

The fifth annual

European Consumer Packaging Perceptions Study 2025

The importance of packaging sustainability on consumer purchasing decisions



PRO CARTON

About the study

- 5,072 adults
- Five European countries



The research is designed to gauge European consumers' views on different packaging and environmental issues.



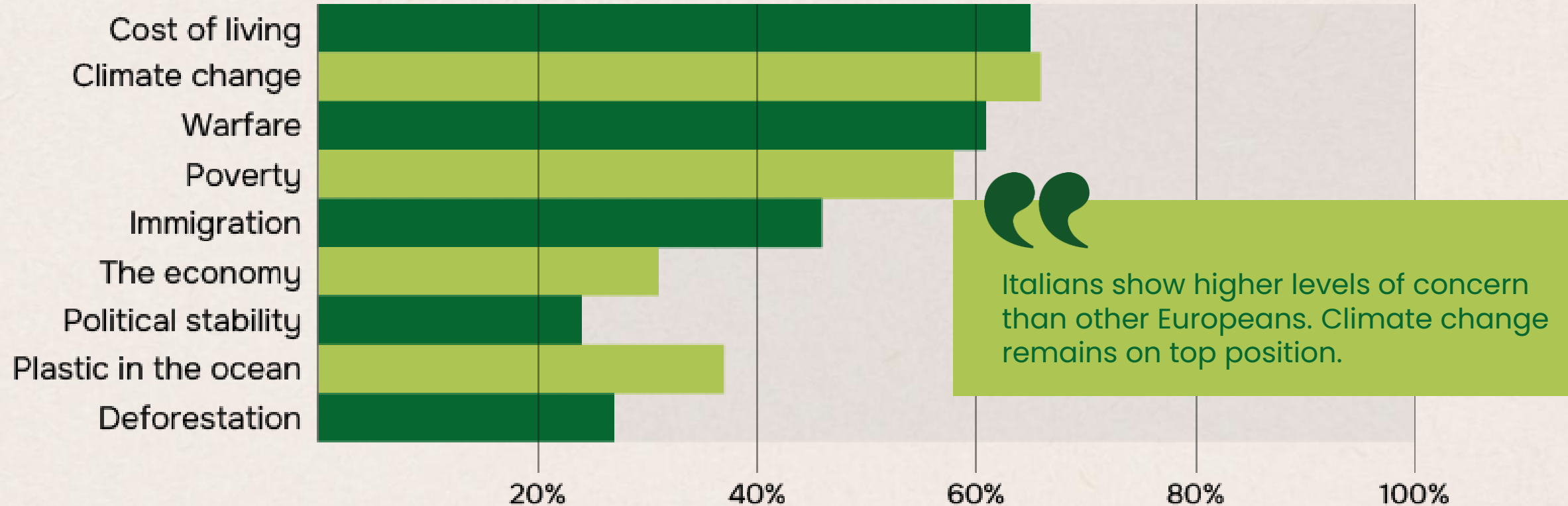


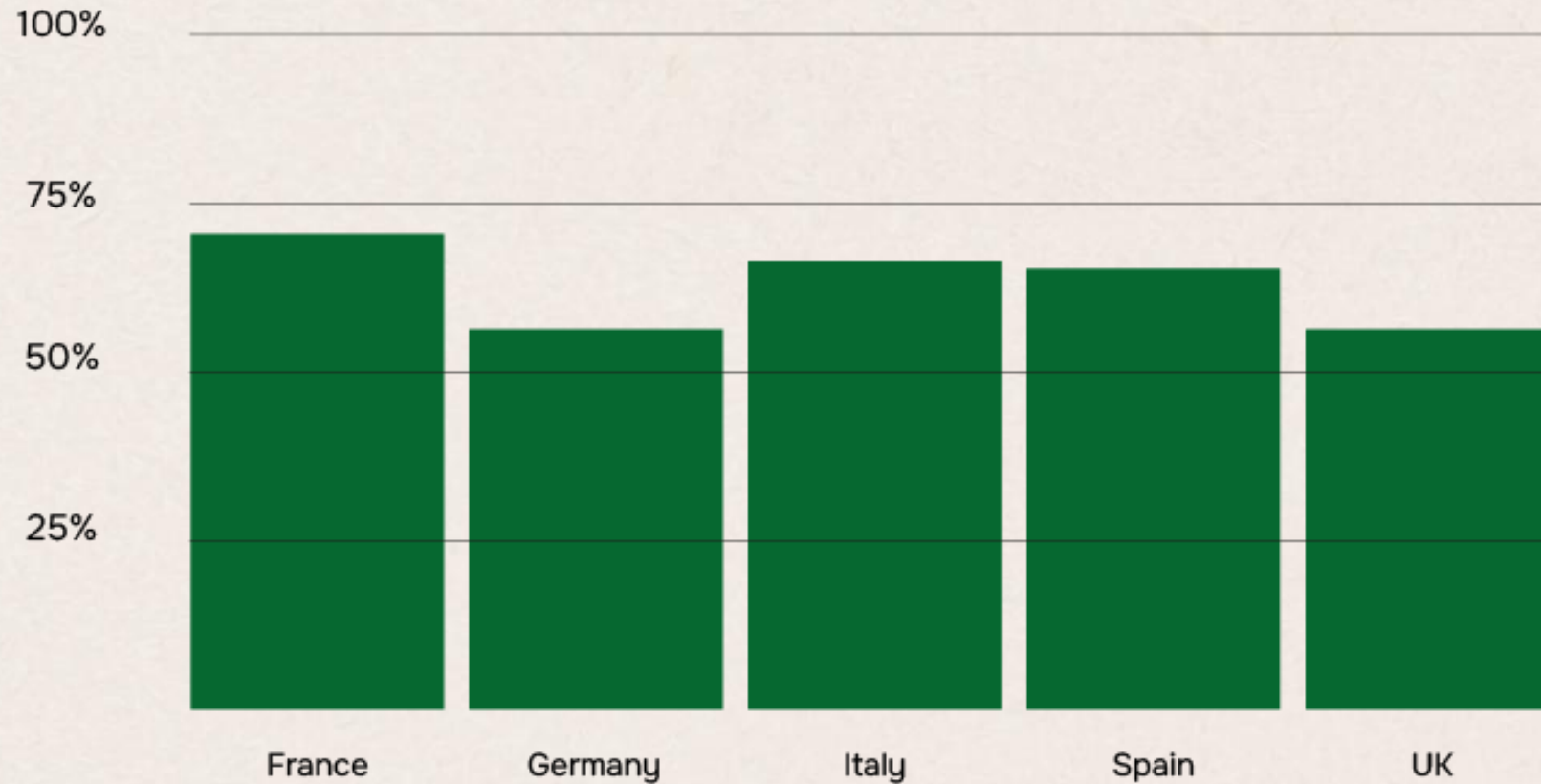
Climate change and cost of living are the dominating themes for Italian consumers.

