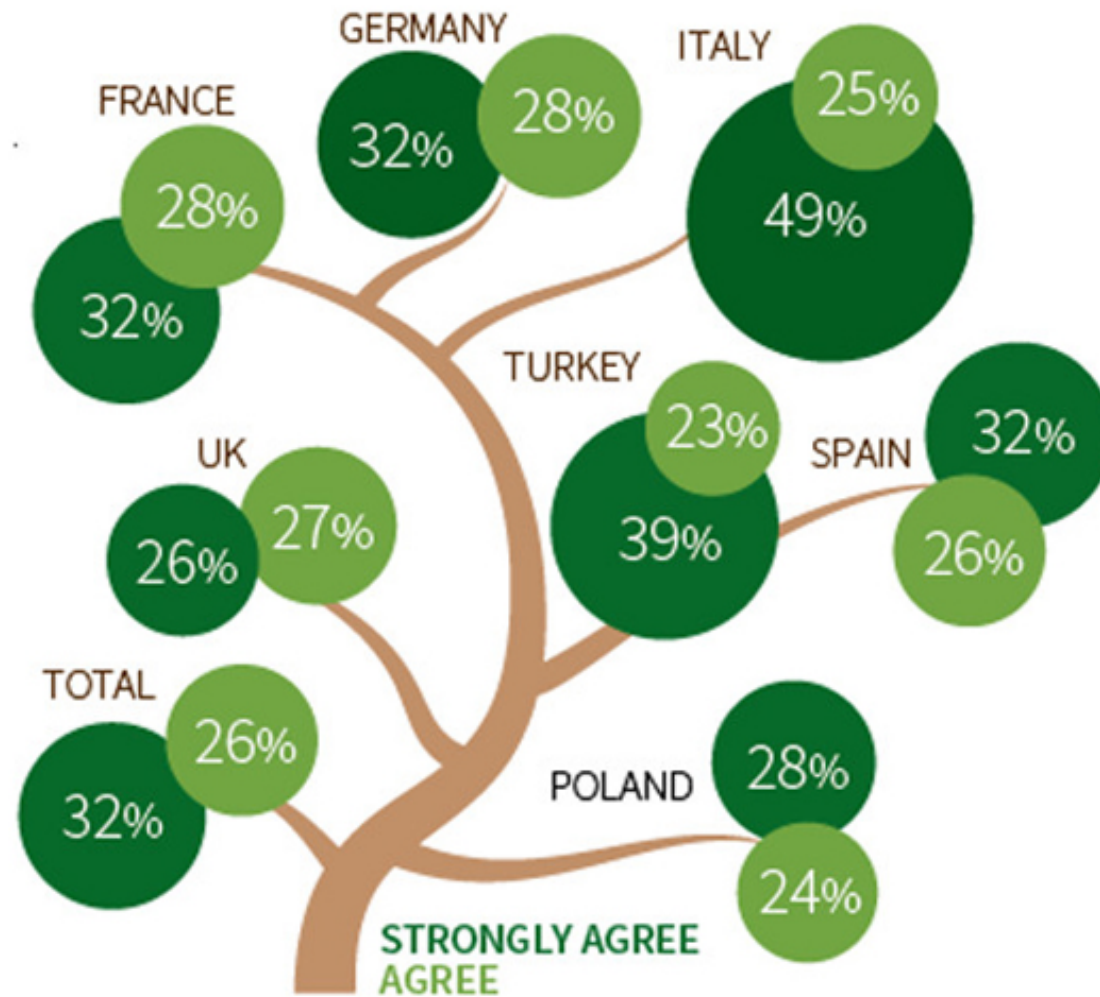
