



PRO CARTON
PACKAGING FOR
A BETTER WORLD

Rethinking Packaging: A Consumer Study

Winfried Mühling
Marketing & Communications Director
Pro Carton



Agenda

WHO IS PRO CARTON?

CONSUMER STUDY NOVEMBER 2022

ENVIRONMENTAL CONCERNS

ATTITUDE ADJUSTMENTS

PACKAGING PERCEPTIONS

WHY CARTONS?



Pro Carton

Who are we?

Pro Carton is the [European Association of Carton and Cartonboard manufacturers](#). It represents members operating 50+ board machines in over 40 mills in 14 different countries in Europe and the carton converting industry.

Pro Carton promotes the use of cartons and cartonboard to brand owners, the trade as well as designers, the media, and policymakers as an economically and ecologically balanced packaging, that is renewable, biodegradable and recyclable.

Pro Carton members fully support sustainable forest management as an important pillar to mitigate negative impacts of climate change.

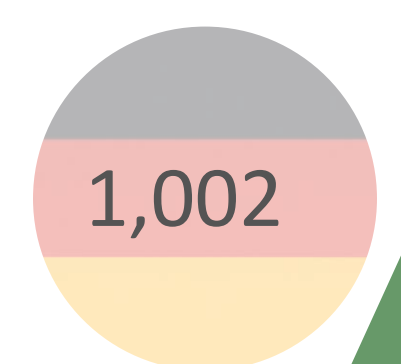
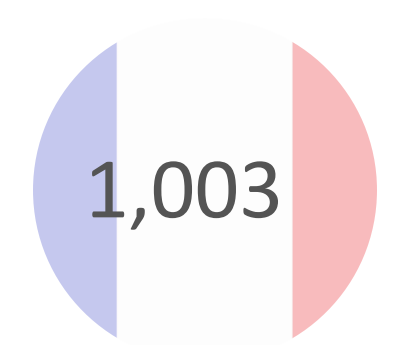
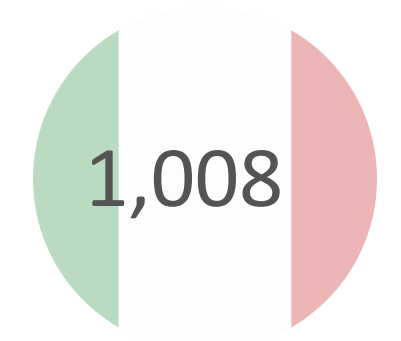
Pro Carton highlights innovative uses of carton and cartonboard by students, designers and brands through its annual awards programmes.



Consumer Perceptions

A pan-European study

+5000 CONSUMERS POLLED
FIVE COUNTRIES
EXCLUSIVE INSIGHTS
PACKAGING PERCEPTIONS
ENVIRONMENTAL ATTITUDES
KEY TRENDS AND CHALLENGES
CONDUCTED IN NOVEMBER 2022





