

# Grove<sup>®</sup>

BEYOND PLASTIC<sup>™</sup>

2025

SCORECARD

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# Rethinking Growth, Without the Plastic Footprint

Decoupling our plastic usage from our profits.

## Setting the Standard

At Grove, our mission is clear — move our industry away from its reliance on plastic. The best way for us to transparently illustrate our progress out of plastic is through our plastic intensity metric. Created in 2021 and the first of its kind in the industry, plastic intensity is a simple ratio of how much plastic we sell (in lbs.) per \$100 of net revenue. Our goal is to decouple revenue growth from our plastic footprint — proving that sustainability and business can go hand in hand. As we continue to transparently report on our progress (and challenges), we hope other brands will follow suit.

## Transparent Progress

Within our product portfolio, we're constantly innovating to reduce plastic. In 2025, we reduced our plastic intensity across all three metrics we measure: Grove-owned brands, third-party brands, and all brands across grove.com and customer marketplaces. This progress demonstrates that our work is not only having an impact within Grove's owned brands, but across our site and retail partners, too.

## Advancing Third-Party Brand Leadership

By curating a marketplace of values-aligned third-party brand partners, we are helping shift our industry toward lower plastic waste solutions. Since 2020, we've reduced our third-party plastic intensity from 1.78 lbs. to 0.87 lbs. of plastic per \$100 in net revenue.

Through our role as a marketplace, we aim to drive industry-wide change by championing plastic reduction, fostering transparency, and encouraging collaboration in sustainable innovation.

## Plastic Intensity

lbs. per \$100 revenue in 2025



Grove-owned brands (lbs.)



All brands on grove.com + retail (lbs.)



Third-party brands<sup>1</sup> (lbs.)

<sup>1</sup> Products sold on grove.com from brands not owned by Grove Collaborative.

## OUR PROGRESS

# Plastic Sitewide & in Retail

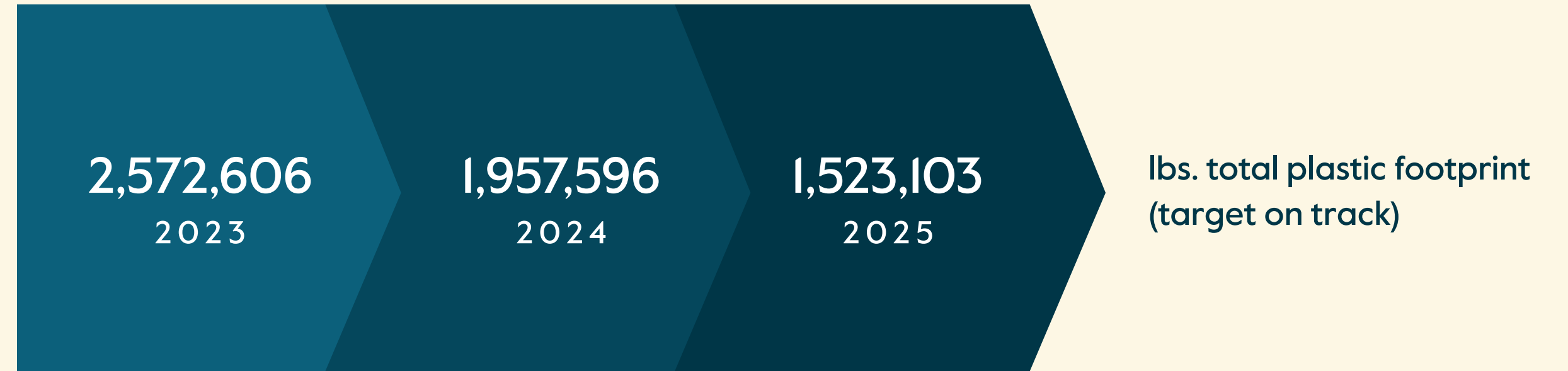
We lead with transparency. Since 2020, we have published metrics in our annual Plastic Scorecard — the first report of its kind to disclose a company’s total plastic footprint. Since 2021, we have reported on plastic intensity and were the first in our industry to do so, setting a new standard for accountability.