Two in three respondents in Italy believe that climate change is the biggest issue facing them today



What are the biggest issues facing Italian consumers today?





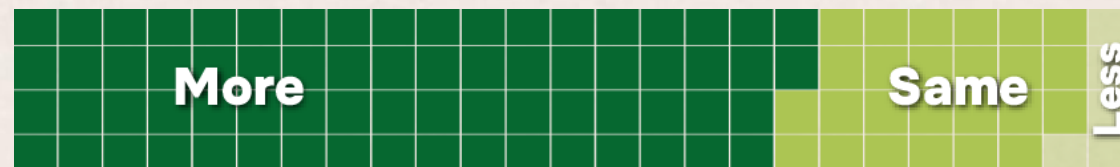
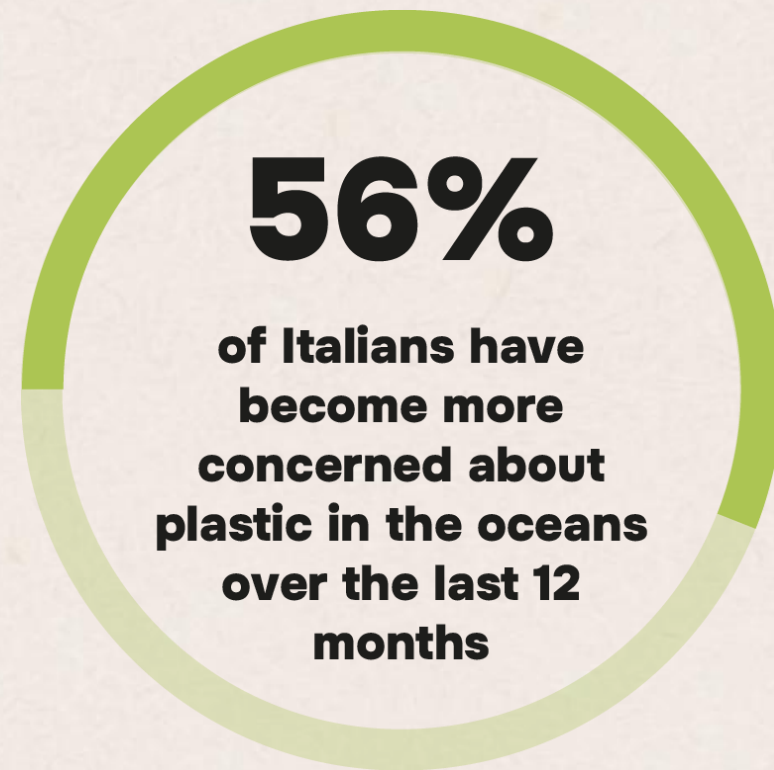
Climate change remains a major issue, according to respondents in each country





Italian consumers are increasingly anxious about the planet's future

Environmental awareness is strong and growing, and consumers are demanding more sustainable solutions.

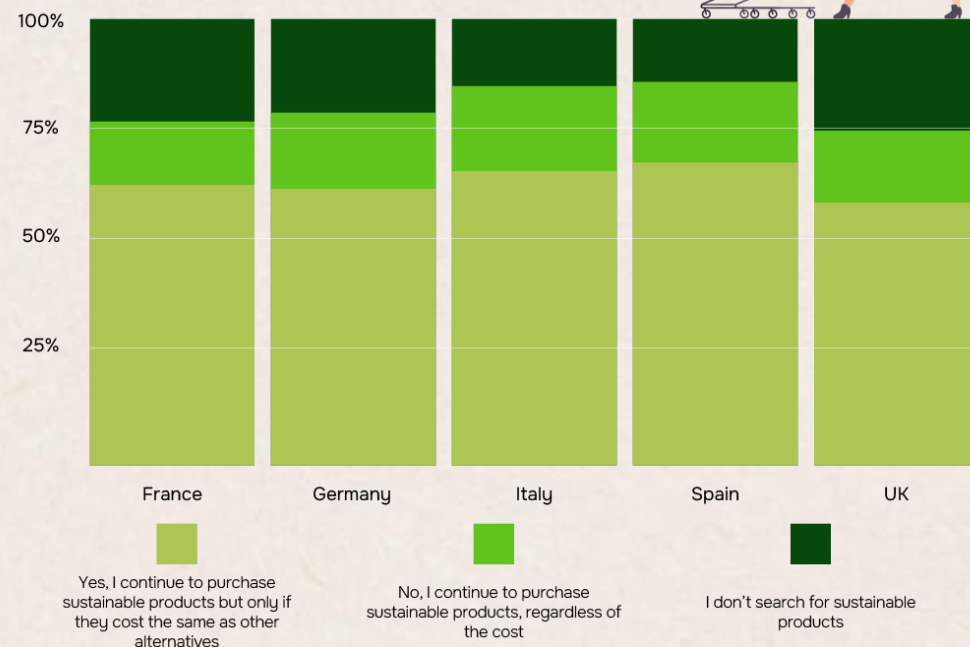




Consumers continue to look for sustainable products, despite inflationary impacts

Rising costs affect how consumers buy sustainable products. Brands must offer affordable sustainable options.