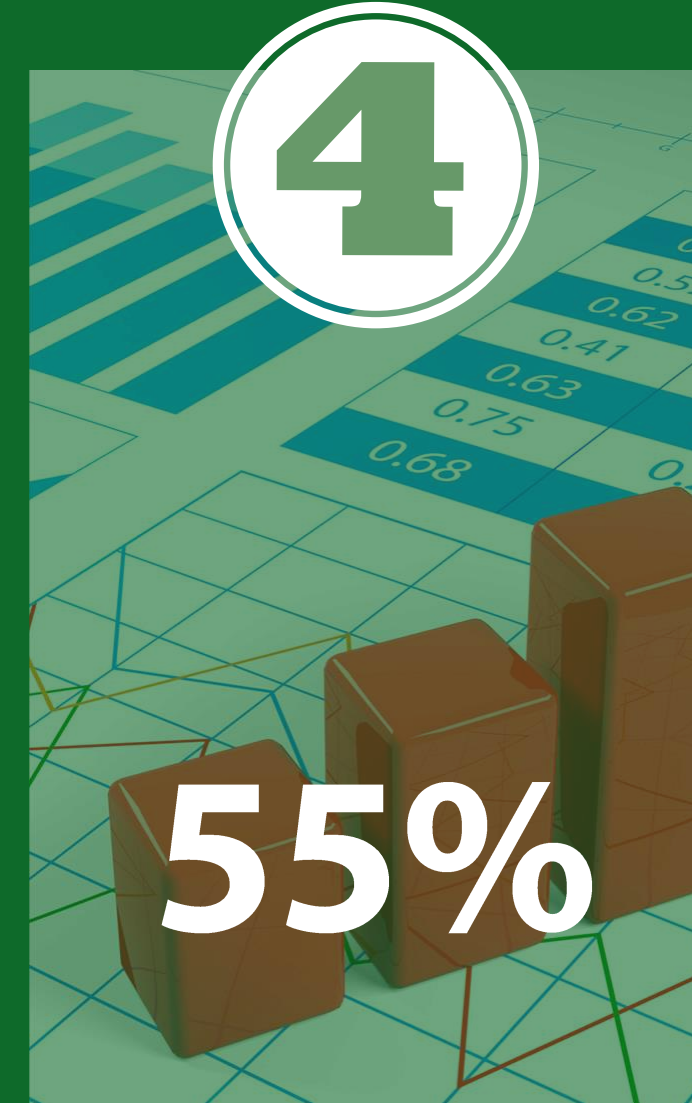
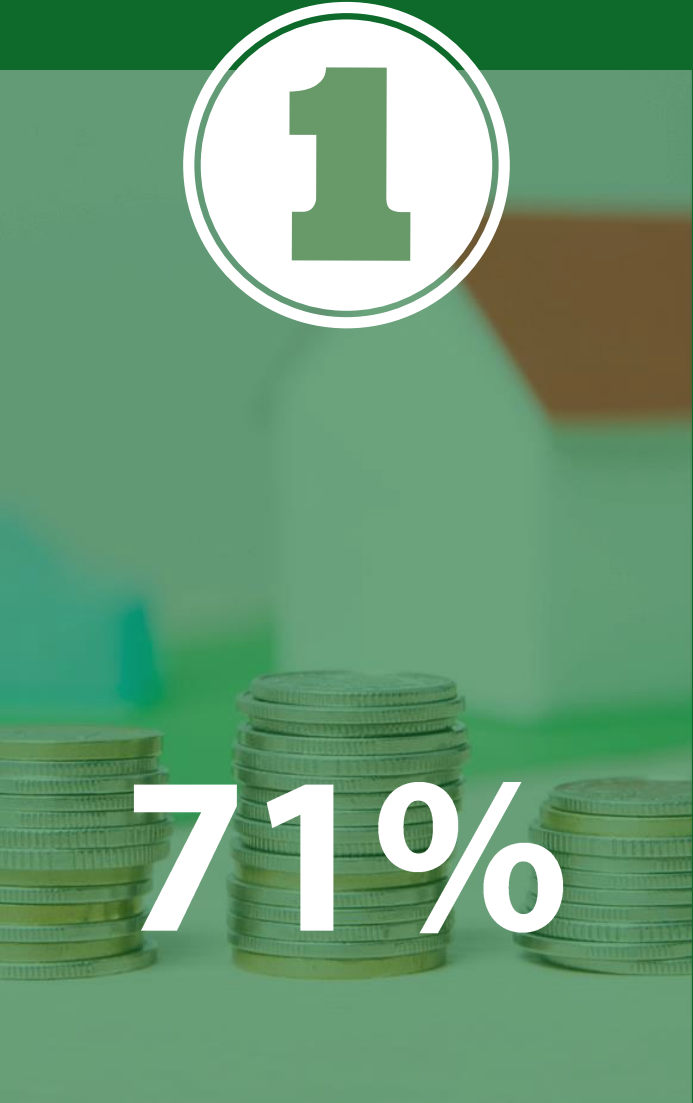
PRO CARTON
PACKAGING FOR
A BETTER WORLD

**Environmental Concerns:
What is keeping consumers
awake at night?**



What are the biggest issues facing us today?

Covid 19 is no longer on the list – 2022 is the year of inflation, extreme climate and warfare



COST OF LIVING

CLIMATE CHANGE

WARFARE

THE ECONOMY

POVERTY

Multiple answers possible

On Packaging - Who is in charge for our environment?

Strong believe in market forces

92%

An overwhelming majority of respondents believe producers and brand owners should do more to help the environment.



59%

A LOT MORE



33%

A BIT MORE

8%

Meanwhile, less than 10% believe it is the responsibility of local Government's to enact change.



Attitude Adjustments

What can companies/brands do to help?

