



TRIVIUM
PACKAGING

Buying green.

The numbers behind a growing shift to sustainability.



A sustainable demand.

Awareness is growing.

According to the U.S. EPA, the percent of consumer packaging and containers recycled by weight grew from 38% in 2000 to 53% in 2015. People are clearly recycling more and with increased exposure to news stories on the impact materials like plastic are having on the environment, products in non-sustainable packaging are being forced to consider changes.

Is packaging that's better for the environment also better for your bottom line?

The public's shift in attitudes is causing consumer brands who depend on non-sustainable packaging to consider eco-friendly packaging. But in highly competitive markets with shrinking margins, is the move worth it?

An unprecedented study

To shed an impartial light on the topic, we commissioned the Boston Consulting Group to survey more than 5,000 consumers whose gender, age and income closely aligned with U.S. Census data. Our goal was to capture their attitudes toward sustainability, material packaging preferences and their willingness to pay more for eco-friendly packaging.



The world is
changing and so
are attitudes.

57% of consumers
surveyed define themselves as
“environmentally aware”.

Somewhat surprisingly, older consumers (50+) were more likely to identify as environmentally aware (63%) than those under 35 (54%).

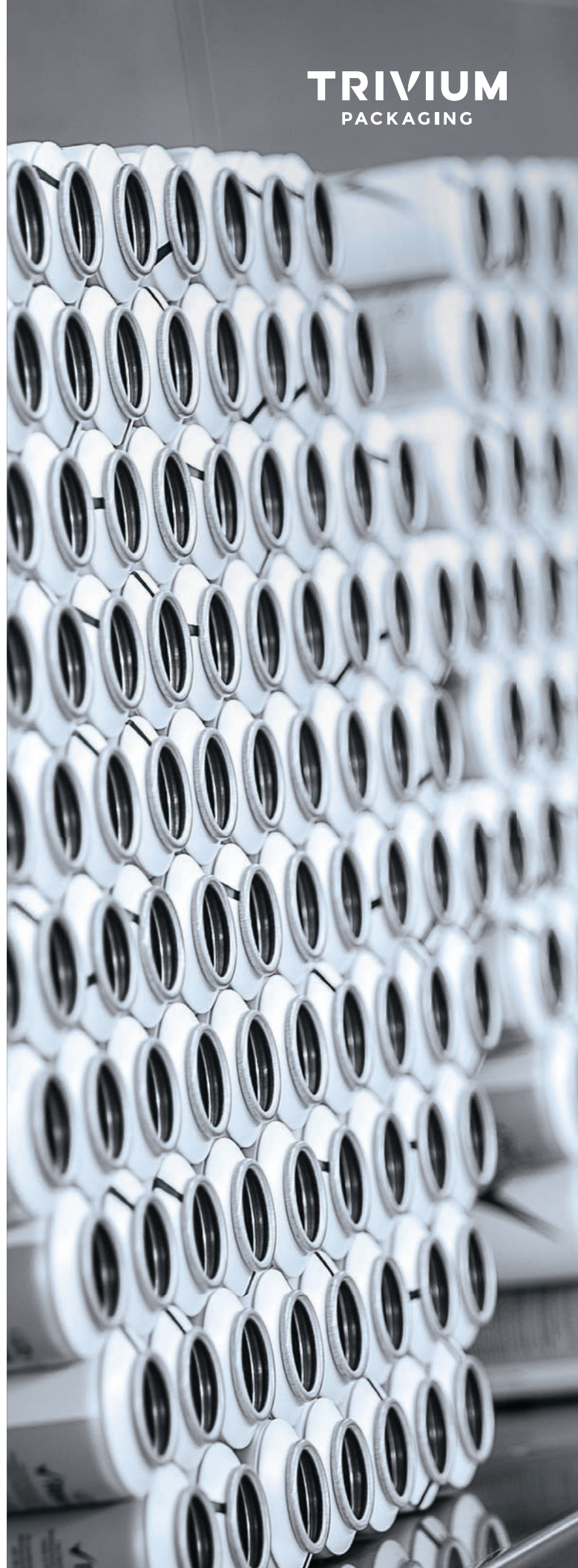
62% of consumers
surveyed said it's important to them
that the products they buy are in
environmentally friendly packaging.

This indicates that environmentally friendly packaging is a strong consideration for even some consumers who don't identify as environmentally aware.