**In 2025, we reduced our total plastic footprint and plastic intensity across our company.**



### Plastic Footprint

Year over year we work to reduce our total plastic footprint by introducing more plastic-free or plastic-reducing products into our assortment.



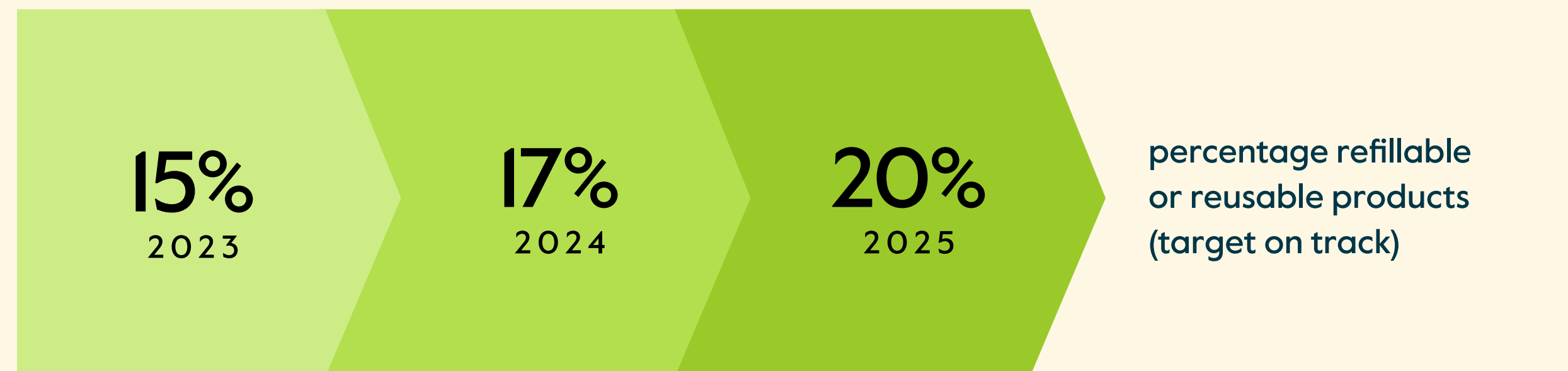
### Plastic Intensity

We aim to decouple our revenue from our use of plastic.



### Refillable/Reusable

We seek to increase reusable or refillable products and packaging while reducing single-use plastic.



In 2023, we adopted an expanded definition of “plastic” that includes polyvinyl alcohol (PVA and PVOH), silicone, and plastic liners and resins with aluminum packaging to ensure the highest level of inclusivity and transparency in our plastic reporting.

# Grove Co. Products

In 2025, we increased Beyond Plastic™ net revenue across Grove’s owned brands.

While Beyond Plastic™ net revenue increased, percent of SKUs sold decreased as we expanded our marketplace by more than 40%. We will continue to push for better solutions and transparently report on plastic challenges and progress.