81% of Europeans continue to purchase sustainable products. 64% only if they cost the same as other alternatives.





However, all generations in Italy are more likely to purchase sustainable products



18-29
year olds



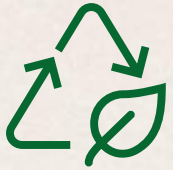
30-44
year olds



45-59
year olds

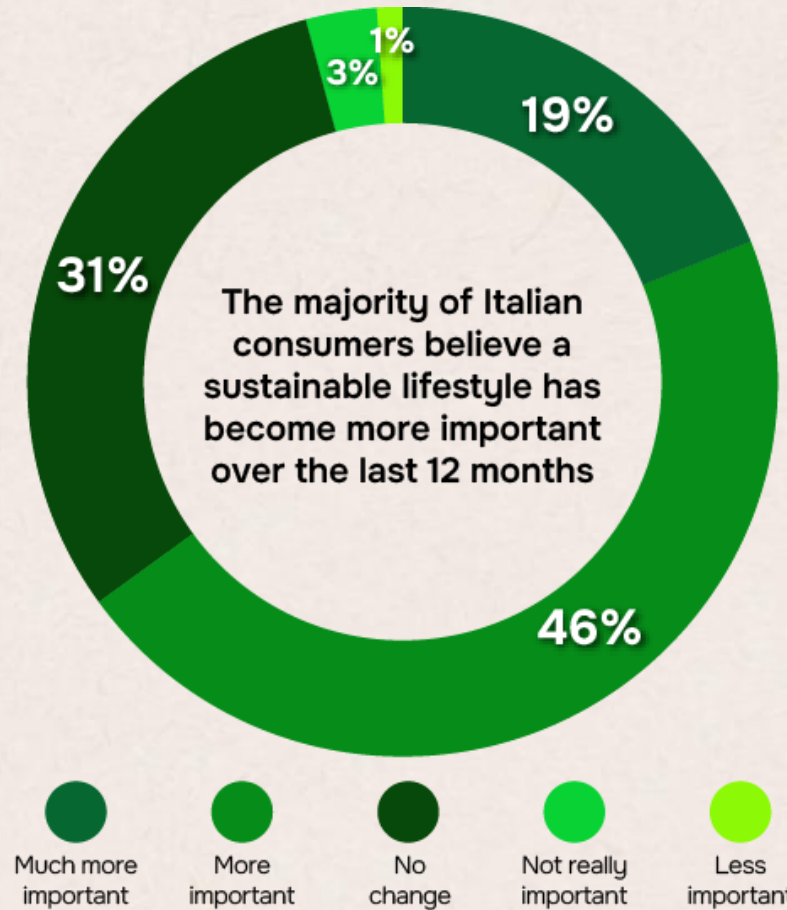


60+
year olds



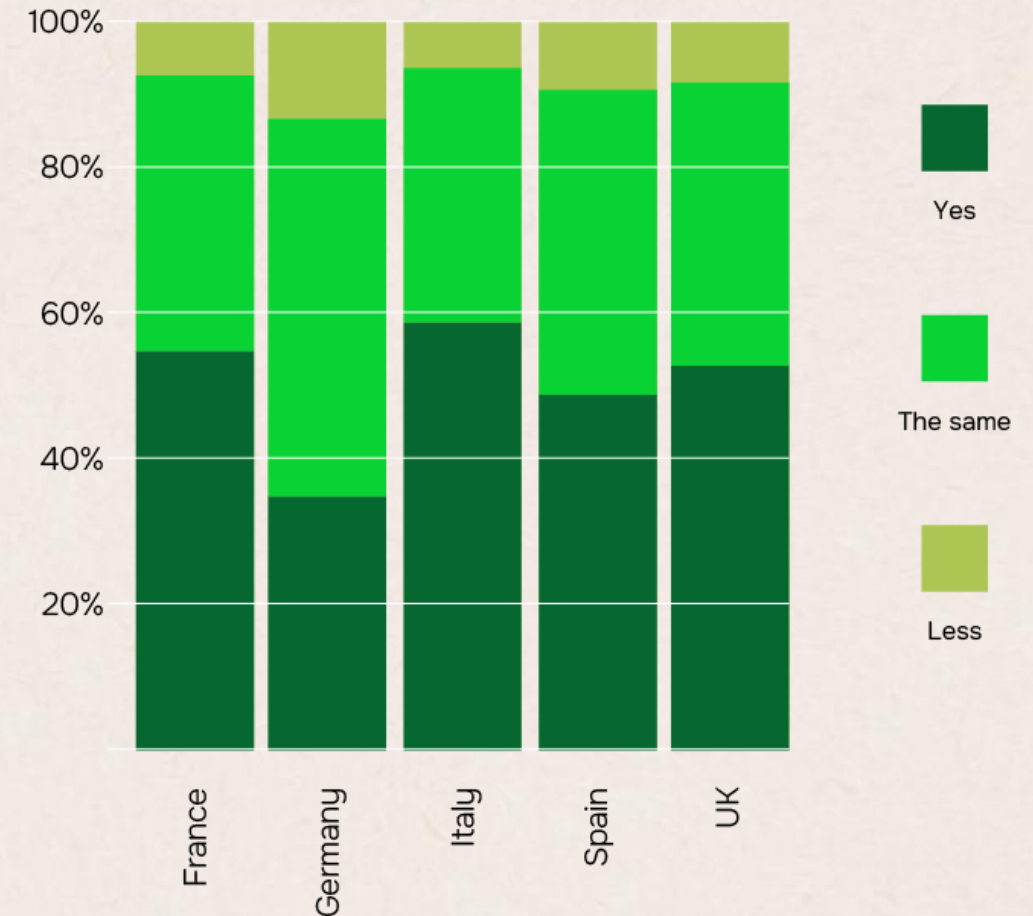
Who is leading the way with eco-conscious living?