1

Use more natural renewable materials

2

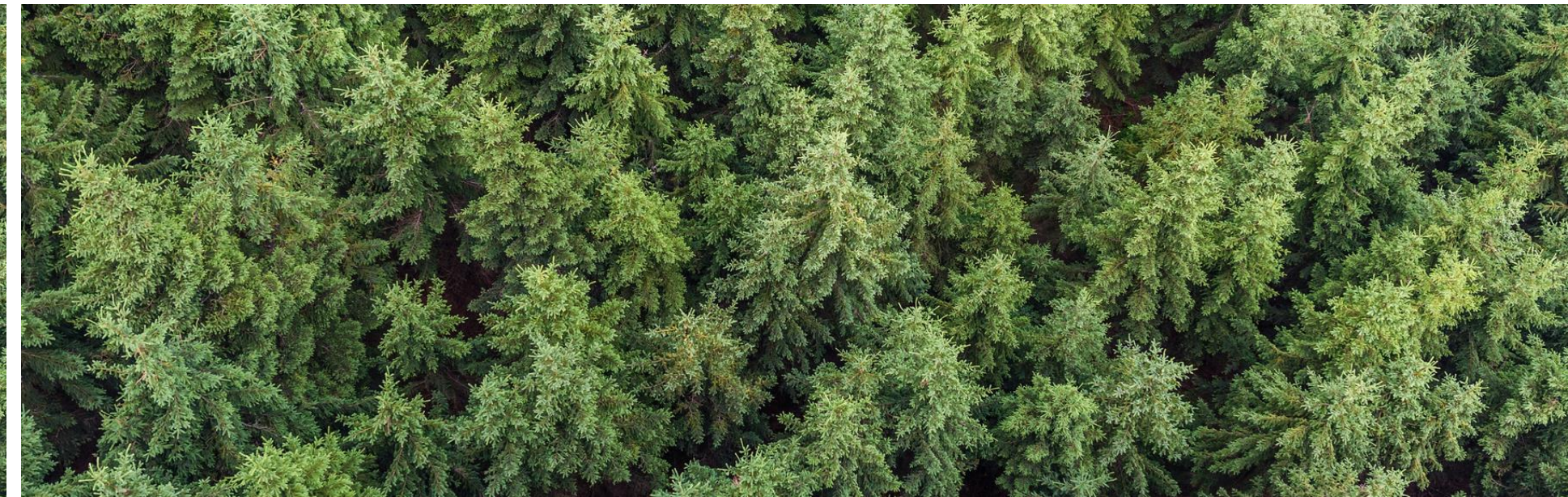
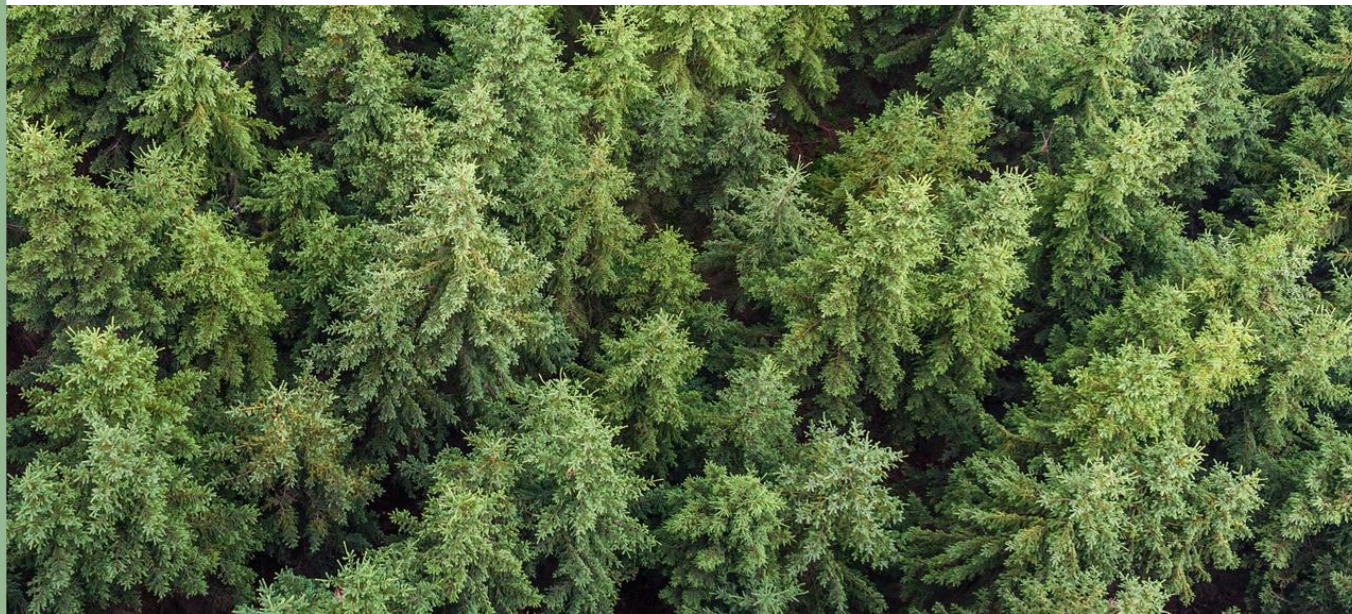
Use less man-made materials such as plastic