## BEYOND PLASTIC™ TOTALS: NET REVENUE\*



## BEYOND PLASTIC™ TOTALS: SKUS SOLD\*



Our highest standard for moving Beyond Plastic™

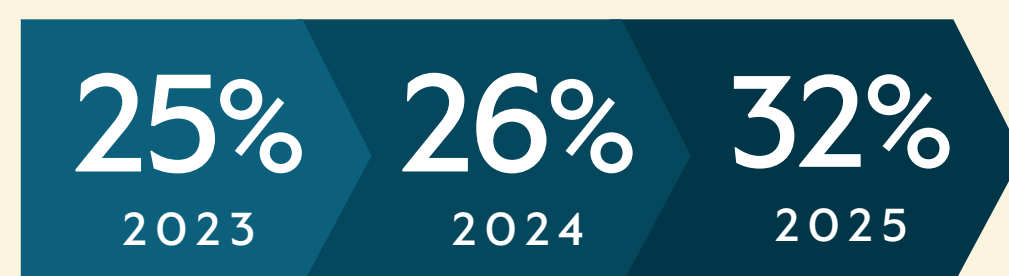


100% Plastic Free

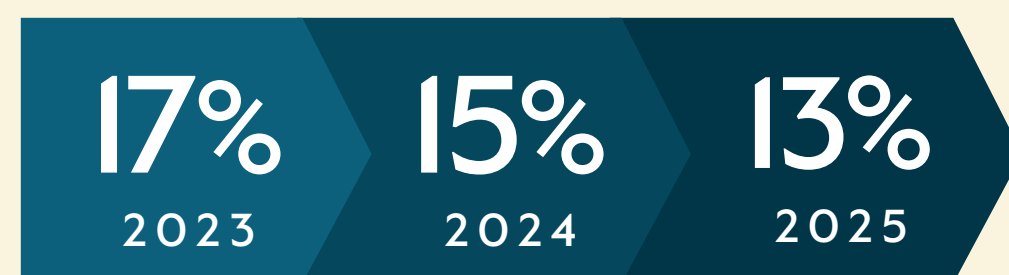
Does not include any PVA or plastic lacquers, liners, or coatings. Examples: Swedish dishcloths, wool dryer balls, and bar soaps.

*Percent net revenue increased, while SKUs sold decreased due to marketplace and brand expansions.*

## PERCENT NET REVENUE\*



## PERCENT SKUS SOLD\*



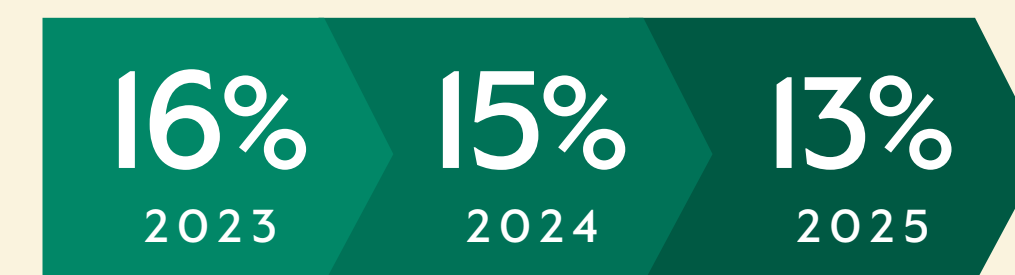
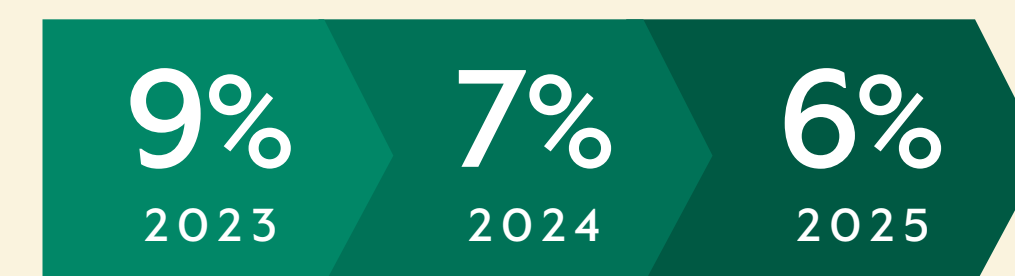
Our standard for moving beyond plastic pollution



No Single-Use Plastic

Contains durable, reusable plastic, defined by the [EPA](#) as lasting 3 years or more. Contains no single-use plastic, such as polybags. Examples: Reusable soap dispensers, and glass spray bottles.

*The lag in no single-use plastic and reduced plastic waste is due to 2025 brand acquisitions and expansions.*