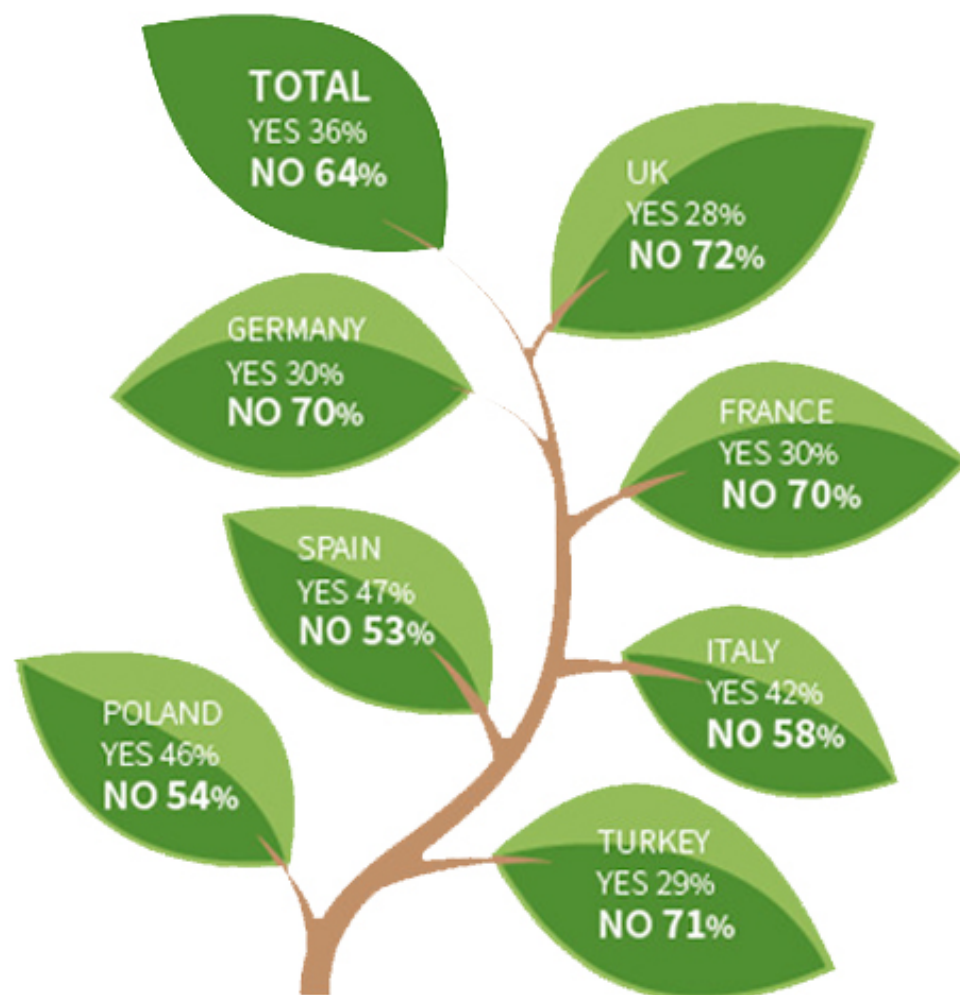


