

Sustainable Packaging for Beverage Shoppers

The Key to Understanding the Beverage Consumer's Mindset

The Transformation of the Beverage Consumer and the Enhanced Position of Packaging

The results of a new, groundbreaking study are in, and it could affect both the packaging and consumer buying behavior for beverage brands in the United States. EcoFocus Worldwide, a major research group focused on pinpointing the sustainability behavior of consumers, has released a comprehensive study that could educate and alarm the beverage packaging industry:

- Consumers want packaging that aligns with their attitudes on the environment
- Packaging must address changing roles concerning economic, environmental and health issues to attract consumers
- Consumer perceptions on eco-friendly packaging are changing, and packaging is taking a stronger position among beverage brands

Gain a competitive edge by acquiring in-depth knowledge of the shifting beverage marketplace, based on this comprehensive study of U.S. consumers.

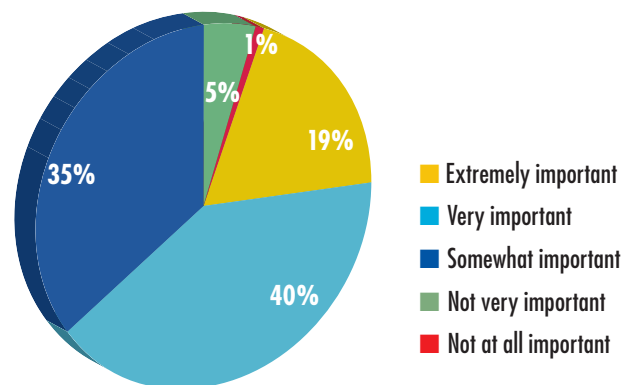
84% of Beverage Shoppers are EcoFocus Consumers Who Care™. Most agree it's not only important, but that they are ready to make changes for a more eco-friendly lifestyle.

76% of Beverage Shoppers strongly agree or agree that "being eco-friendly is a way to improve my quality of life."

94% of Beverage Shoppers believe the importance of choosing foods or beverages that are packaged responsibly is either "extremely important," "very important," or "somewhat important."

63% of Beverage Shoppers strongly agree or agree that "I try to buy products in packaging that is recyclable."

Importance of choosing foods or beverages that are packaged responsibly



Source: Sustainable Packaging for Beverage Shoppers

This report features in-depth analysis and insights covering:

- Consumer attitudes towards purchasing eco-friendly packaged products
- Consumer beliefs regarding manufacturers and environmental responsibility
- Perceptions consumers have towards eco-friendly products
- Demographic data of beverage purchasers
- Preferences in shopping destinations and eco-friendly retailers
- Consumer perceptions on the impact their eco-friendly purchases have on the environment

This report will allow you to understand how to satisfy the consumer mindset on the environment:

- Identify and remove barriers to desirable eco-friendly behaviors for beverage shoppers
- Develop an eco-friendly brand image to increase sales
- Produce eco-friendly packaging that is convenient for consumers
- Learn where to target consumers interested in eco-friendly products and how to reach them
- Pursue other opportunities to merge economic or health benefits with eco-friendly advantages
- ...and more!

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Executive Summary of Learnings

Four EcoFocus Actions for Beverage Packagers

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2. Higher Order Benefits
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