



PRO CARTON
PACKAGING FOR
A BETTER WORLD

Recycle vs. Reuse A Consumer Study

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A brief introduction on...

Pro Carton, the European Association of Carton and Cartonboard manufacturers, is a **non-profit organisation** representing over 40 cartonboard mills in 13 different European countries and North America, supplying more than 90% of Europe's demand, as well as the carton converting industry across Europe.

Pro Carton promotes the functionalities and benefits of **cartons and cartonboard** as a **renewable, recyclable** and **competitive packaging material** to brand owners, retailers, designers, the media and EU policymakers.

Pro Carton members fully support **sustainable forest management** as an important pillar to mitigate climate change, preserve biodiversity and forest growth.

Pro Carton highlights innovative applications of cartons and cartonboard by students, designers and brands through its **annual awards programmes**, attracting young designers to the industry.

www.procarton.com

Consumer perceptions

German consumers have their say



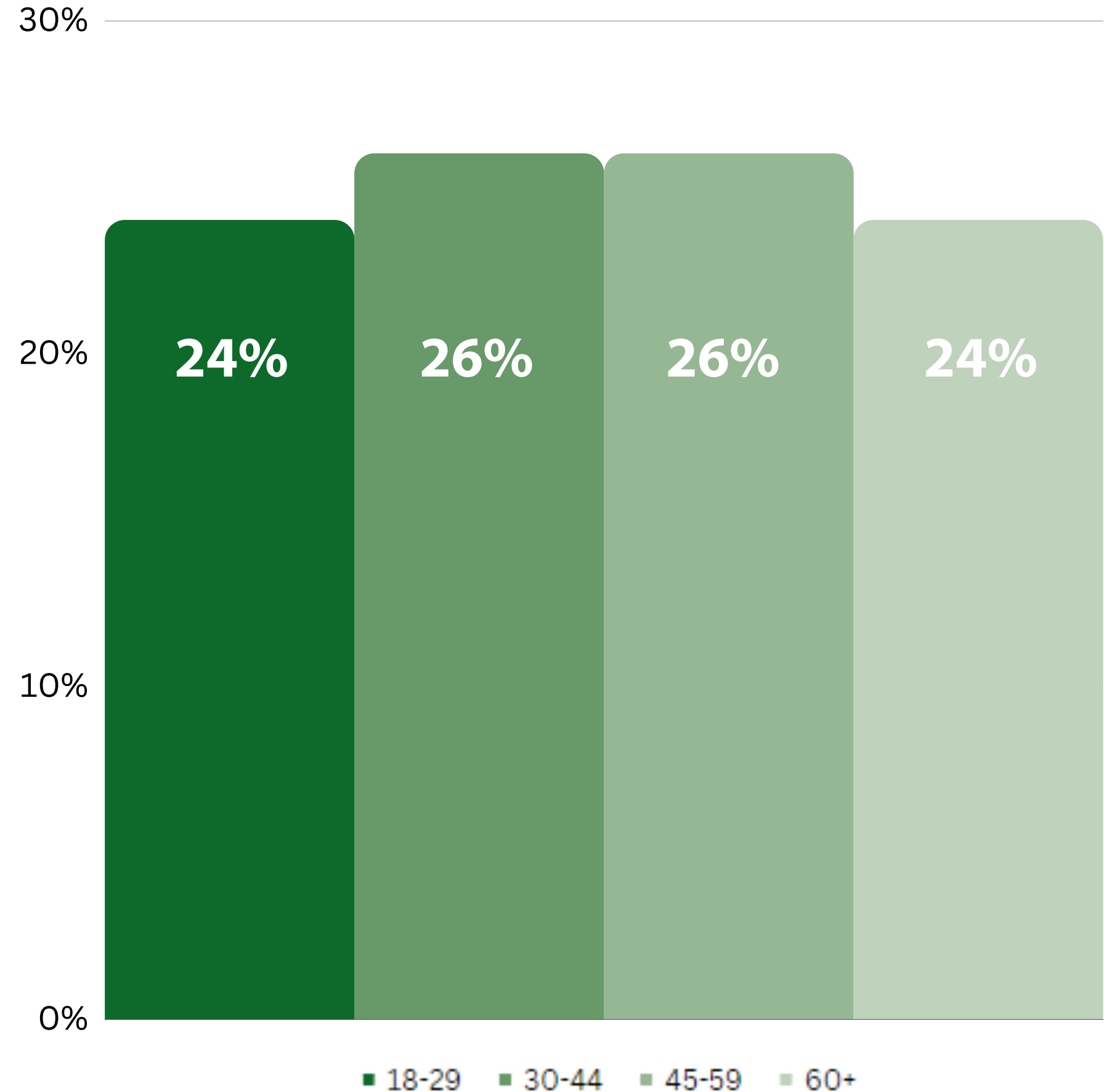
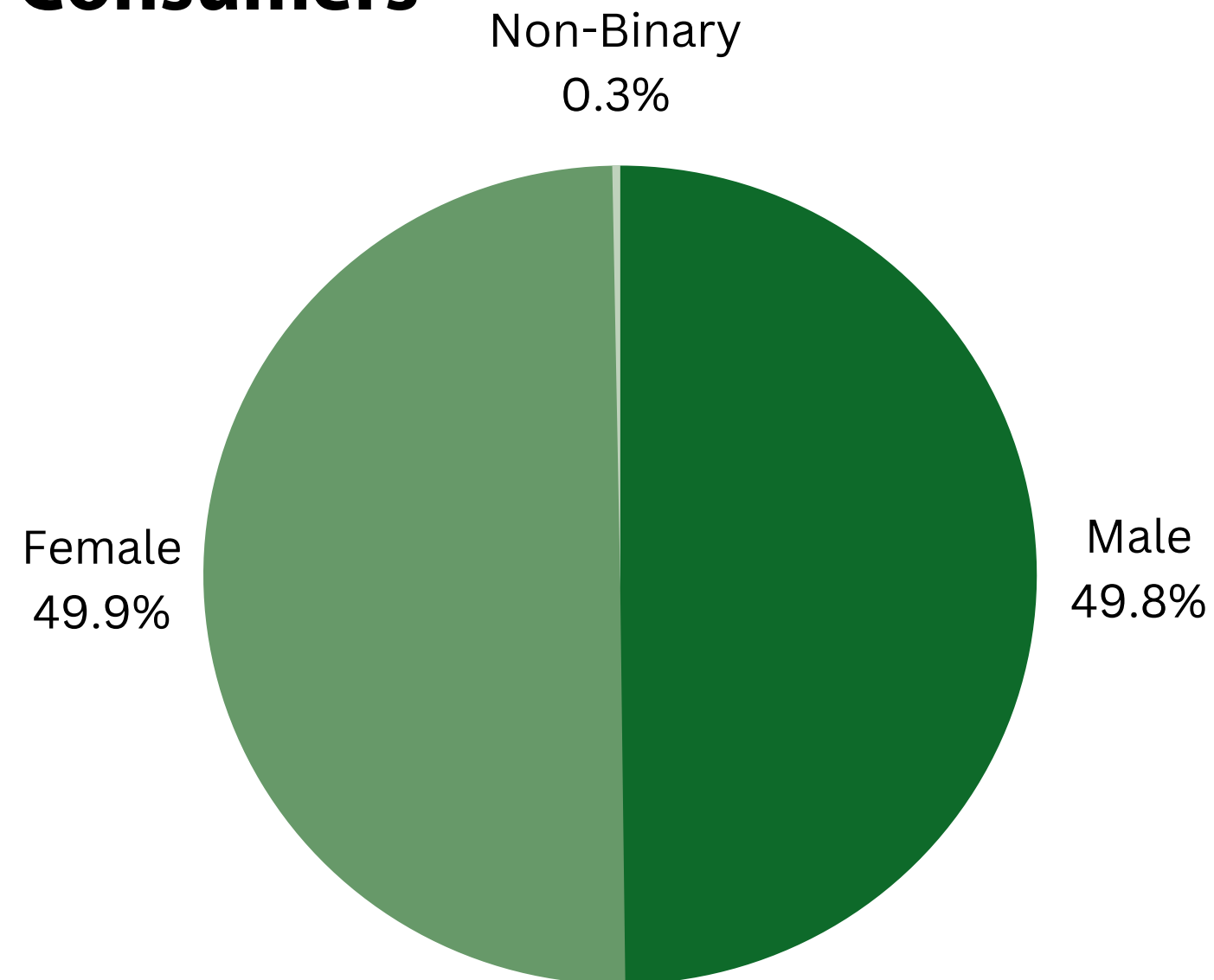
+1000 CONSUMERS POLLED
RECYCLE VS REUSE
EXCLUSIVE INSIGHTS
ENVIRONMENTAL ATTITUDES
KEY TRENDS AND CHALLENGES
CONDUCTED IN MAY 2023

Demographics

Who did we survey?