Should a tax be introduced to force brands and retailers to adopt more environmentally-friendly packaging?

58% agree.

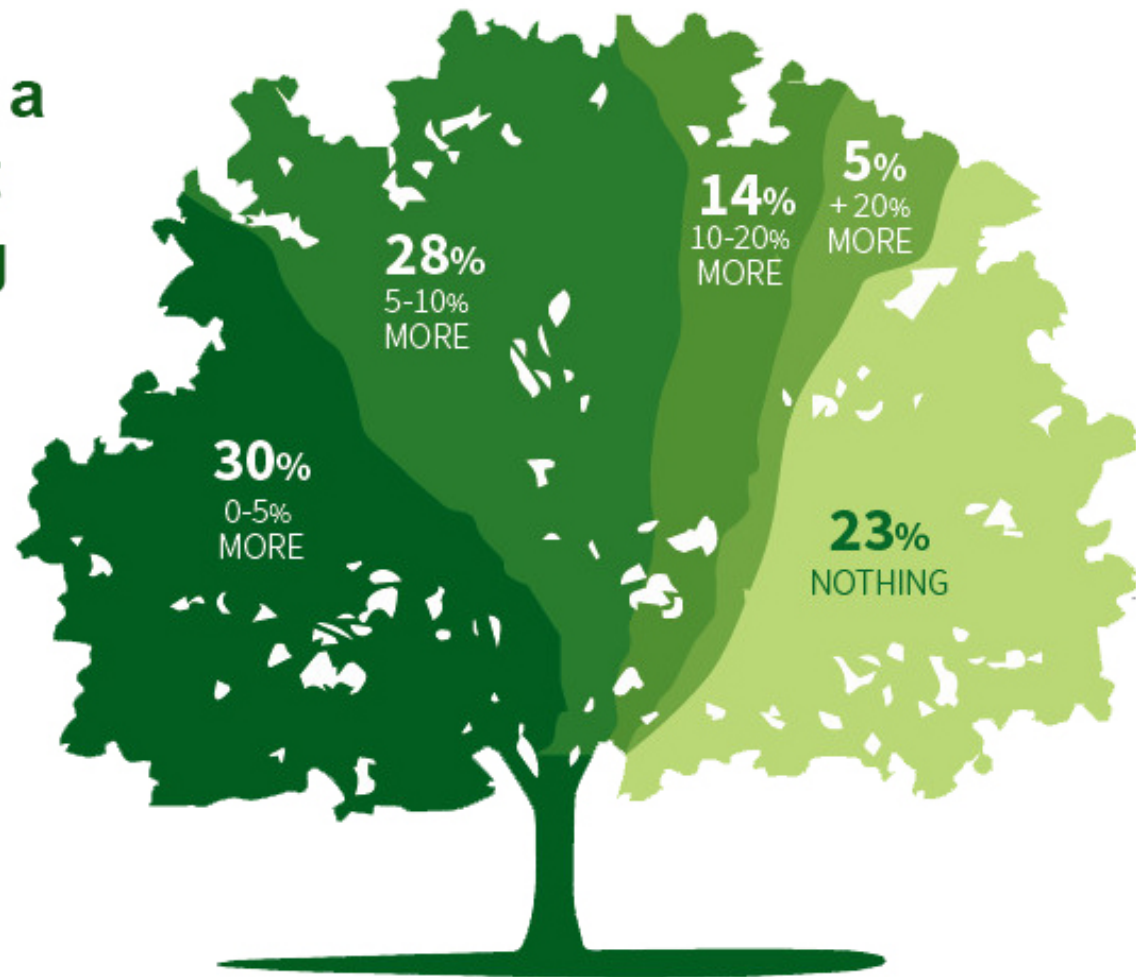


How many consumers think retailers and brands are doing enough to introduce environmentally-friendly forms of packaging?



How much extra
would you pay for a
product if it meant
that the packaging
of your desired
product has less
impact on the
environment?

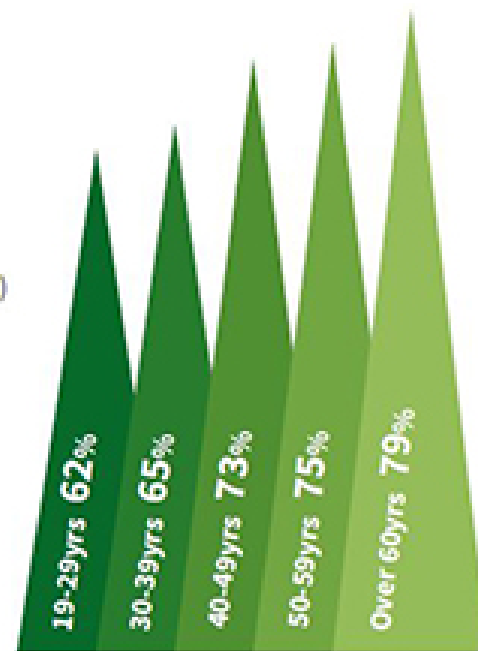
***77% would pay
more!***



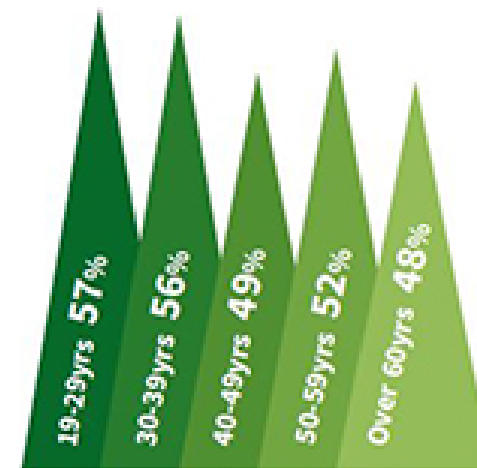
Which of the following have you changed in the last 12 months?

