



**PRO CARTON**  
PACKAGING FOR  
A BETTER WORLD

# Rethinking Packaging

## Consumer Study 2024





# Consumer Survey

## What?

The study, on behalf of Pro Carton, asked more than 5,000 consumers from across Europe about their attitudes towards the environment and packaging perceptions – exploring everything from deforestation and transportation, against other global concerns such as the war in Ukraine and the economic crisis.





# What are the biggest issues facing us today?

Covid 19 is no longer on the list – instead, it's extreme climate, inflation, and warfare



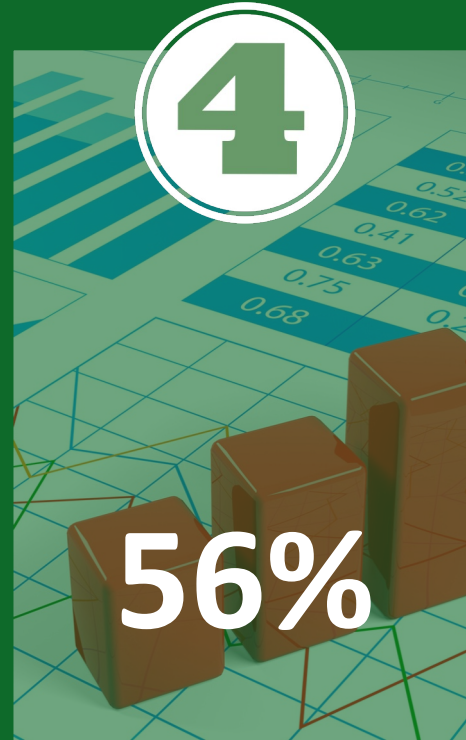
CLIMATE CHANGE



COST OF LIVING



WARFARE



INFLATION



POVERTY

Multiple answers possible

To what extent has a sustainable lifestyle become more important to consumers over the last two years?

62%

European consumers say ‘more important’ or ‘very much more important’

	UK	France	Italy	Germany	Spain
More/very much more important	55%	64%	71%	56%	64%





# What do you think are the best ways of reducing climate change?



RECYCLE MORE	71%
PLANT MORE TREES	62%
USE MORE NATURAL RESOURCES	60%
USE LESS MAN MADE PRODUCTS	56%
TRANSITION FROM FOSSIL FUELS	53%
EAT LESS MEAT	33%
TRAVEL LESS	30%
DITCH PETROL/DIESEL CARS	25%

Multiple answers possible



If the same product was packaged in two different forms of packaging - one in plastic and one in cardboard/cartonboard - which one would you choose?