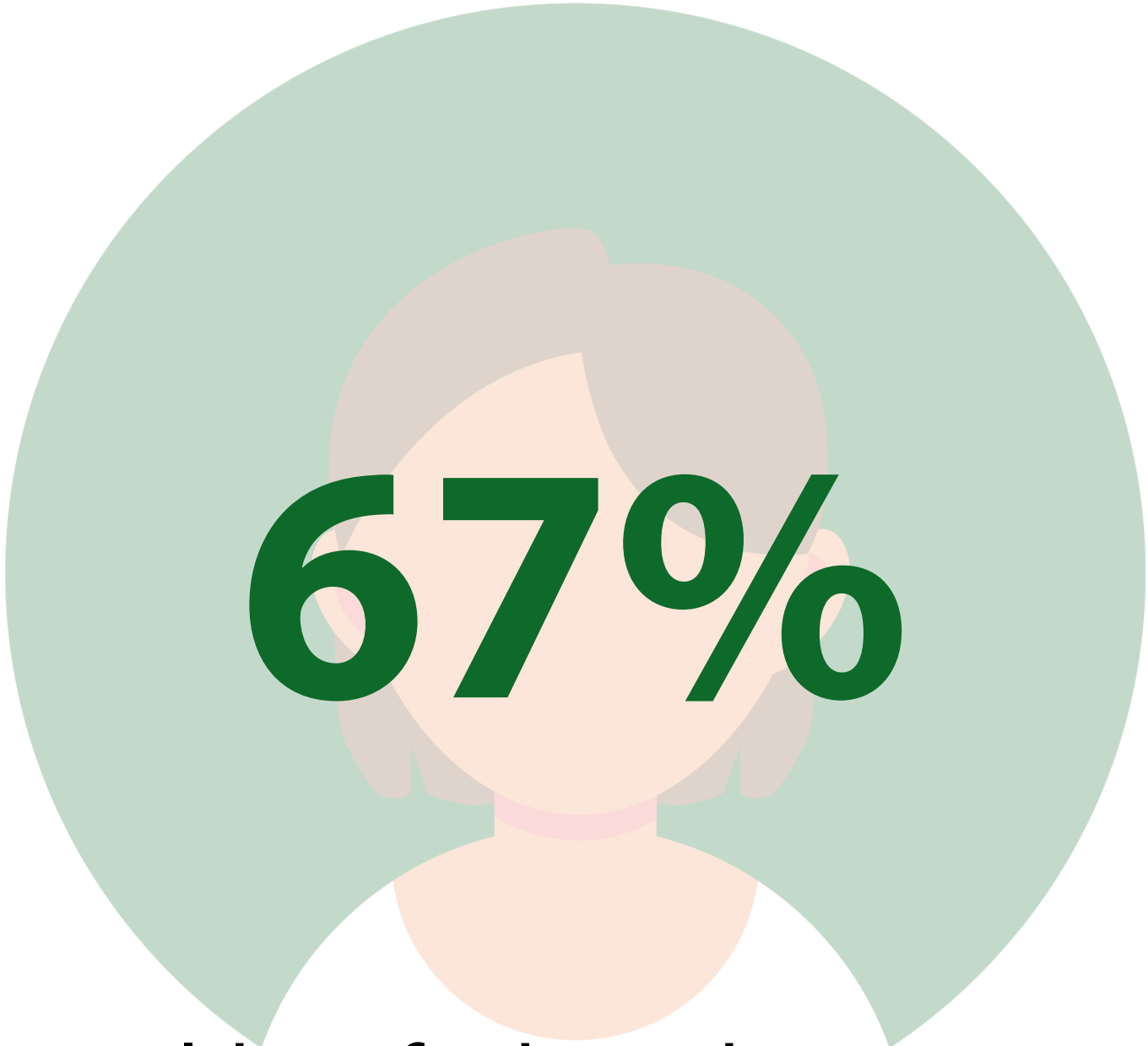
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German Consumers