3

Display clear instructions on how to recycle the packaging

4

Add a colour code to the package to show the environmental impact of the product, including its packaging





PRO CARTON
PACKAGING FOR
A BETTER WORLD

Required Actions:
Consumers have a clear idea



Attitude Adjustments

Witnessing a step-change

58%

European consumers are recycling more than 12 months ago.

54%

Over half of European consumers say the environmental impact of a product's packaging has become more important in the last 12 months.

47%

One in two consumers have switched brands or products in the last 12 months because of concerns about the packaging used.

Understanding Recycling

How confident are you that the following materials are recyclable?





PRO CARTON
PACKAGING FOR
A BETTER WORLD

Why Cartons?



Cartons are leading in circularity



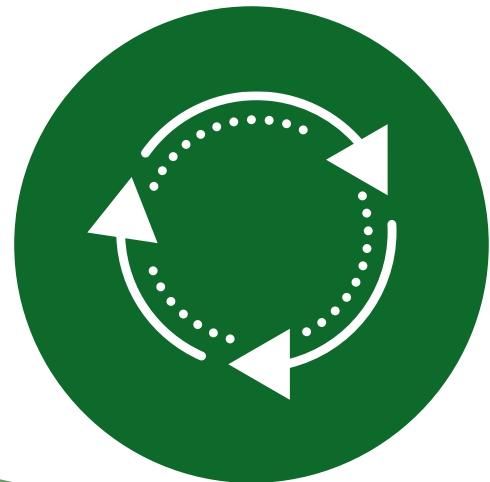
82% recycling rate

Paper and board is the most recycled packaging material in the EU - 82% (Eurostat 2019). Target to further increase to 90% by 2030.



High Recyclability

According to research by TU Graz, the fibres that make up cartonboard can be recycled more than 25 times.

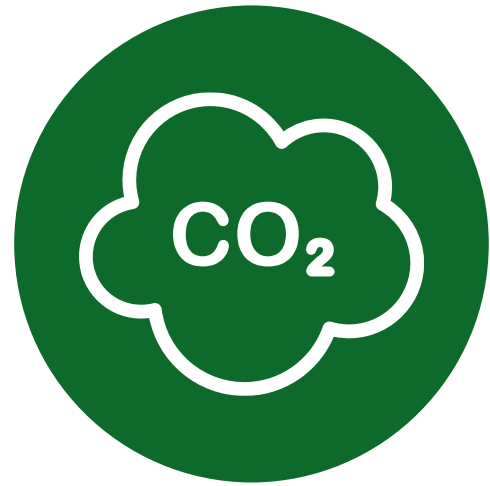


Circularity in Packaging

From the forest to cartonboard, to the folding carton, to the retailer, to the consumer and back to recycling in the carton value chain. The cartonboard industry is a strong leader in the circular economy.



Continued improvements



Reduced emissions

Direct CO2 emissions of the European pulp and paper industry reduced by 26% between 2005 and 2020. First mills in Scandinavia produce carbon neutral.



Sustainable Forest Management

More than 90% of the wood fibres used in the European paper and board industry come from EU forests. New forest growth exceeds the wood harvested by an area equivalent to 1,500 football pitches every day.



Cartons are “future ready”. Today.

- **Cartonboard offers solutions to meet future challenges**
- **Increased number of applications**
- **Fully supporting EU Green Deal**
- **In line with consumer’s expectations**
 - **Renewable Materials**
 - **Trusted and credible collection and recycling system**
 - **Leading in Circularity**





PRO CARTON
PACKAGING FOR
A BETTER WORLD

Rethinking Packaging: Solutions for Today and the Future

For regular updates please follow Pro Carton on LinkedIn,
Facebook, Twitter and Instagram.

You find more information under www.procarton.com