KEY Age group (all of Europe)

- ▲ 19-29 years old
- ▲ 30-39 years old
- ▲ 40-49 years old
- ▲ 50-59 years old
- ▲ Over 60 years old

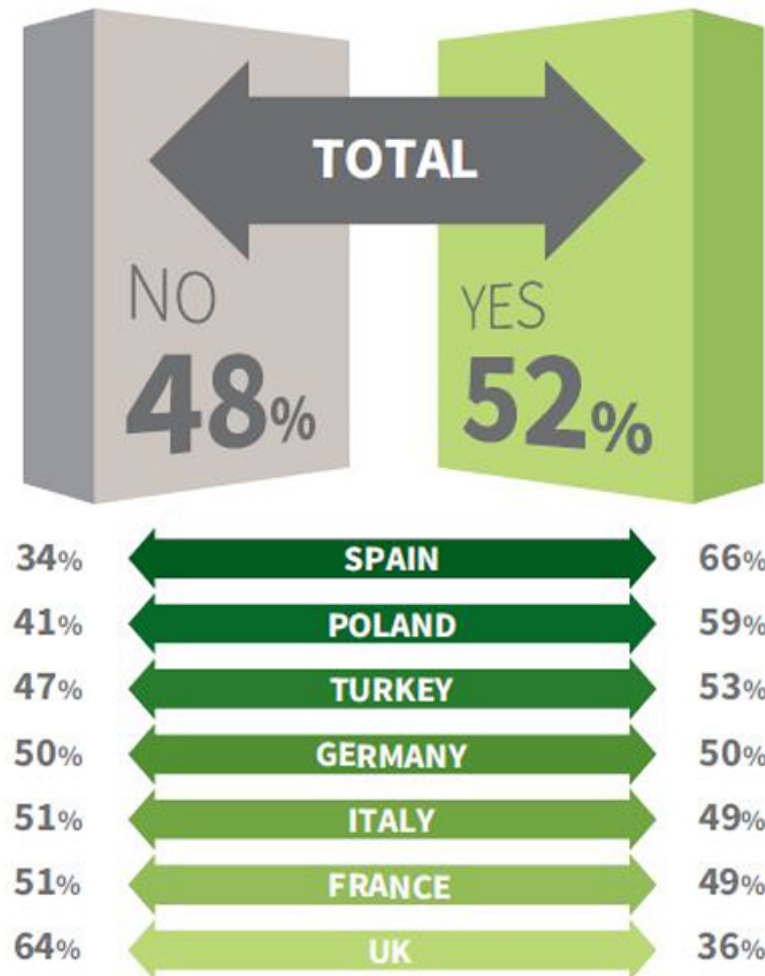


Number of shoppers recycling more of their waste

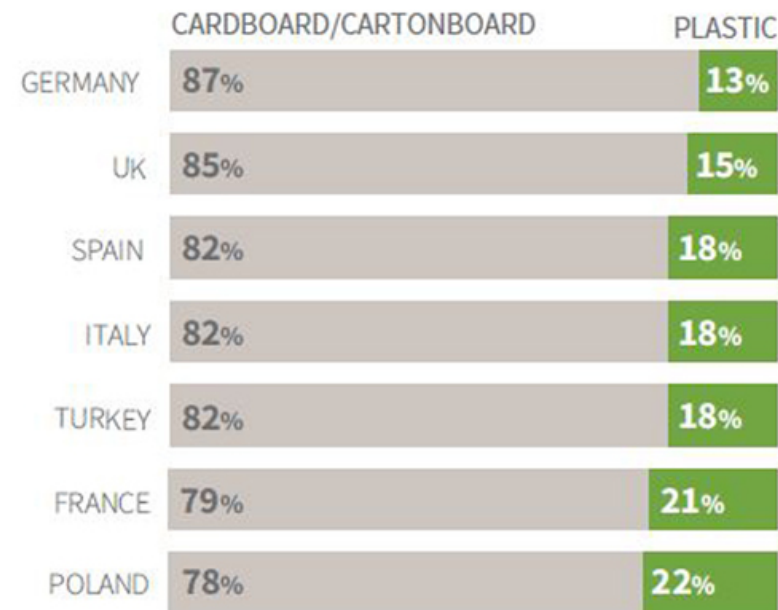


Number of shoppers purchasing more products in environmentally-friendly packaging

How you ever
switched brands
or products
because of
concerns about
the packaging
used?



If the same product was packaged in plastic and cartonboard, which one would you choose?



Which of the following have you changed in the last 12 months?