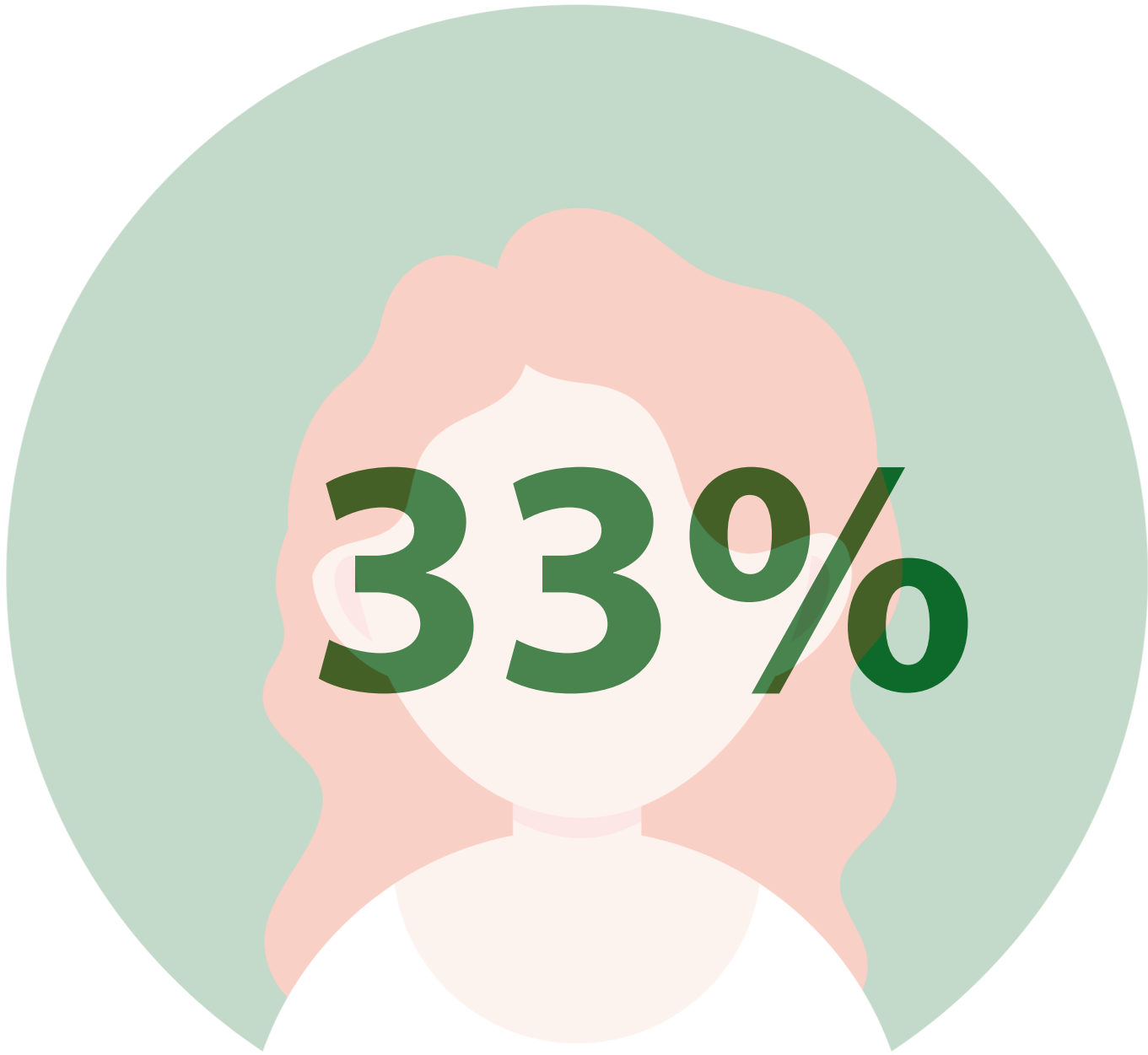


Consumers prefer recyclable carton over reusable plastic packaging

What do consumers want



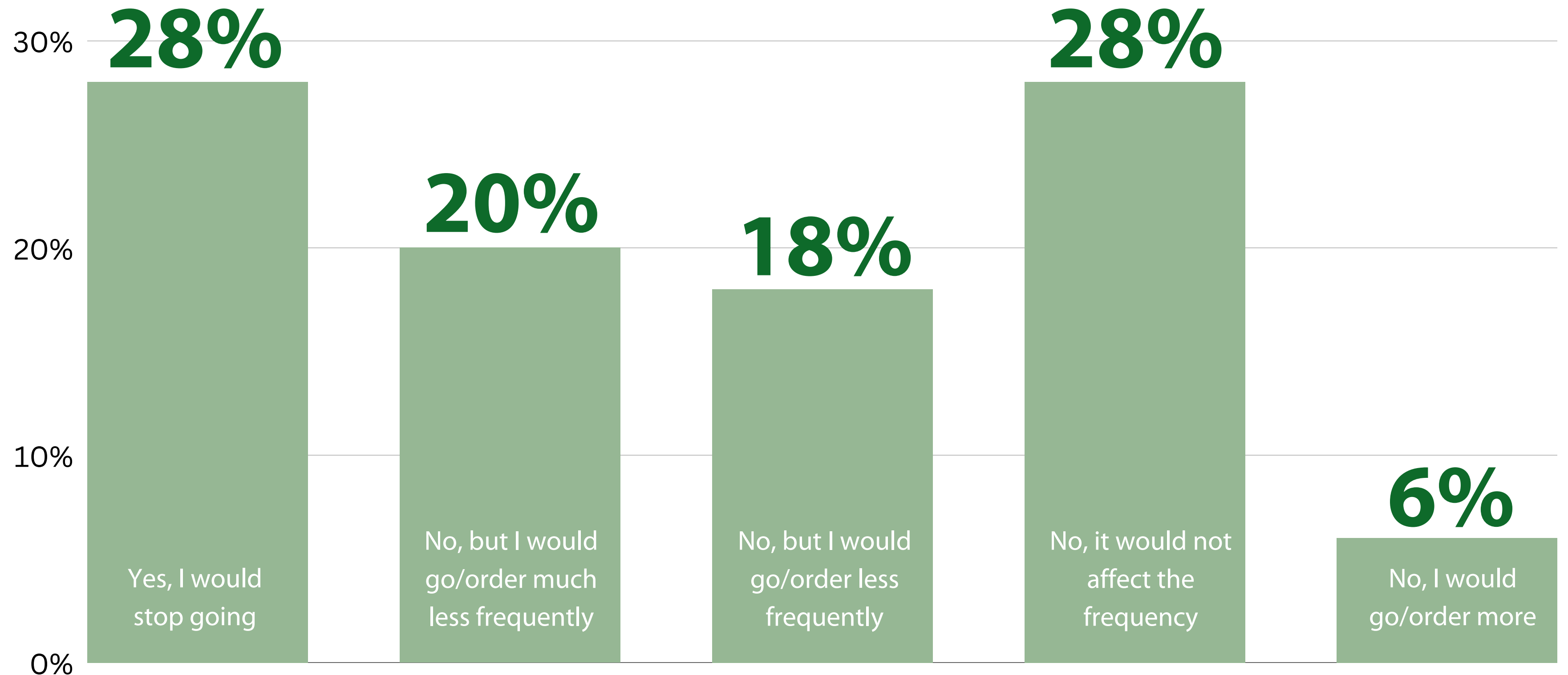
"I would prefer brands to invest in biodegradable, carton containers that can be recycled."



"I would prefer brands to invest in reusable plastic packaging."

Low acceptance level of mandatory deposit scheme

66% of consumers report lower consumption/order frequency



Would the introduction of a deposit scheme (€2) for reusable plastic packaging affect the frequency with which you shop/dine/order?

Consumer preferences

How important is recyclable packaging?

65%