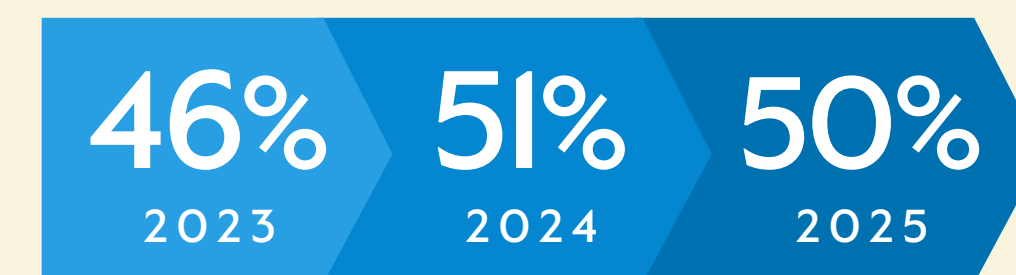
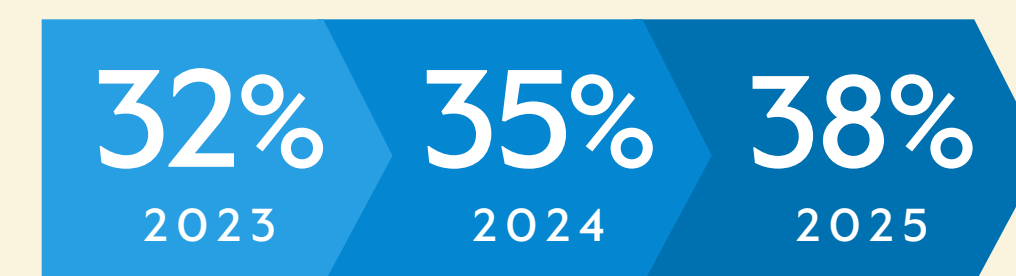


Our standard for designing better solutions



Reduced Plastic Waste

Products that have significantly reduced plastic use compared to conventional alternatives, with key components of their packaging made from materials with greater circularity potential, such as paper, glass, or aluminum, instead of plastic. Examples: Hand and dish soaps, and cleaner concentrates.



\*METHODOLOGY: Revenue and SKUs calculated from items sold that hold the Beyond Plastic™ badge, including products badged as 100% Plastic Free, containing No Single-Use Plastic, or designed with Reduced Plastic Waste.

## THIRD-PARTY BRANDS

# Products & Packaging

Our third-party brands are innovating new plastic-reducing, low-waste products that meet our Beyond Plastic™ standard.

Through the Grove Impact Network, we provide third-party brands with access to vetted partners and packaging solutions to help them transition beyond plastic. From 2024 to 2025, the plastic intensity of third-party products sold at Grove.com decreased from 1.01 to 0.87 lbs. of plastic sold per \$100 of net revenue.



### Guppy Bag

Use this washing bag for synthetic clothes to minimize shedding and filter out harmful microplastic fibers.



### Pop Up Dish Sponges

Crafted from wood pulp, this sustainable alternative to foam and synthetic sponges reduces microplastic buildup.



### Seasoning Salt

Packaged in aluminum, Spicewalla blends are crafted with simple, natural ingredients and without artificial additives.



### Oceanly Bronzer

Packaged with no plastic lacquers, liners, or coatings, this bronzer by Attitude glides on easily for a flawless, radiant complexion.



### Tushy Bidet

Tushy's bidet attachments reduce reliance on toilet paper, are easy to install, and promote a more hygienic bathroom.



### Dishwasher Cubes

These 100% plastic-free dishwasher cubes from Nellie's are convenient, space-saving, PVA-free and highly effective on grease and grime.



### Hip & Joint Supplements

Packaged in aluminum, these Finn dog chews are made in the USA and naturally formulated with organic ingredients.



