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Grove Collaborative Releases Annual Sustainability Report & Announces Science-Based Targets

Company shares updates on environmental and human health initiatives, expanded standards to best support customers

SAN FRANCISCO--(BUSINESS WIRE)-- Grove Collaborative Holdings, Inc. (NYSE: GROV) ("Grove" or "the Company"), the world's first plastic neutral retailer, leading sustainable consumer products company, Certified B Corporation, and Public Benefit Corporation today launched its sixth annual Sustainability Report for 2024-2025. The report shares a comprehensive update on the Company's key commitments, progress, and partnerships across material issues relating to Grove's business, including plastic, carbon, forest health, ingredient standards, and justice and equity. Grove today also announced the approval of its Science-Based Targets (SBTs) by the Science Based Targets initiative (SBTi). This marks a significant milestone in Grove Collaborative's ongoing commitment to reducing its environmental impact and championing climate action. This update and the details of the broader report reaffirm Grove's mission: transform the consumer products industry into a positive force for environmental and human health.

This press release features multimedia. View the full release here:

<https://www.businesswire.com/news/home/20250508956496/en/>

"Approval of our Science-Based Targets by the Science Based Targets initiative reinforces our belief that climate action must be part of a larger movement toward systemic change in our industry," said Jeff Yurcisin, CEO of Grove Collaborative. "At Grove, our mission has always been to transform the consumer products industry into a force for good. As we expand our focus beyond environmental sustainability to also include human health, we recognize the urgent need for systemic change. From eliminating single-use plastic to driving industry-wide accountability, we remain committed to creating and curating products that are better for people and the planet — because a truly sustainable future must support both. We hope to inspire others in the retail and consumer products industry to lead with transparency by meeting Grove's own standards for disclosure — customers deserve to know more about the brands they support and how the brand aligns with their values."

Key highlights from the 2024-2025 Sustainability Report can be found further below. To read the full report and its progress on commitments across Beyond Plastic™, Forests & Fiber, Climate Action & Emissions, Healthier Homes, and Equity & Belonging, [please click here](#).

Science-Based Targets

The [Science-Based Target initiative](#) is a corporate climate action organization that enables

companies and financial institutions worldwide to play their part in combating the climate crisis through a collaboration between its founding partners: CDP, the United Nations Global Compact, World Resources Institute and the World Wide Fund for Nature, and We Mean Business Coalition. The group supports the creation and approval of ambitious, science-based emissions reduction targets aligned with the goals of the Paris Agreement, ultimately aiming to limit global warming and achieve net-zero emissions.

The approved targets align with the latest climate science and demonstrate Grove Collaborative's dedication to limiting global warming to 1.5°C, the critical threshold outlined by the Paris Agreement. By committing to these ambitious goals, Grove Collaborative reaffirms its role as a sustainability leader in the retail industry.

- **Reducing Scope 1 GHG emissions by 42% by 2030** from a 2023 base year.
- **Continuing to source 100% renewable electricity annually** through 2030.
- **Ensuring 88.5% of suppliers**, by emissions covering purchased goods and services, have science-based targets by 2029.
- **Ensuring 21.5% of suppliers**, by emissions covering upstream transportation and distribution, have science-based targets by 2029.

These targets address the full spectrum of Grove Collaborative's carbon footprint, including direct operations, purchased goods and services, and transportation. The company's commitment to reducing emissions across its supply chain reflects its holistic approach to climate action.

"Setting science-based targets allows Grove to actively engage our broader supply chain, including key suppliers, in aligning our efforts with the scientific principles that guide us," said Alexandra Bede, Sustainability Director at Grove Collaborative. "This framework holds us accountable to the highest standards, driving meaningful progress in addressing climate change through corporate action."

The adoption of science-based targets further cements Grove Collaborative's leadership in promoting sustainable practices across the consumer goods sector. By encouraging suppliers and industry partners to adopt similar commitments, Grove Collaborative is driving systemic change and fostering collaboration for a low-carbon economy. To ensure accountability, Grove Collaborative will publish annual updates on its progress toward achieving its targets. This transparency will allow stakeholders, including customers, partners, and investors, to track the company's performance and hold it accountable for its commitments.

Go Beyond Plastic™

The core of Grove Collaborative's sustainability commitment and stated public benefit as a consumer products company and retailer are programs aimed at reducing plastic waste, both to support customers' needs for trusted, sustainable products, as well as move the broader industry away from its reliance on single-use plastic. [Beyond Plastic™](#) is Grove's plan to solve the plastic crisis for consumer products to reduce single-use plastics in its product assortment. Grove Collaborative has been plastic-neutral since 2020, recovering the same amount of ocean- and nature-bound plastic from the environment for every ounce of plastic that is sold online and in retail stores.