Two thirds of German consumers would be more, or much more likely to choose a brand that uses recyclable packaging, over a competitor that uses reusable plastic packaging

31%

No preference

3%

Less likely

1%

Much more likely



Preferences for packaging

In a fast-food setting, which of the following would you prefer to do with the packaging once you have finished your meal?



61%

"I would prefer to dispose of the packaging for recycling."



39%

"I would prefer to store, rinse and return reusable plastic packaging to a collection point."

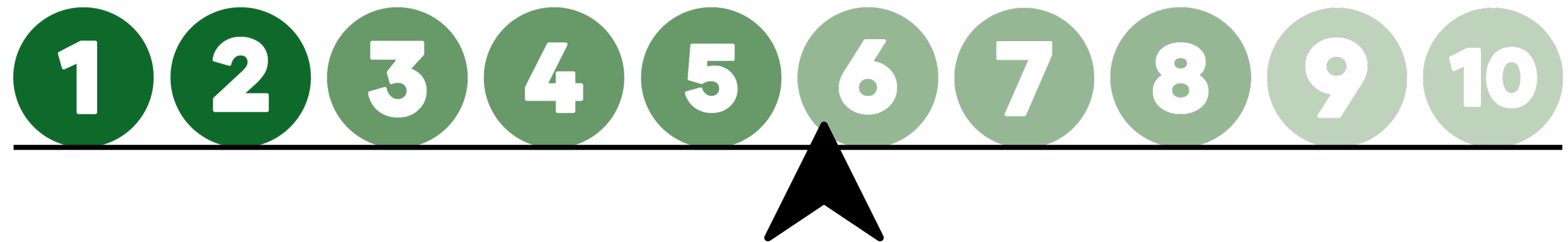
Low acceptance of mandatory return scheme

How likely are consumers to change?