Consumer recycling habits have improved, with respondents recycling more than last year, reflecting increased awareness and commitment to sustainability





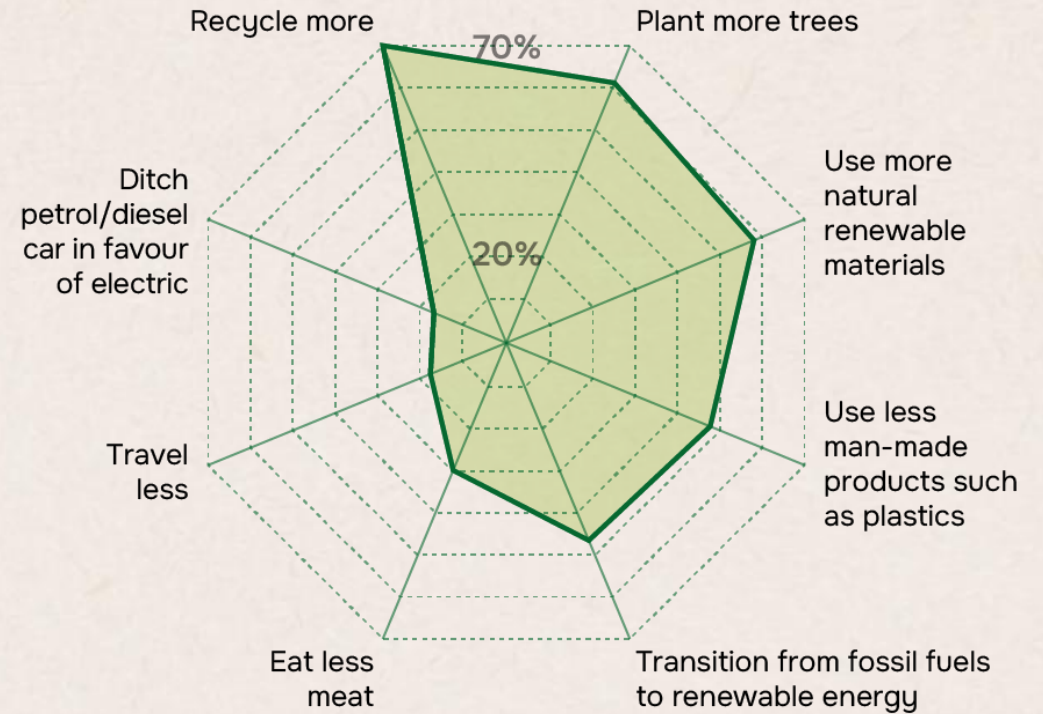
A half of respondents are recycling more than last year, reflecting increased awareness and commitment to sustainability



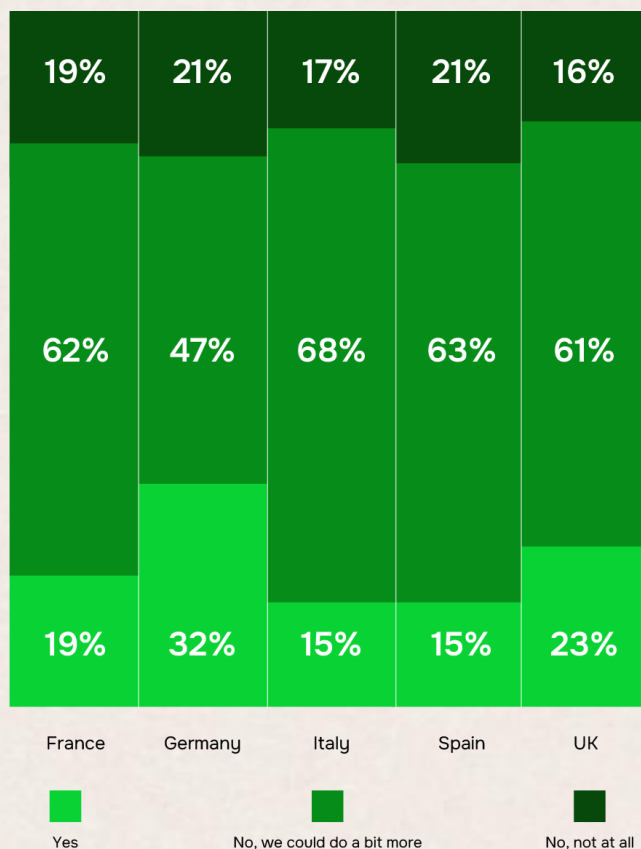


Recycling & planting more trees are the best ways to counter climate change

Recycling and planting trees are seen as the most important ways to combat climate change in Italy.



Are we doing enough to stop the harmful effects of climate change?