In July 2024, Grove announced a new goal to avoid 15 million total pounds of single-use plastic waste from entering the environment from 2020 to 2030 by offering products with little to no single-use plastic. As of December 31, 2024, Grove has avoided 8.1 million pounds of single-use plastic waste — 54% of Grove’s total goal — since 2020.

Key strategy and metric updates to Grove’s plastic initiatives include:

- **Plastic Recovered:** Collected 2.0 million pounds of plastic (down from 2.4 million pounds in 2023) in 2024 in partnership with plastic recovery platform rePurpose Global as part of Grove’s plastic neutrality commitment, bringing the Company’s total plastic recovered to over 17.2 million pounds since 2020.
- **Plastic Intensity:** Reached the lowest total ratio of pounds of plastic sold per \$100 of revenue for all sales across Grove.co and retail partners, reaching an average 1.05 pounds of plastic per \$100 of revenue in 2024 (down from 1.10 pounds in 2023).
- **Beyond Plastic™ Badges:** Expanded its digital badging across on Grove.co, including “100% Plastic Free,” “Reduced Plastic Waste,” and “No Single Use Plastic,” to make it easier than ever for customers to shop sustainably and make more informed purchasing decisions based on the amount of plastic in each product.
- **Beyond Plastic™ Assortment:** Increased the percentage of owned brand assortment that meets Grove’s Beyond Plastic™ standard for “100% Plastic Free,” “Reduced Plastic Waste,” and “No Single Use Plastic” products, with the total percentage of products that qualify reaching 81% in 2024 (up from 79% in 2023) and total revenue from those qualifying products increasing to 68% in 2024 (up from 66% in 2023).
- **Beyond Plastic™ Impact:** Reported on the overall impact of customers adopting Grove Co. concentrated formulas or refill systems to reduce plastic waste, as well as reduced plastic Grove Co. and third party products. Sales of these products avoided 1.1 million pounds of plastic in 2024 alone.

Environmental AND Human Health

Sustainability isn’t just about protecting the planet – it’s also about protecting the people who call it home. Everyday essentials that we use in our homes touch both human and environmental health, and the choices we make everyday can either support our health and well-being, or expose us to harmful chemicals and materials. In the second half of 2024, Grove expanded their focus from its heritage in environmental sustainability into the intersection of environmental and health, recognizing that a healthy home starts with the products consumers use and the ingredients and materials they contain.

Grove’s commitment to human health means creating a higher standard for customers as well as the retail and consumer products industry. What touches a customer’s skin, food, pets, and family matters and Grove’s broadened focus intends to build its brand as the trusted source for safe products. In 2025, Grove will be expanding its standards for product vetting and curation to provide even more transparency and information to empower customers to make healthier decisions for themselves, their families, and the planet.

Grove’s standards include:

- **Ingredient Safety:** Must be free from any of our anti-ingredients prohibited by Grove due to potential health risks.
- **Material Standards:** Made from vetted materials like PFAS-free cookware, FSC-

certified bamboo, and glass alternatives to plastic.

- **Plastic Reduction:** We prioritize products aligned with our Beyond Plastic™ standard, reducing plastic exposure in the home and minimizing the risk of chemical additives and microplastics ([source](#)).
- **Trusted Certifications:** Prioritizes third-party certifications, such as USDA Organic, GOTS, and EWG Verified, to validate safety claims.
- **Ingredient Transparency:** Full ingredient disclosure ensures customers know what's in their products.
- **Advocacy:** We support legislation for safer materials, ingredients, and stronger transparency standards.

About Grove Collaborative Holdings, Inc.

Grove Collaborative Holdings, Inc. (NYSE: GROV) is the one-stop online destination for everyday essentials that create a healthier home and planet. Explore thousands of thoughtfully vetted products for every room and everyone in your home, including household cleaning, personal care, health and wellness, laundry, clean beauty, kitchen, pantry, kids, baby, pet care, and beyond. Everything Grove sells meets a higher standard — from health to sustainability and performance — so you get a great value without compromising your values. As a B Corp and Public Benefit Corporation, Grove goes beyond selling products: every order is carbon neutral, supports plastic waste cleanup initiatives, and lets you see and track the positive impact of your choices. Shopping with purpose starts at Grove.com.

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