



When shopping with Hive, customers will receive a full report at checkout that shows how their purchases made a positive impact | Photo source [Hive](#)

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AN ONLINE MARKETPLACE THAT MAKES SUSTAINABLE SHOPPING EASY



Hive has launched an online marketplace that only stocks products with low impact ingredients, environmentally-friendly packaging, a low-carbon footprint and a commitment to social good

Spotted: Sustainable products can sometimes be challenging to source and turning to old comfort foods to keep our shelves stocked may seem easier. Startup Hive has developed a solution, with their new online marketplace and a one-stop shop for conscious consumers. The company curates its products by only stocking delicious goods that have low impact ingredients, environmentally-friendly packaging, a low-carbon footprint and a commitment to social good.

When shopping with Hive, customers receive a full report at checkout that shows how their purchases made a positive impact in terms of recycling, fighting deforestation or causes that have been donated to. Eventually, customers will be able to see the cumulative effects of their purchases. Over 400 of Hive's products are verified for fair or direct trade practices and sustainable agriculture, and 65 environmental and social certifying groups are represented across the brands that the company works with.

Hive is working to get as close to a zero-waste model as they can, and currently 99 per cent of their product packaging is recyclable or compostable. However, some products come in plastic packaging that can't be recycled by most pickup services, so to avoid these filling up landfills, Hive has partnered with innovative recycling company TerraCycle. Customers have the option to pay an additional €0.85 to be sent a prepaid bag, which they can fill with any hard-to-recycle items and

send back to Hive. Once the company has a critical mass, they send it to TerraCycle to be turned into something else.

Hive's market is now open to the public and is shipping across the US. Orders will typically take two to five days to arrive, as the company is using ground shipments.

Written By: Katrina Lane

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Takeaway:

Many consumers are now trying to shop sustainably, but the challenge of having to source these products from different places can put people off. Hive's launch has the potential to reinvent grocery shopping: by stocking all these sustainable products together, consumers are able to easily find what they are looking for. Furthermore, by working with sustainable brands and giving them a platform, Hive is making sure that they are not losing out to big companies.