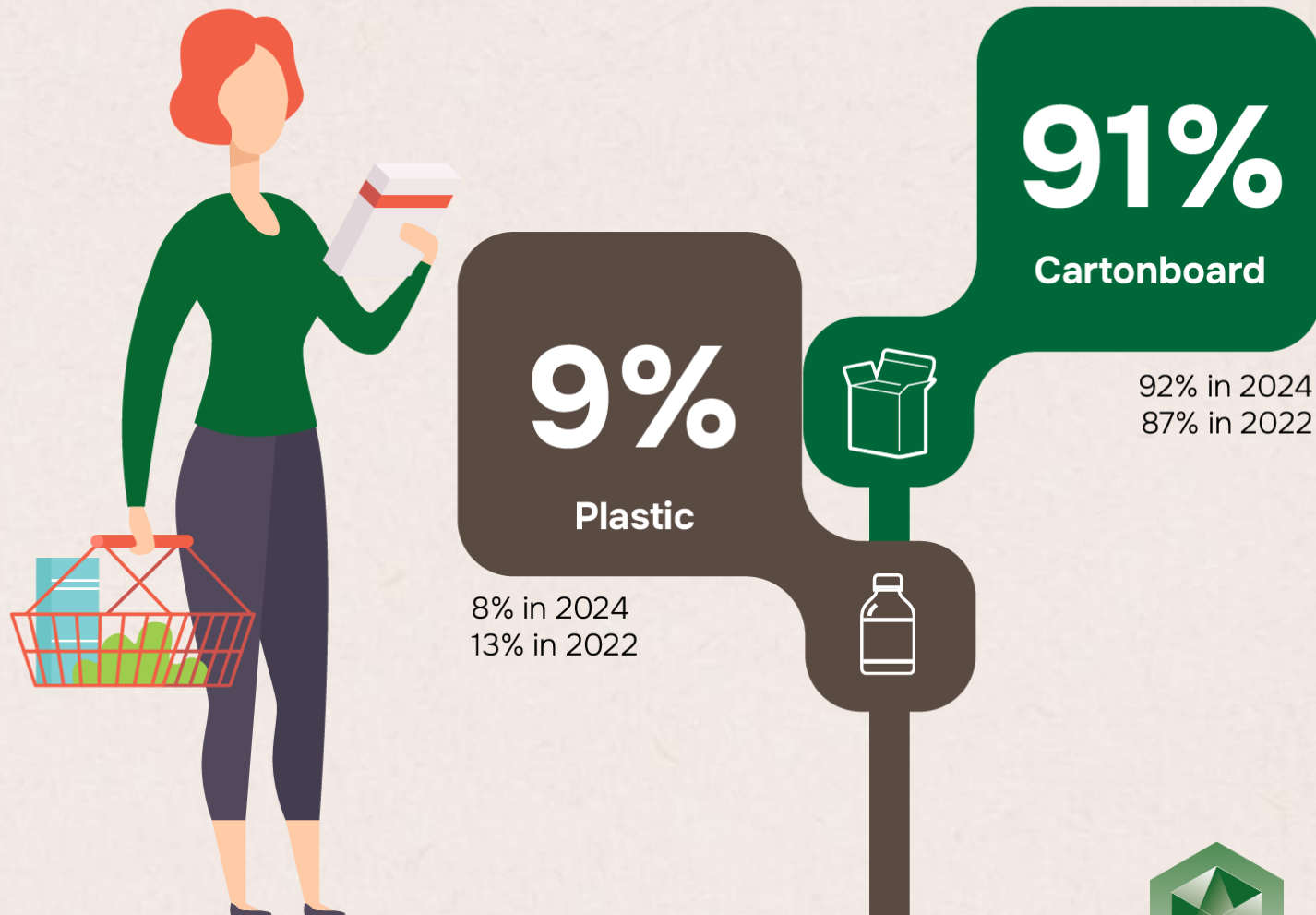
7 in 10 believe recycling more is the best way of stopping climate change

