ENERGY MANAGEMENT

COMPLIANCE & GOV

PLANTS & BUILDINGS

SUPPLY CHAIN

CITIES

Unilever 'Sustainable Brands' Growing Twice as Fast as its Other Brands

MAY 7, 2015 BY JESSICA LYONS HARDCASTLE



Thank you!



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