On a scale of 1-10, how likely would you be to store, rinse and return reusable plastic packaging to a fast-food restaurant?

Least

Most



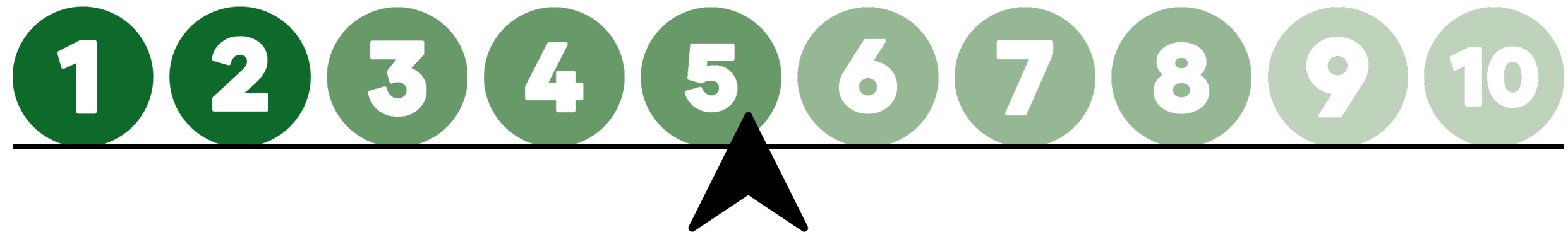
Consumers raise concerns on hygiene

How likely are consumers to change?

On a scale of 1-10, how confident are you that reusable plastic packaging proposed for fast-food restaurants would be adequately cleaned, guaranteeing food hygiene?

Least

Most





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Why Cartons?

The reasons to switch



Cartons are leading in circularity



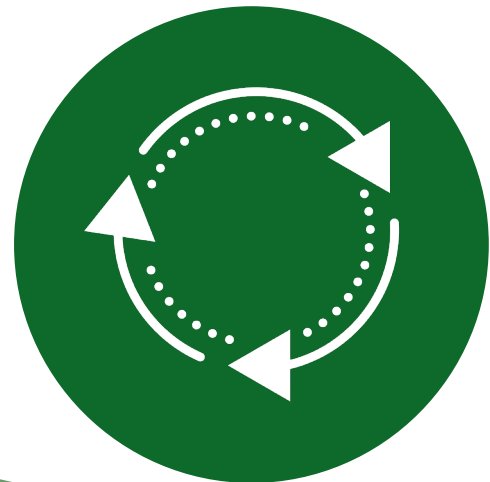
82% Recycling Rate

Consumers trust an efficient collection and recycling system. Paper and board is the **most recycled packaging material in the EU** - 82% (Eurostat 2019). Target to further increase to 90% by 2030.



High Resilience of Paper Fibres

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



Leadership in Circularity

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**.



Sustainable forest management: the core of our business

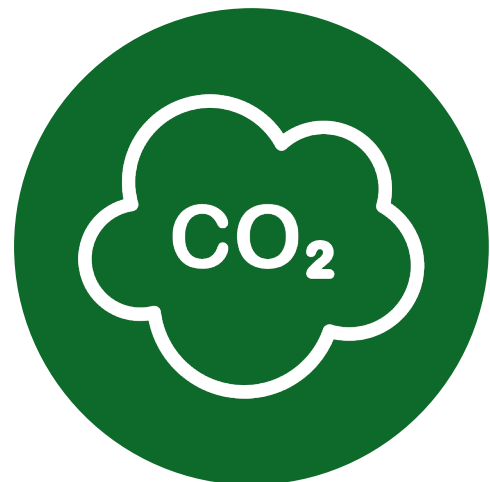


Driving Sustainable Forest Management

More than 90% of the wood fibres used in the European paper and board industry come from EU forests, none from rain forests.