44% of consumers
surveyed said the
sustainability of
packaging is a factor
in their decision-
making process.



The same percentage of consumers said they actively look for recyclability information on product packaging.



Packaging perceptions: What is recyclable?

According to survey respondents, metal outperforms plastic

Plastic was associated with ocean pollution 4.3x more than metal and also associated with waste 2.4x more than metal was.



Metal was associated with being eco-friendly 1.7x more than plastic. Aluminum was associated with recyclability 1.4x more than plastic.



Why this matters.



37% of consumers surveyed said they won't buy products in harmful packaging.

In other words, companies with products in environmentally harmful packaging may not even be in the consideration set of over a third of potential consumers.



57% of consumers surveyed said they are less likely to buy products in packaging that is harmful to the environment.

That is the same percentage of respondents that identified as environmentally aware.

Packaging worth paying for.



consumers surveyed are **willing to pay** at least **5% more** for eco-friendly packaging

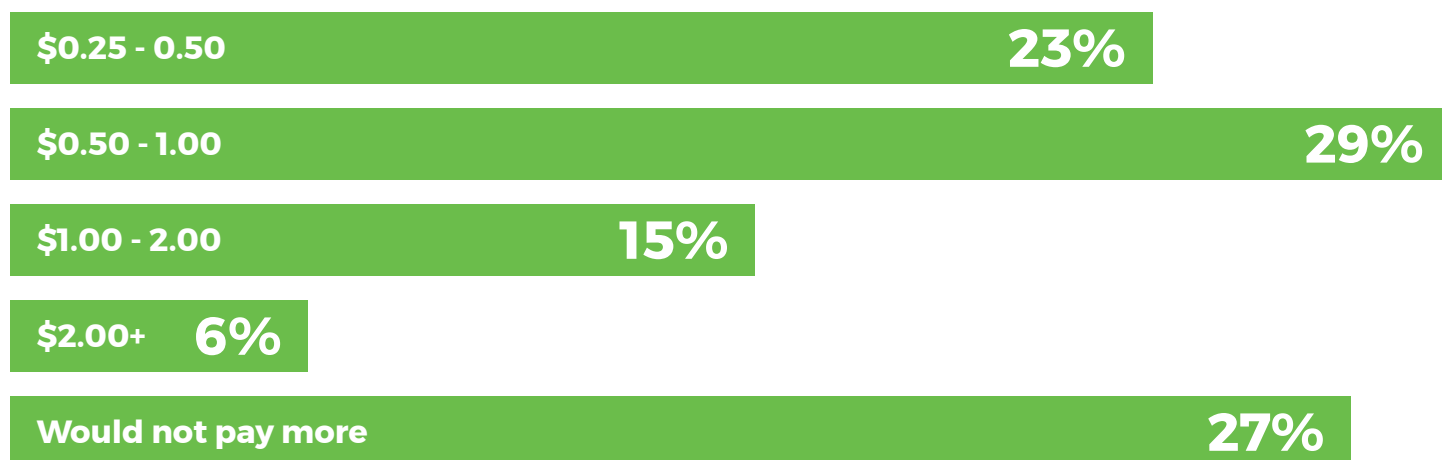


consumers surveyed are **willing to pay** at least **10-20% more** for eco-friendly packaging

These results are encouraging for brands considering the move to more sustainable packaging.

Putting a price on preference.

A majority of consumers will pay more for eco-friendly packaging.*



*Based on a \$10.00 product.



Study after study shows sustainability drives sales.

A study by NYU Stern found that **sustainability marketed products grew 5.6 times faster** than conventionally marketed products. And in over 90% of individual product categories, sustainable-marketed products outpaced the growth of their categories.

A recent study by Neilson examined the impact of sustainability on product sales across three fast-moving categories – chocolate, coffee and bath. It found the dollar sales of items that included sustainability claims grew twice as fast as the weighted average of the three categories combined.

The bottom line on sustainability.

Eco-friendly packaging is becoming a priority to more and more consumers. Research shows people across all age groups and income levels care more and are willing to pay more for products in eco-friendly packaging.

For companies all over the world, the move to sustainable packaging is one that's resulting in increased sales, elevated perceptions and better profitability.



ContactUs@TriviumPackaging.com
TriviumPackaging.com