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Grove Collaborative Releases 2025 Annual Sustainability Report, Advancing Leadership in Plastic Reduction and Human Health Standards

Company reduces plastic footprint for the third consecutive year, expands ingredient standards to more than 10,000 banned and restricted ingredients, and deepens its commitment to the intersection of human and environmental health

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 Sustainability Report for 2025. The report delivers a comprehensive update on Grove's progress across plastic reduction, ingredient safety, climate action, forest conservation, and equity and belonging — reflecting the Company's deepening commitment to the intersection of human and environmental health, and its mission to transform the consumer products industry into a positive force for people and the planet.

"We are building a platform that brings together high standards, broad assortment, and operational efficiency to serve millions of households. As we grow, we will continue to raise the bar for product safety, expand our impact on plastic reduction, and earn the trust of customers who increasingly expect more from companies."

— Jeff Yurcisin, CEO, Grove Collaborative

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

Go Beyond Plastic™

2025 marked Grove's strongest year of plastic reduction, with the Company reducing its total plastic footprint to 1.52 million lbs. — a 41% reduction from the 2023 baseline — and achieving a new company-low plastic intensity of 0.90 lbs. per \$100 of net revenue. Since 2020, Grove has surpassed 18.7 million lbs. of nature-bound plastic collected through rePurpose Global, while customers purchasing plastic-reducing products have helped avoid over 8.5 million lbs. of plastic to date.

- **Beyond Plastic™ Assortment:** 76% of Grove Co. SKUs now qualify under the Beyond Plastic™ standard, with net revenue from 100% Plastic Free products reaching 32% for 2025 — up from 26% in 2024.
- **Packaging Innovation:** Launched FSC-certified paperboard gabletop refill cartons for

Grove Co. hand soap, dish soap, laundry detergent, and fabric softeners — a lower-carbon alternative to previous aluminum packaging — and introduced home-compostable toilet bowl cleaner pod packaging using FSC-certified paper pouch and cellulose film.

Grove also reduced third-party brand plastic intensity on Grove.com from 1.01 to 0.87 lbs. per \$100 of net revenue from 2024 to 2025, demonstrating that Grove's impact as a marketplace extends well beyond its own brand. In partnership with 5 Gyres, Grove's Spring 2025 limited edition collection raised funds to advance microplastics research, reinforcing the Company's view that plastic reduction is inseparable from human health.

Human and Environmental Health

Sustainability isn't just about protecting the planet — it's about protecting the people who call it home. In 2025, Grove expanded its Healthier Homes initiative, building what it believes to be the most comprehensive product vetting and curation standards in retail.

- **Ingredient Standards:** Expanded Grove's banned and restricted ingredient list to more than 10,000 ingredients — including over 3,000 outright banned — covering hormone disruptors, microplastics, skin sensitizers, and indoor air quality concerns, informed by leading EU safety frameworks.
- **Expanded Assortment:** Grew the marketplace by more than 40%, adding 100+ brands across cleaning, personal care, and wellness, with 300+ vetted brands now spanning 80 categories — including over 750 vitamin and supplement products hand-picked by Grove Wellness Advisors.

More than 96% of customers report trusting Grove to provide safe, healthy products, and nearly 80% say shopping with Grove has changed their daily habits toward more sustainable choices.¹ Grove also published a library of science-backed Healthier Home Guides — covering topics from microplastics to safer pest control and refillable systems — to help customers make more informed decisions for their families.

Climate Action & Emissions

Grove continues to advance against its science-based targets approved by SBTi, committing to reduce Scope 1 GHG emissions by 42% by 2030 and sourcing 100% renewable electricity annually.

- **Grove Impact Network:** Launched a new program to help brands and suppliers on the Grove platform set and measure climate goals, beginning direct outreach with the Company's largest suppliers to co-develop emissions reduction strategies.
- **Sustainable AI:** Became one of the first companies in its industry to disclose and measure its AI-related carbon footprint in partnership with Gravity, an open-source methodology now available for broader industry adoption.

Additional Highlights

In 2025, Grove customers contributed to 25,914 trees planted, 13,327 acres of land conserved, and 354,782 lbs. of plastic collected through Environmental Impact Shop partners. The Company made \$327,423 in 2025 charitable donations and continued

prioritizing products from women, BIPOC, LGBTQ+, and veteran-owned or -founded businesses across its assortment.

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. Everything Grove sells meets a higher standard — from health to sustainability and performance — so you get great value without compromising your values. As a B Corp and Public Benefit Corporation, every order is carbon neutral and supports plastic waste cleanup initiatives. Shopping with purpose starts at Grove.com.

¹ March 2026 internal survey of 1,050 active Grove customers.

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