France	67%
Germany	57%
Italy	71%
Spain	71%
UK	67%



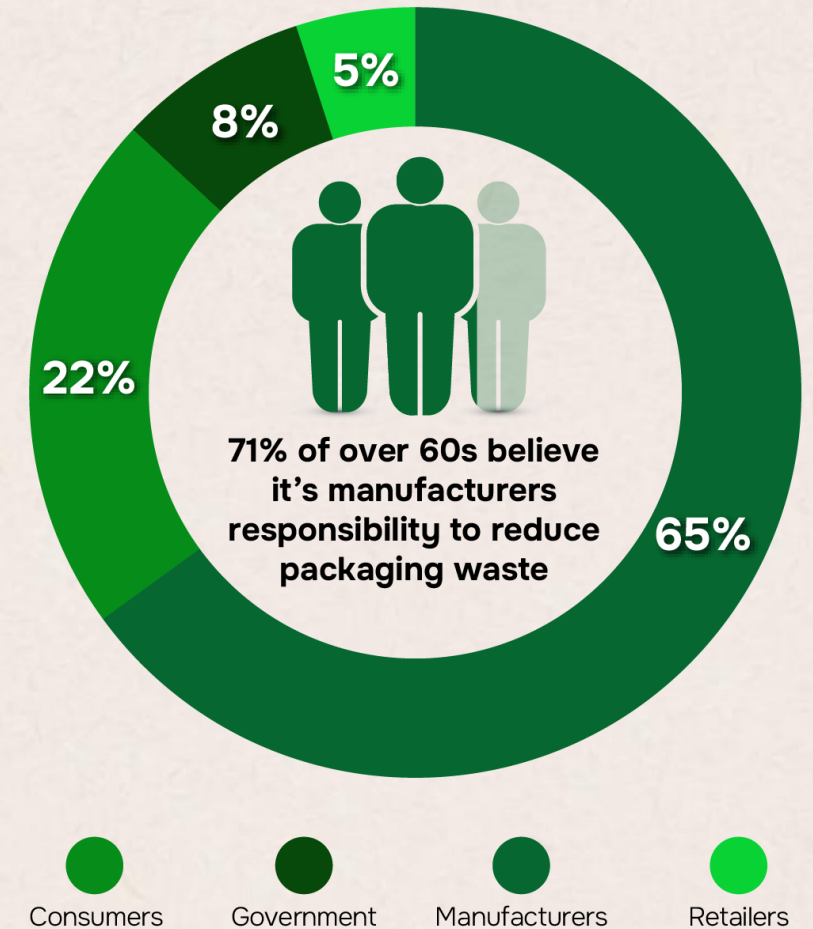


Cartonboard is overwhelmingly preferential to plastic packaging in Italy





Whose responsibility is it to reduce packaging waste in Italy?

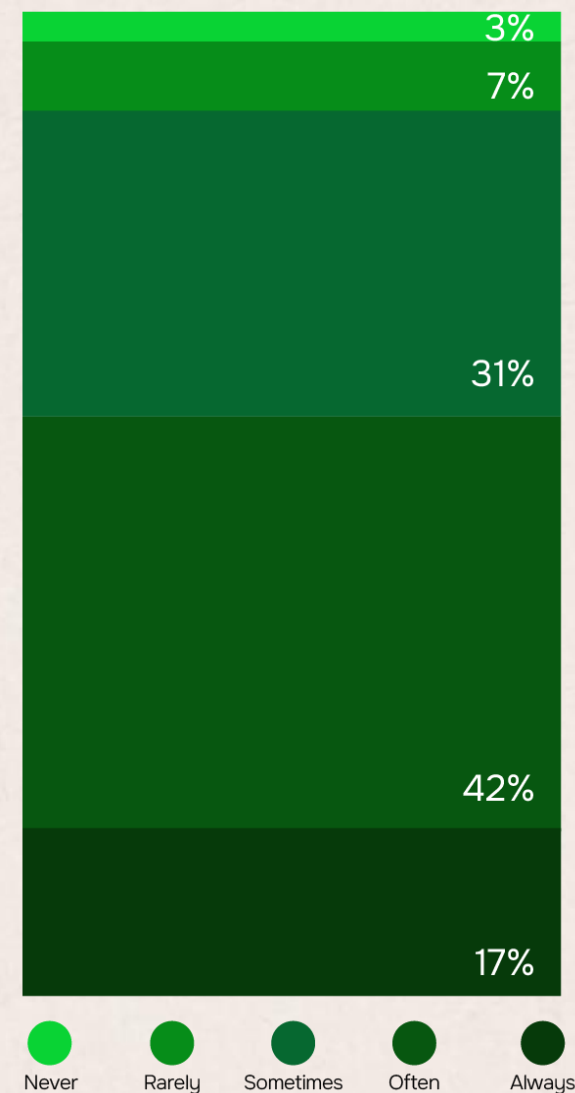


What are the most important packaging features in Italy?



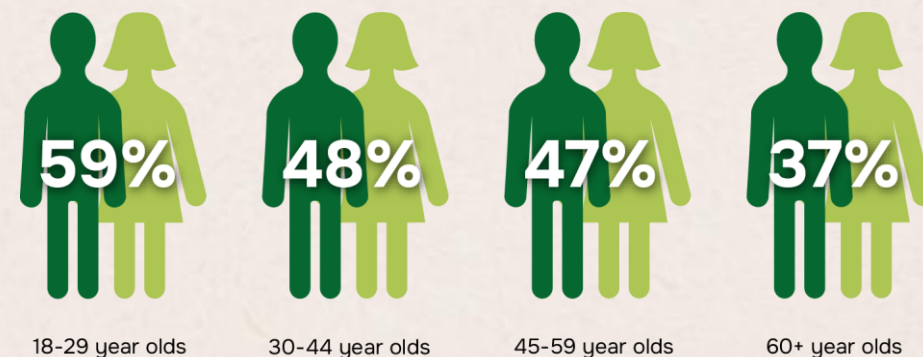


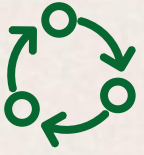
59% of Italian consumers consider the impact of climate change when making purchasing decisions about packaged products.