New forest growth in Europe exceeds the wood harvested by an area equivalent to 1,500 football pitches every day.

European fibre-based industry drives sustainable forest management.

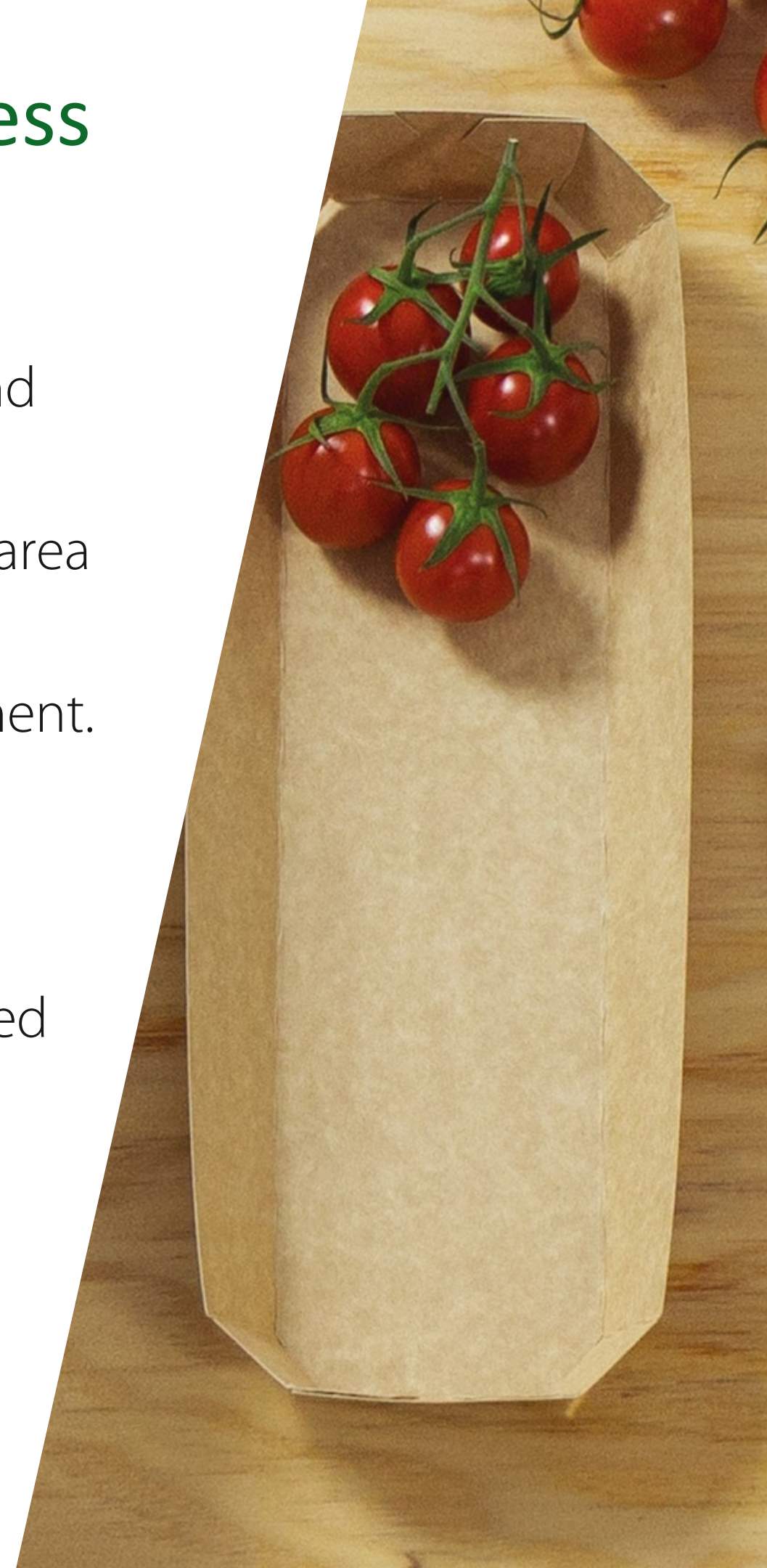


Reduced Emissions

Direct CO2 emissions of the European fibre-based industry reduced by 26% between 2005 and 2020.

First mills in Scandinavia produce carbon neutral.

Regular CO2 footprint studies to measure progress.





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**Cartonboard is future ready.
Today.**

procarton.com



SCAN ME