87.1%

European consumers chose cartonboard

86%

Compared to data from 2022

	UK	France	Italy	Germany	Spain
Chose cartonboard	77%	90%	92%	88%	89%

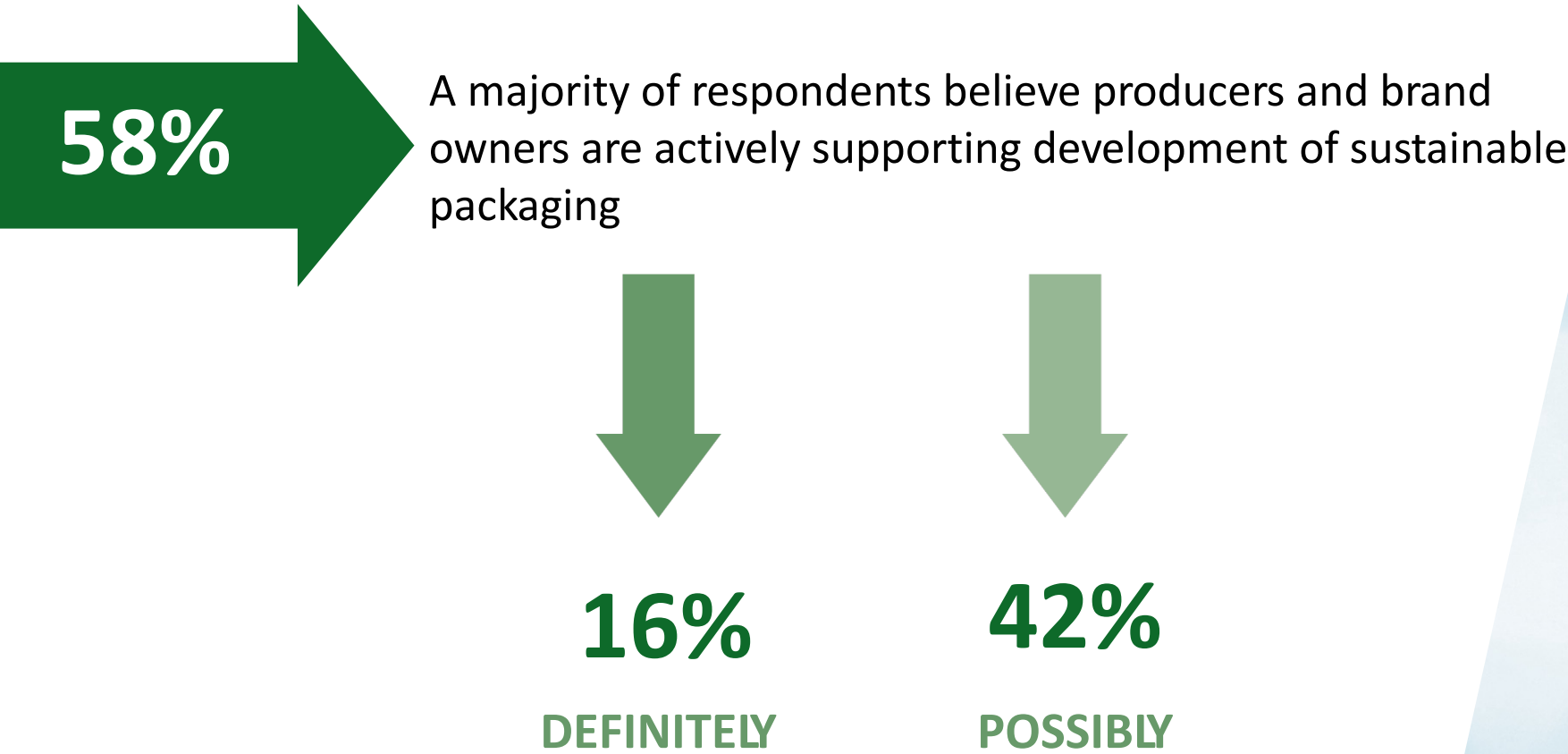
  

Europe	18-29	30-44	45-59	60+
Chose cartonboard	76%	81%	90%	95%



# Are we doing enough to secure our environment?

In your opinion, are retailers and brand owners doing enough to introduce more environmentally friendly packaging?





In the past 12 months, have you chosen a brand specifically  
for the packaging used?

**Yes, 41%!**

Packaging plays an important role for creating brand loyalty

# Packaging impacts purchasing decisions

Reasons for switching brands/products

**PACKAGING WAS NON-RECYCLABLE** 50%

**PRODUCT OR BRAND HAD  
UNNECESSARY PACKAGING** 48%

**PRODUCT OR BRAND USES PLASTICS** 41%

BRAND DOES NOT HAVE AN  
ENVIRONMENTALLY FRIENDLY ETHOS 28%

REFILL/REUSABILITY OPTIONS  
AVAILABLE WITH DIFFERENT BRANDS 26%

Multiple answers possible





# Recycling and sourcing are most important

Packaging features ranked by importance

<b>EASY TO RECYCLE</b>	<b>70%</b>
<b>MADE FROM RENEWABLE MATERIALS</b>	<b>48%</b>
<b>PACKAGING IS RESEALABLE</b>	<b>44%</b>
PROTECT THE PRODUCT	38%
EASY TO OPEN	37%
PROVIDE NUTRITIONAL INFORMATION	33%
PROVIDE BRAND INFORMATION	21%

Multiple answers possible

# 82% of consumers are well aware of recyclability

How confident are you about which packaging materials can be recycled?

MOST



LEAST

VERY CONFIDENT

20%

SOMEWHAT CONFIDENT

62%

NOT VERY CONFIDENT

16%

NOT CONFIDENT AT ALL

2%



# Consumers trust cartonboard collection/recycling

How confident are you that the following materials are recycled?



# Money Talks

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

5.4%

Extra on average

18-29

7.5%

30-44

6.2%

45-59

60+

5%

4.2%