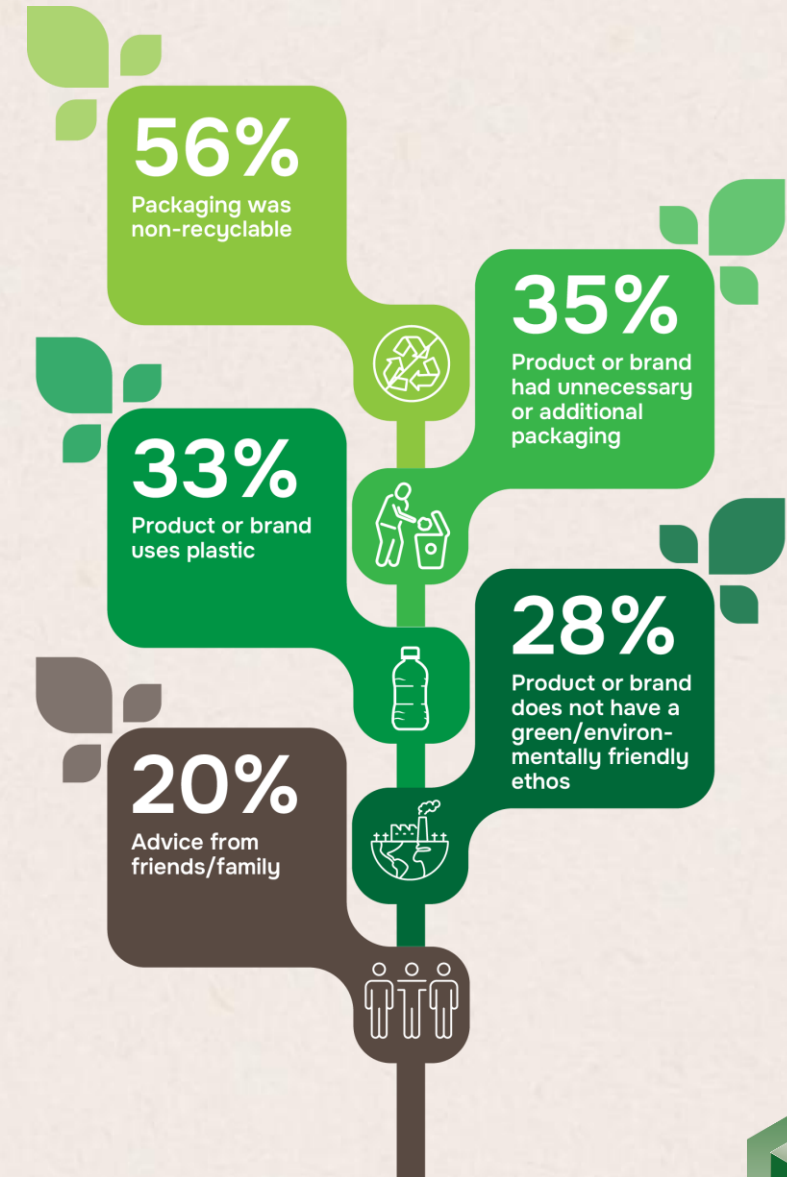


How many Italian consumers have switched brands because of concerns about the packaging used?



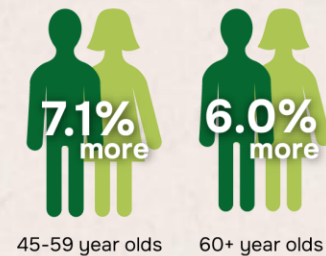


What were the reasons behind Italian consumers switching brands because of concerns about the packaging used?





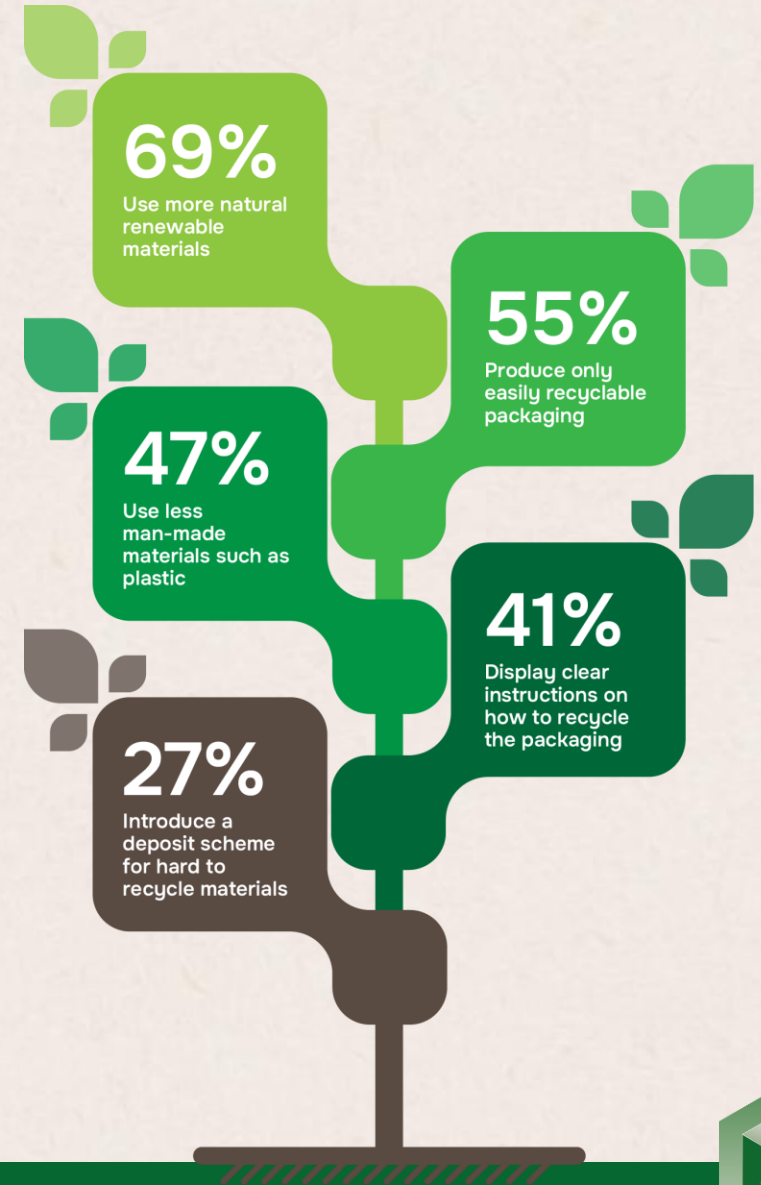
How much more are Italian consumers willing to pay for sustainable packaging?





