



PRO CARTON
PACKAGING FOR
A BETTER WORLD

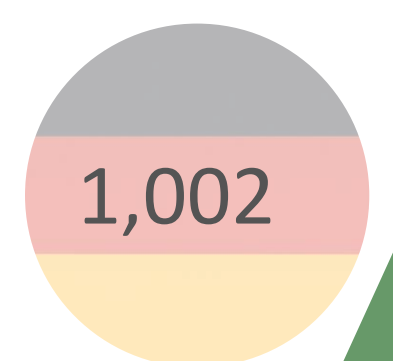
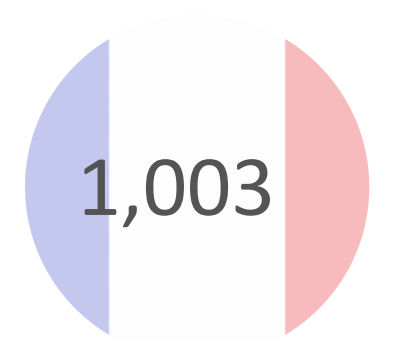
Packaging at Christmas: A Consumer Study



Consumer Perceptions

A pan-European study

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





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Sustainability & Recycling **Key Considerations this** **Christmas**



Environmental Concerns

Sustainable packaging top of the list

65%

Two in three European shoppers are looking for products in sustainable packaging for all or some of the gifts they purchase.



Shoppers willing to pay extra

62%

would pay more

0-5%

5-10%

10-20%

+20%

28%

24%

8%

2%

Shoppers choose cartons

Consumers prefer to buy gifts packaged in paper and cartonboard



**PAPER AND
CARTONBOARD**

**CORRUGATED
CARDBOARD**

PLASTICS

FOIL

STYROFOAM

What happens after the Holidays?

Consumers vow to recycle more

51%

Over half of consumers would take the time to separate out all the waste and recycle what they can this Christmas.

26%

would recycle if there is enough room for packaging and wrapping in their recycling facilities.

12%

Do not have enough room to recycle packaging, or simply do not separate Christmas gift waste from other streams.

11%

would recycle if there was clear guidance on what can be recycled.



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Why Cartons? **The reasons to switch**



Why Cartons?



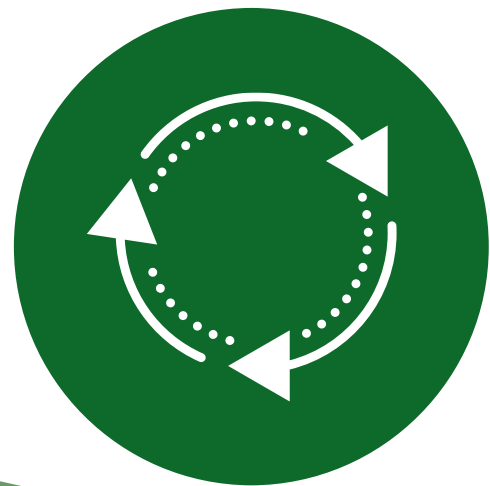
82% recycling rate

Paper and board is the most recycled packaging material in the EU - 82% in 2019 (Eurostat 2019).



High Recyclability

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

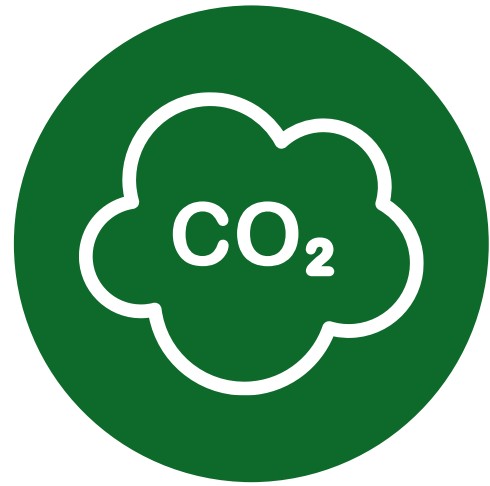


Circularity in Packaging

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.



Why Cartons?



Reduced emissions

Direct CO2 emissions of the European pulp and paper industry reduced by 26% between 2005 and 2020. Paper-based products only account for 0.8% of European greenhouse gas emissions.



Sustainable Forests

90% of the wood fibres used in the European paper and board industry come from European forests. Not only are they a renewable resource, but new growth exceeds the wood harvested by an area equivalent to 1,500 football pitches every day.





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**Stay tuned for more consumer
research insights - coming
January 2023!**

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