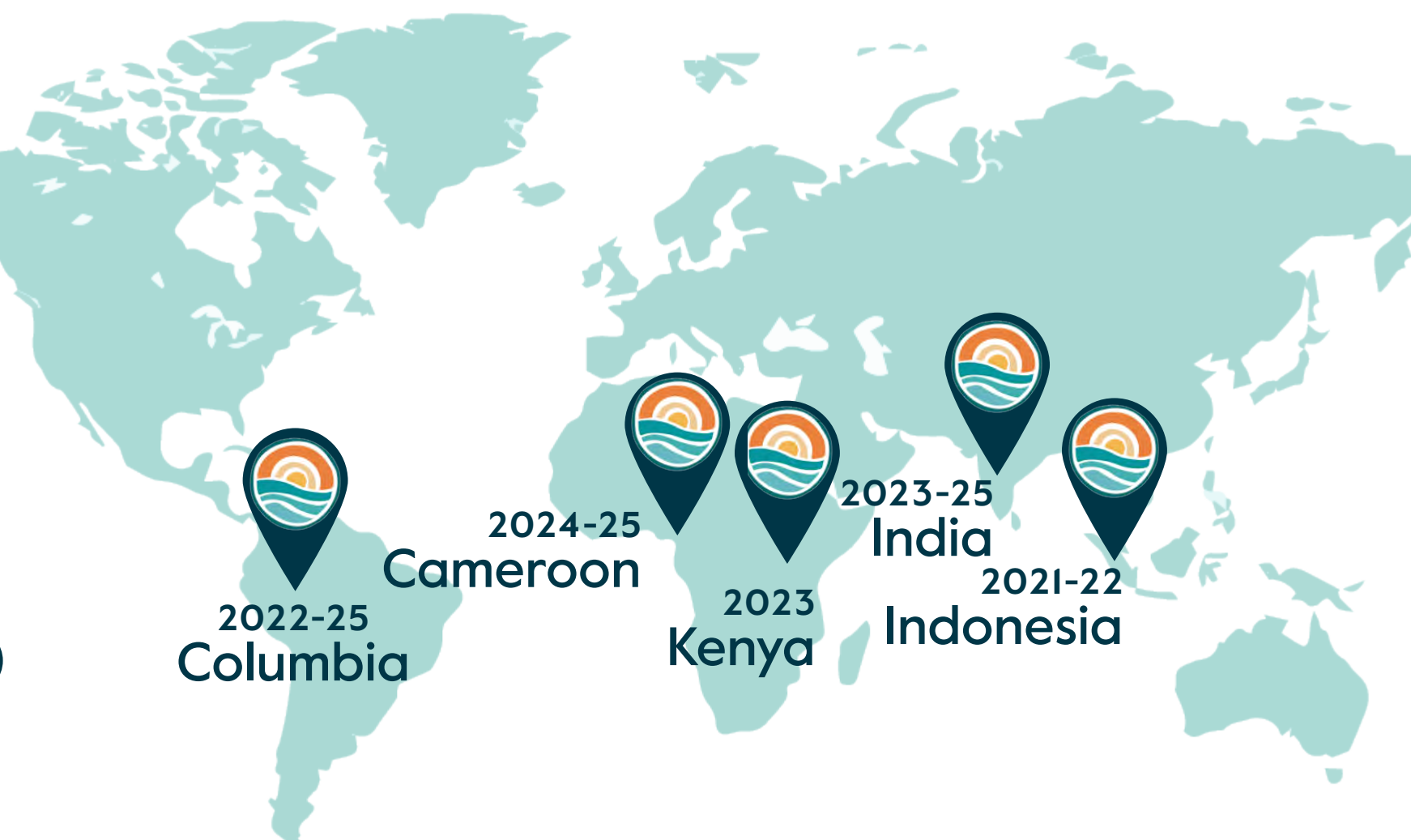
### Eco Lunch Box

This durable stainless steel container comes with a silicone no-leak lid. All parts are dishwasher and oven safe.

Grove has surpassed **18.7M lbs** of nature-bound, single-use plastic collected since 2020.

As the world's first plastic-neutral retailer, Grove has partnered with **rePurpose Global** to take meaningful action against the plastic pollution crisis.

For every ounce of plastic shipped to Grove customers, the equivalent amount of environmental plastic pollution is collected in India, Colombia, and Cameroon in partnership with rePurpose Global. In 2025 alone, we recovered 1.4M lbs of plastic. By improving local waste management value chains, these projects have benefitted over 2,000 waste workers (most of them women) and over 100,000 households.



From 2020-2022, Grove partnered with Plastic Bank on plastic recovery projects. From 2022 to date, Grove has partnered with rePurpose Global to administer plastic recovery projects.