Purchasing more products in environmentally-friendly packaging



Recycling more of your waste



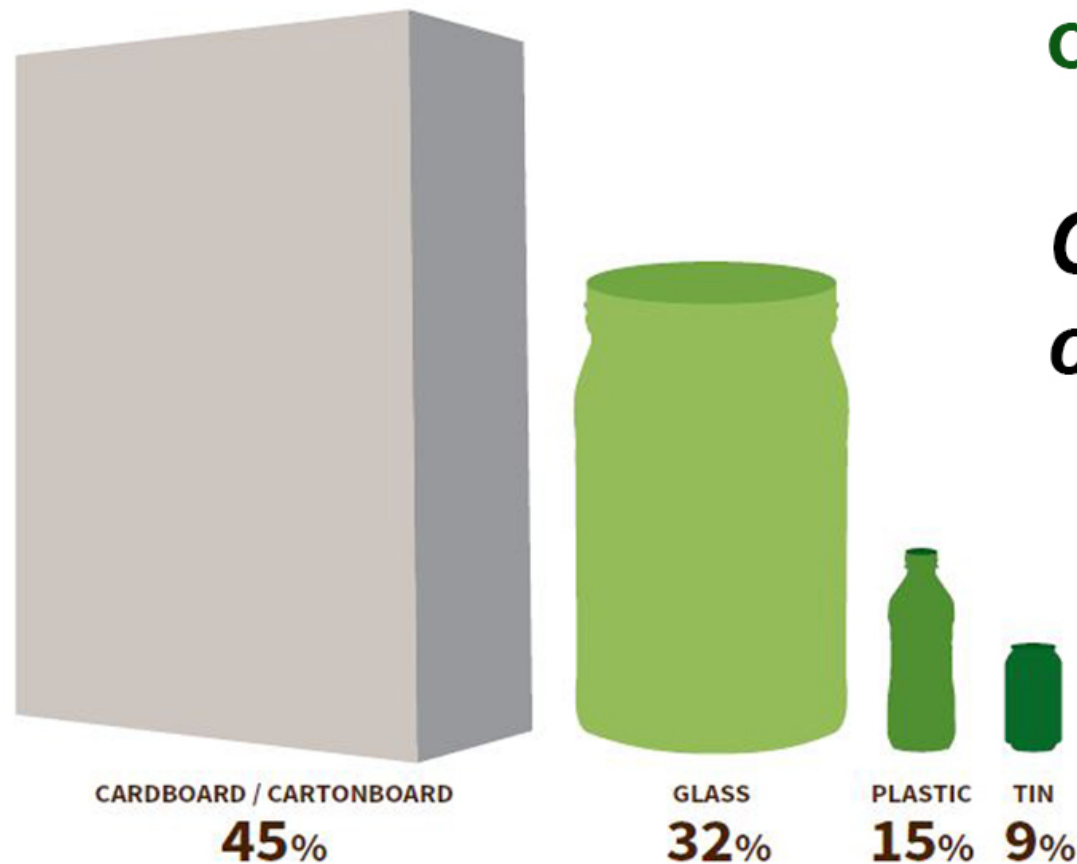
	UK	ITALY	TURKEY	FRANCE	SPAIN	POLAND	GERMANY
Recycling more of your waste	78%	74%	74%	70%	67%	66%	58%
Purchasing more products in environmentally-friendly packaging	55%	49%	56%	55%	51%	53%	52%

Consumers want more information on-pack to show how environmentally-friendly the package is.



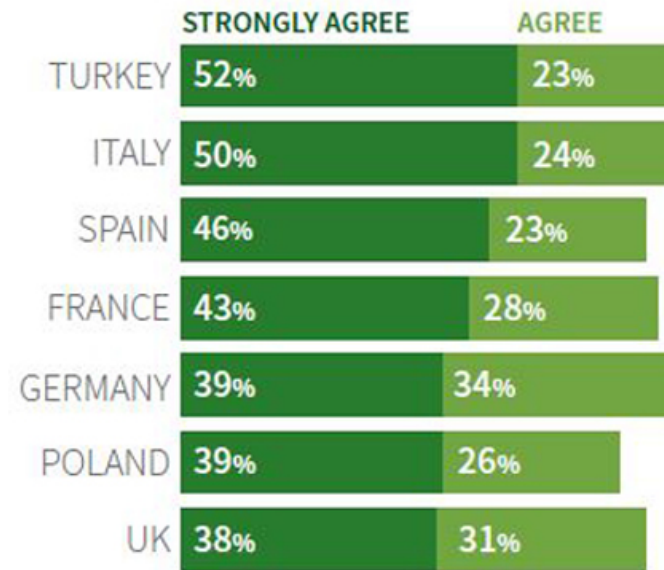
**What is the most
recyclable form
of packaging?**

