

Sustainable Packaging

for Beverage Shoppers



II. Attitudes And Actions Toward Sustainability

Reducing Waste, Disposing of Packaging

Reducing waste and pollution are the most important environmental priorities for Beverage Shoppers today. x in 10 Beverage Shoppers agree it does not matter whether you believe in global warming; reducing waste and pollution is just common sense. Beverage packaging waste is one of the most visible culprits for consumers.

Beverage Shoppers want more direction from packagers about how to recycle or otherwise dispose of packaging responsibly.

EcoFocus expects that future consumers will

Whether you believe in global warming or not, reducing waste and pollution is just common sense

Manufacturers need to do a better job of telling me how to recycle or dispose of their packaging

■ Strongly Agree or Agree

Key Insight:

x%

Extremely or very important to limit the amount of waste my household produces

Beverage Shoppers want companies to help them to reduce waste both at home and away from home.

Already, a company's commitment to reducing waste or providing ways to responsibly dispose of packaging has an extremely or very positive influence on purchase decisions for more than two in three Beverage Shoppers.



Influence Of Company Commitment On Purchase Decision:	Reducing Waste	Providing Ways To Dispose Of Packaging
Extremely positive influence		
Very positive influence		
Somewhat positive influence		
Not a very positive influence		
Not at all a positive influence		

SAMPLE CHART ONLY

III. Rethinking Packaging

Packaging Features Are A Balancing Act For Consumers

Beverage Shoppers expect packagers to deliver same or better packaging performance plus eco-friendly advantages. They will weigh the pros and cons of more eco-friendly packaging with their usual expectations for product protection, freshness, convenience, performance, safety and more.

Most will not make compromises on these expectations for eco-friendly benefits. For example, if the sustainable beverage cup does not keep the coffee hot or the iced tea cold, it is not an eco-friendly solution for Beverage Shoppers.

Success will be found where sustainability intersects with expected values and benefits.

Key Insight:

x%

Convenience is a major priority when it comes to packaging

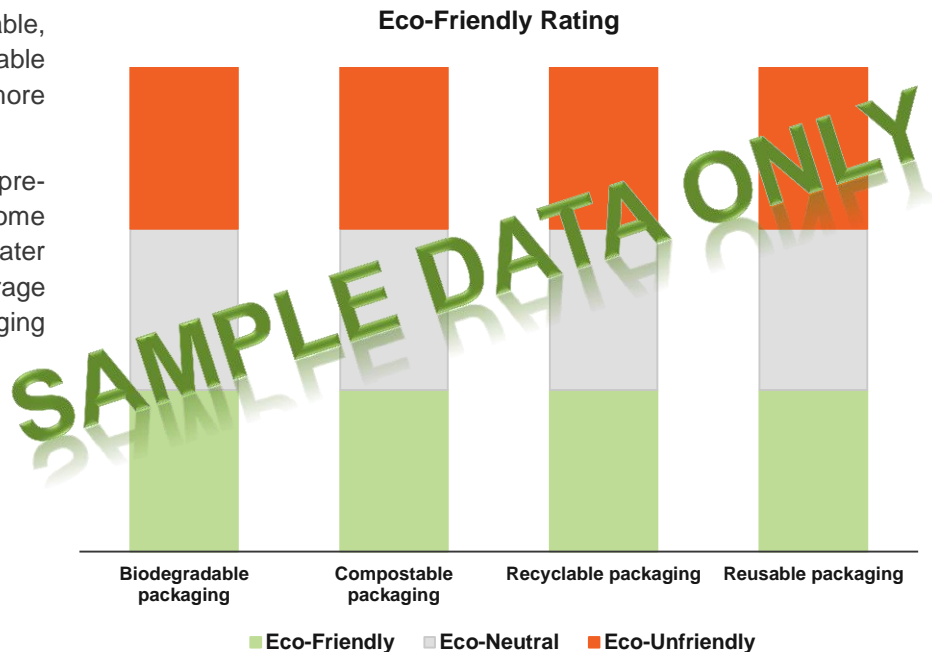


Packaging that is biodegradable, compostable, recyclable, or reusable is considered eco-friendly by more than x in 10 Beverage Shoppers.

New sources of competition for pre-packaged beverages will likely come from innovations like personal water bottles with built-in filters as Beverage Shoppers look for reusable packaging solutions.

x%

Use water filtering product



IV. Eco-Friendly Brands and Labels

Looking for Labels That Work Harder

Beverage Shoppers are looking for information on package labels, from content and sourcing claims to trusted certifications and brand names.

Consumers associate natural ingredients and local sourcing with sustainability. The most Important labels on packages are “no artificial ingredients,” “Made in the USA”, and “no preservatives”.

About x in 10 Beverage Shoppers consider “BPA-free” or “GMO-free” labels extremely or very important, a reflection of the Eco-Healthy Lifestyles™ trend. More than one in three consider “Fair Trade” and “Certified organic” important on labels when shopping.

Consumers have a hard time reconciling a brand that claims to be healthy or green with packaging that is not. Beware of inconsistencies.

Many feel that organic products are over-packaged and over-shipped, driving consumer demand for less packaging and locally produced products. Almost half of Beverage Shoppers agree that natural and organic products need to do a better job of using recyclable packaging.

x% Important to buy organic products that are locally produced

Key Insight:



Natural and organic products need to do a better job of packaging their products with recyclable materials