## 2025 Impact Highlights

**Hara Kal**  
Kerala, India

Workers: 1,365 (1,337 of them women).  
100,000+ rural households have been provided access to formal plastic waste management services through project Hara Kal.

**Anmol Kinara**  
Karnataka, India

Workers: 602 (501 of them women).  
An end-to-end collection system services 47 villages in the district, addressing a critical gap where rural areas generate 87% of the region's plastic waste but historically lack formal collection infrastructure.

**Nuevo Ciclo**  
Medellín, Colombia

Workers: 48 (9 of them women).  
13 structures were built in 2025, including playgrounds, libraries, and homes.  
Our long-term operational target is to divert 2,300 tonnes of multi-layered plastic waste from landfills by 2030.

**Sanguisé**  
Douala, Cameroon

Workers: 44 (14 of them women).  
Capacity-building workshops were deployed across health and safety trainings, fire safety trainings, emergency preparedness, and machine safeguarding.



## OUR PROGRESS

# Together, we've saved over 918 million bottles and counting.

We're making an impact! The Grove community has saved over 19,272,175 pounds of plastic\* since 2020, the equivalent of 918,342,405 standard 16.9 oz water bottles.

In 2024, we launched the industry's first-ever Beyond Plastic™ Impact Tracker, a tool designed to empower our customers by providing them with real impact metrics by shopping with Grove.

In 2025, we've deepened our focus on enhancing the customer experience around sustainability — helping our community understand the real, meaningful impact they have by choosing Grove. Making the right choices can often feel overwhelming, and we want to make it easier for our community to see how their choices add up.

Grove's Beyond Plastic™ Impact Tracker provides each customer with individualized stats on how their decisions contribute to reducing plastic waste.

By choosing products that are reusable, refillable, or made from more circular materials like infinitely recyclable aluminum and glass, customers can see the tangible impact of their choices.

The tracker calculates the amount of single-use plastic avoided by choosing more plastic-conscious products, as well as the amount of plastic recovered on the customer's behalf as part of Grove's plastic neutrality commitment.

By providing clear, personalized data on the impact of their purchases — including pounds of plastic avoided

and recovered from our partnership with rePurpose Global — we aim to support customers in making more sustainable choices.

### COMPANY MILESTONES

**19.2M lbs. of plastic collected**

through our plastic neutrality commitment\*

**8.5M lbs. of plastic avoided**

from purchases of plastic-reducing products\*

\*1/1/2020-12/31/2025.

## OUR PROGRESS

# A Sustainable Spectrum

At Grove, change starts with our customers. Our vision is to be a trusted brand for conscientious customers in search of effective, affordable, planet-first products. Those seeking to go deeper can visit [The Unplastic Shop](#), curated with the Oceanic Preservation Society and filled with plastic-free and plastic-reducing products for every room. No matter where they fall on the spectrum, our customers are helping us to reimagine what's possible for packaged goods.

In 2025, 76% of Grove SKUs sold\* were part of our Beyond Plastic™ assortment.

### Green

Grove is a trusted marketplace for conscientious customers, who come to us for products that are sustainable, high-performing, and meet our industry-leading standards.



### Greener

We're innovators in sustainable, reduced plastic, and circular products, such as tree-free paper made from bamboo and refillable cleaning solutions.



### Greenest

When customers subscribe to regular shipments of sustainable, plastic-reducing products, cost per item decreases and environmental impact improves.



# Improving Packaging Impacts

Our new gabletop refill cartons are made from FSC® certified paperboard, a renewable fiber that's home-recyclable.



## New packaging. Same powerful formulas.

In 2025, our hand soap, dish soap, laundry detergent, and fabric softeners got a makeover. Previously, these Grove Co. products were sold in recyclable metal tins — the best available alternative to plastic at the time. While metal is highly recyclable, it carries a larger carbon footprint than cartons or pouches.\* Our new FSC-certified paperboard cartons have a lower environmental impact with the same trusted performance.

\*2014 Corrugated Industry LCA Full Report; 2022 Carton Council Oregon RFI Response; 2024 Independent assessment of comparative LCA studies by IFEU



# Innovating Beyond Plastic™

Our new toilet pod packaging includes a home-compostable pouch that combines FSC paper, cellulose, and a biopolymer film.