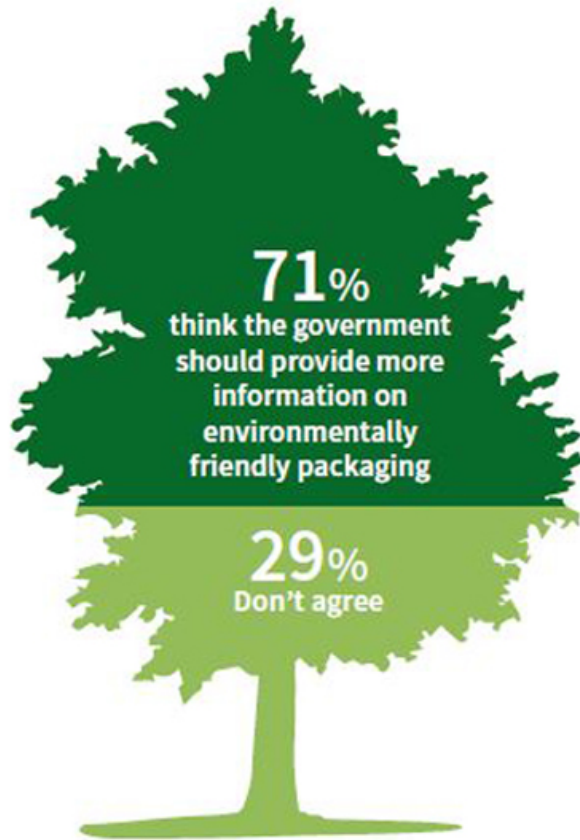
***Cartonboard, of
course.***



**Should the
government provide
more information on
environmentally-
friendly packaging?**

***71% of shoppers say
yes!***





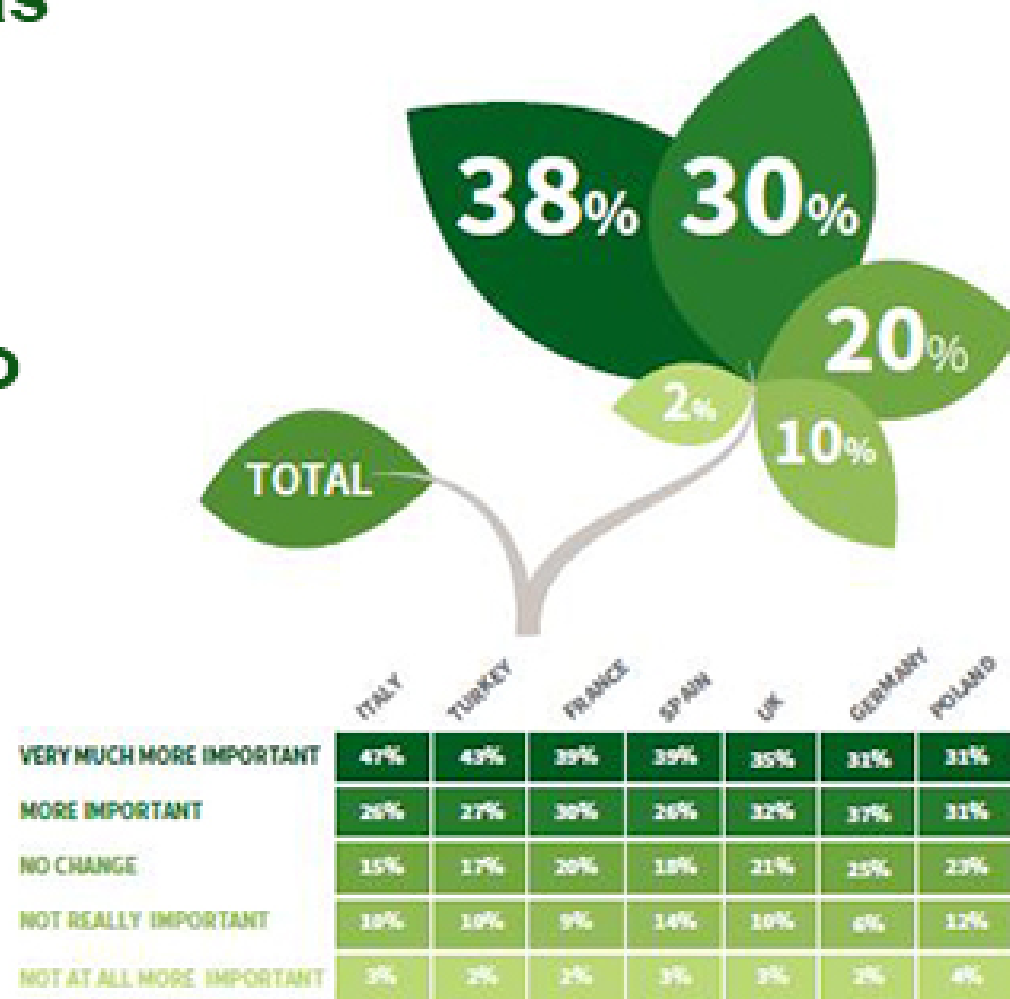
**Should the government
provide more information
on environmentally-
friendly packaging?**