Companies and brands can help the environment by focusing on key actions

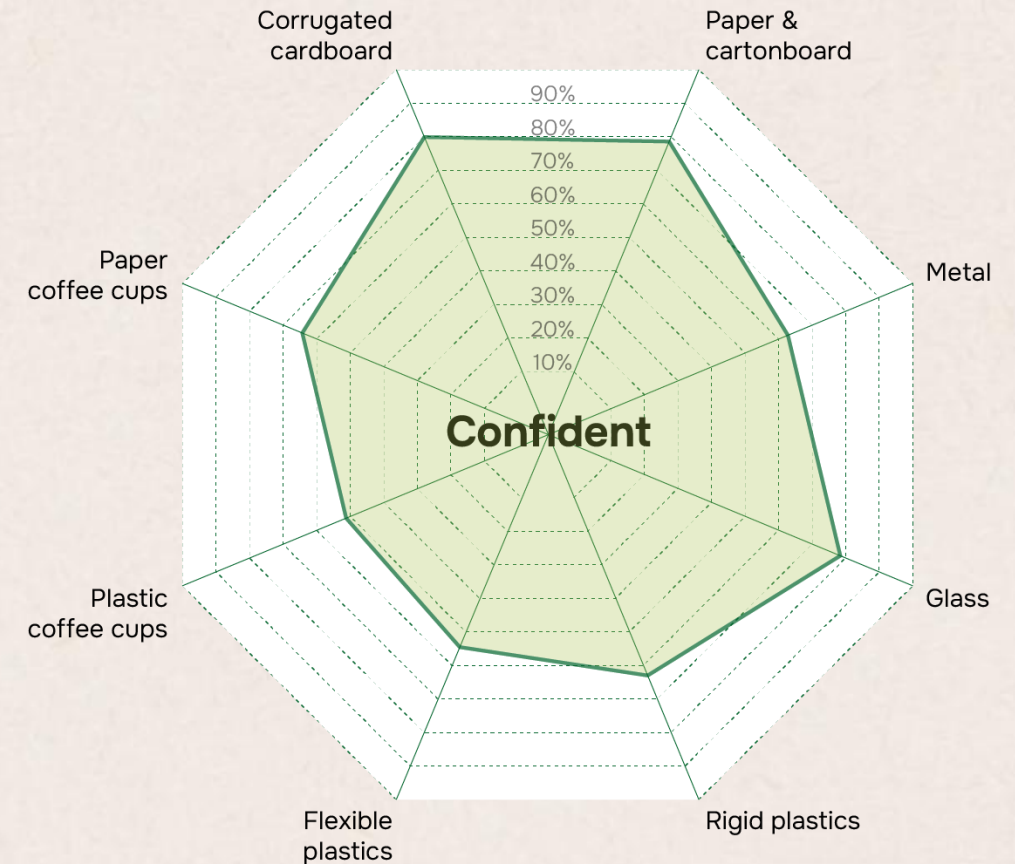
Using more renewable materials is the best thing that Italian companies or brand owners can do





How confident are consumers about different materials that will be recycled?

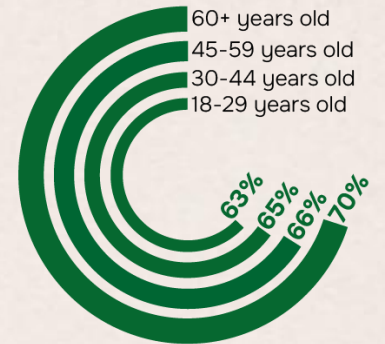
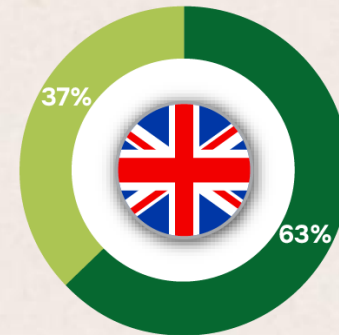
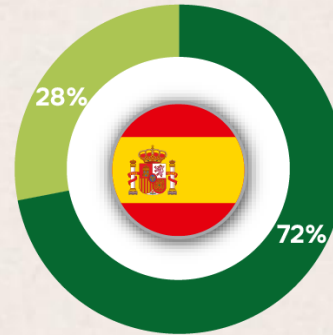
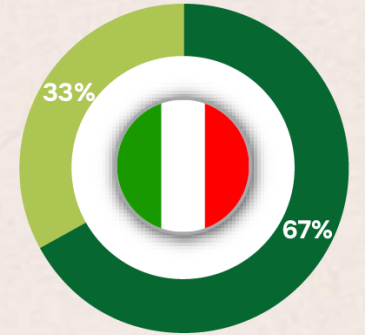
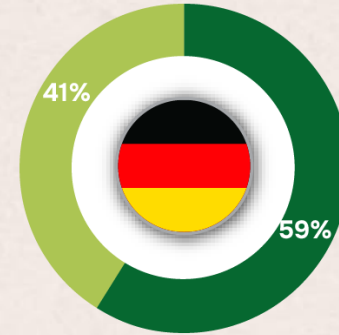
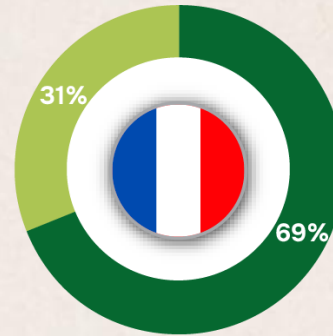
88% of consumers in Italy feel confident/very confident in deciding which packaging material can be recycled.





The single-use vs. returnable debate

Two in three consumers prefer single-use over returnable packaging developments



● I prefer brand owners to develop single-use carton packaging that will be recycled

● I prefer brand owners to develop reusable plastic packaging, that will be refilled