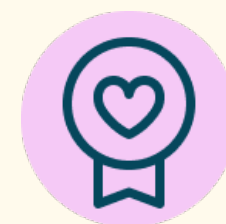
## CERTIFIED COMPOSTABLE

These pouches are certified as both home-compostable (AS 5810-2010) and industrially compostable (ASTM D6400).



## FSC® CERTIFIED

The FSC-certified paper pouch is laminated with cellulose and biopolymer films.



## CERTIFIED CRUELTY FREE

This product adheres to ethical standards that prioritize animal welfare, with no animal testing.



## Reducing plastic in our toilet pods.

Our toilet bowl cleaner pods are now packaged in a home-compostable pouch supplied by [Grounded Packaging](#). The pouch combines FSC-certified paper laminated with cellulose and biopolymer films, and the zipper is also compostable, made from polylactic acid (PLA). Developed in partnership with [SmartSolve](#), the pods use a dissolvable, cellulosic film technology that replaces a portion of the polyvinyl alcohol (PVA) typically found in dissolvable films. Each pod reduces PVA plastic\* by 38% compared to a standard pod.

\*Grove Toilet Cleaner Pods Reduce PVA, [Packaging World](#), 2025



PRODUCT SPOTLIGHT

# Crafted with a Cause

This limited edition Spring 2025 Collection highlights our work with 5 Gyres and their pioneering research, including their first-ever Global Estimate of Marine Plastic Pollution.

Each limited edition item celebrates the beauty and power of our world's oceans, bringing your senses to the sea with two natural origin fragrances, and designs inspired by our dramatic, unique coastlines. Plus, it's all packaged in infinitely recyclable aluminum, glass bottles, and recycled and recyclable paper.

Grove Co. partnered with renowned pattern designer Amy McCreedy to bring this collection to life. Amy is known for her intricate and vibrant designs that blend illustrated motifs with modern aesthetics.



## PARTNERSHIPS

# Combating Plastic Pollution



**5 GYRES**  
SCIENCE TO SOLUTIONS

Since 2019, Grove has donated more than \$100,000 to 5 Gyres, a non-profit organization dedicated to understanding and combating plastic pollution and its threat to human health.

More than 11 million metric tons of plastic leak into our oceans every year, threatening marine ecosystems, contaminating our food, and impacting human health as microplastics make their way into our bodies.<sup>1</sup>

## Microplastics Research & Advocacy

5 Gyres' mission is to drive innovative solutions to plastic pollution through science, advocacy, and community.

Founded in 2009 by Anna Cummins and Dr. Marcus Eriksen, 5 Gyres has been pioneering research, including the first-ever Global Estimate of Marine Plastic Pollution, to reveal the widespread presence of

microplastics across all five subtropical gyres — vast, slow-moving accumulation zones created by circular ocean currents, wind patterns, and the Earth's rotation.

Recognizing that this “plastic smog” can't be effectively cleaned up, 5 Gyres leads with science to drive upstream solutions that prevent plastic pollution at the source.

Since 2019, Grove Collaborative has donated \$100,000+ to 5 Gyres, which has supported the publication of 19 research papers and engagement on 220+ legislative bills, empowering action against the global health crisis of plastic pollution.

<sup>1</sup>[Minderoo-Monaco Commission on Plastics and Human Health \(2023\)](#), <sup>\*\*</sup>[A Poison Like No Other | 5 Gyres](#).

## Partnering to Protect People & Planet

As plastics break down in our oceans and environment, they create microplastics and nanoplastics that have been found throughout the human body. Unlike other pollutants, plastics can contain 10,000 different chemicals, many of which are linked to diseases like diabetes and cancer.<sup>\*\*</sup> Grove and 5 Gyres are working together to revolutionize an industry built on plastic by offering an assortment of reduced plastic offerings for customers' everyday home essentials. Together, we're making going Beyond Plastic™ easier and more accessible. Only by turning off the plastic tap can we protect our oceans and, potentially, our own bodies.