71% say yes!

What are the
most important
packaging
features?



To what extent has becoming more environmentally-friendly become more important to households over the last 5 years?



Would shoppers choose to shop at a retailer that was proactively encouraging suppliers to adopt more environmentally friendly forms of packaging?

European consumers overwhelmingly say yes!

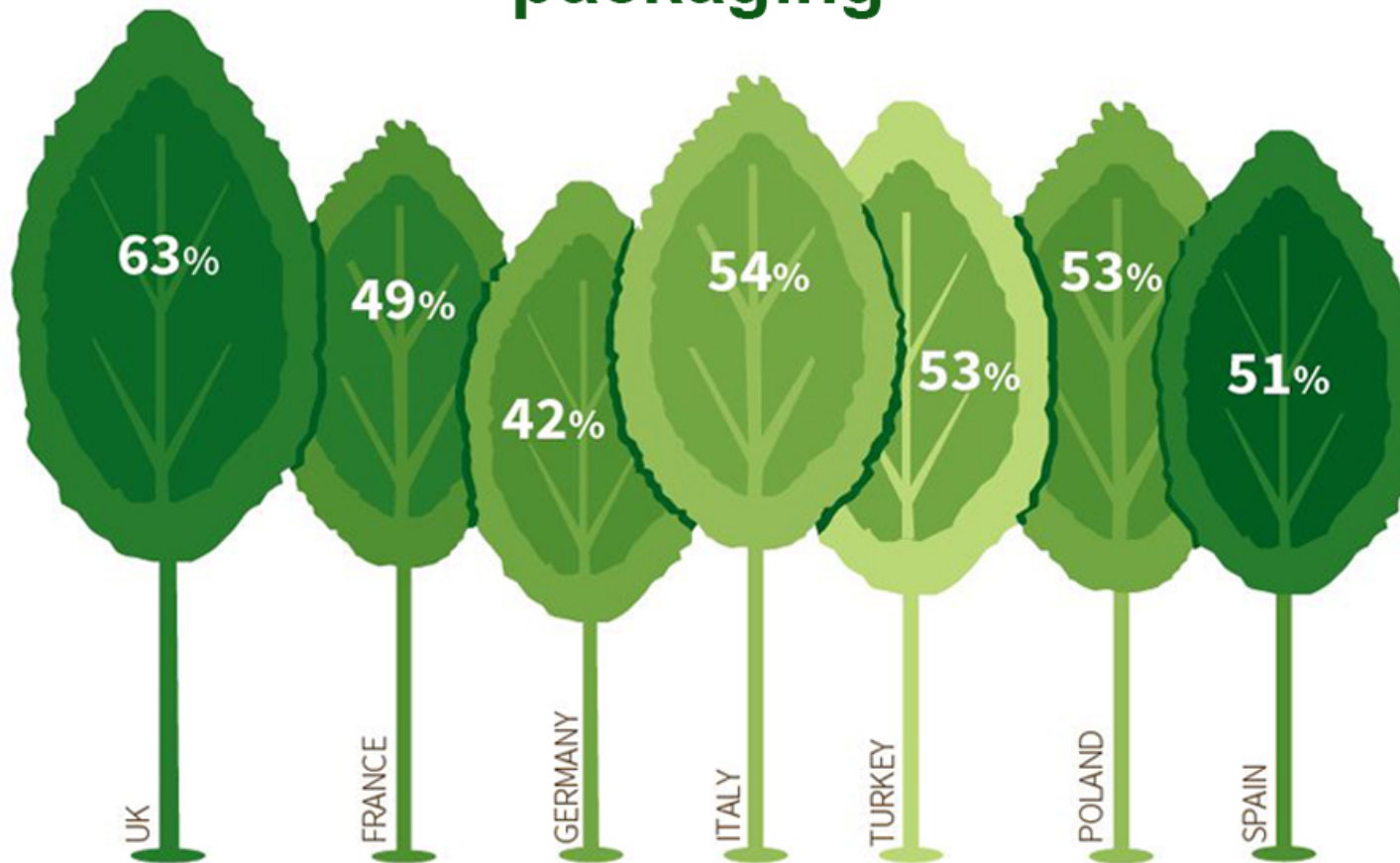


How many shoppers
say the impact of a
product's packaging
affects their
purchasing decisions?

***75% say it
does!***

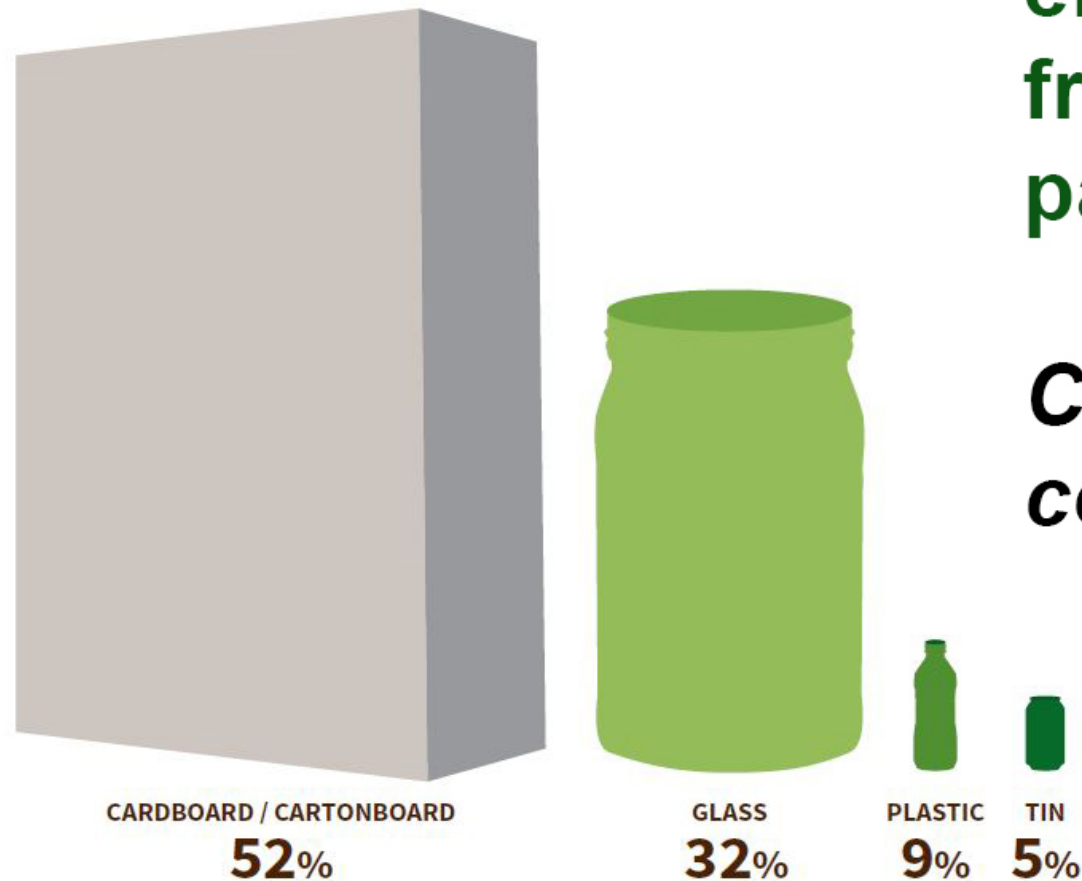


Consumers across Europe think cartonboard is the most environmentally friendly form of packaging



What is the most environmentally-friendly form of packaging?

Cartonboard, of course.





**Media coverage on
packaging waste has
influenced the
purchasing habits of
74% of European
consumers**