



Consumer Environmental Report 2021

Consumer responses to environmental issues and attitudes towards sustainable packaging.

Introduction

Changes in consumer preferences create unprecedented opportunities for businesses globally to innovate in the fields of food production, processing, packaging, delivery and disposal.

Tetra Pak has surveyed 11,500 consumers from 23 countries to explore and understand consumer responses towards:

- 1. Environmental attitudes and concerns**
- 2. Attitudes towards sustainable packaging**

On the following pages you will find highlights from our research. To gain access to the full report please contact us.

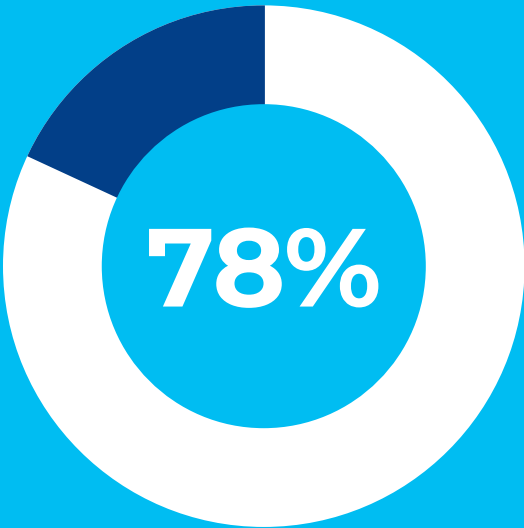


”86% of the world’s consumers think that the focus on environmental issues will grow in the coming 5 years”



1. Environmental attitudes and concerns

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of the world’s consumers are concerned about the environment

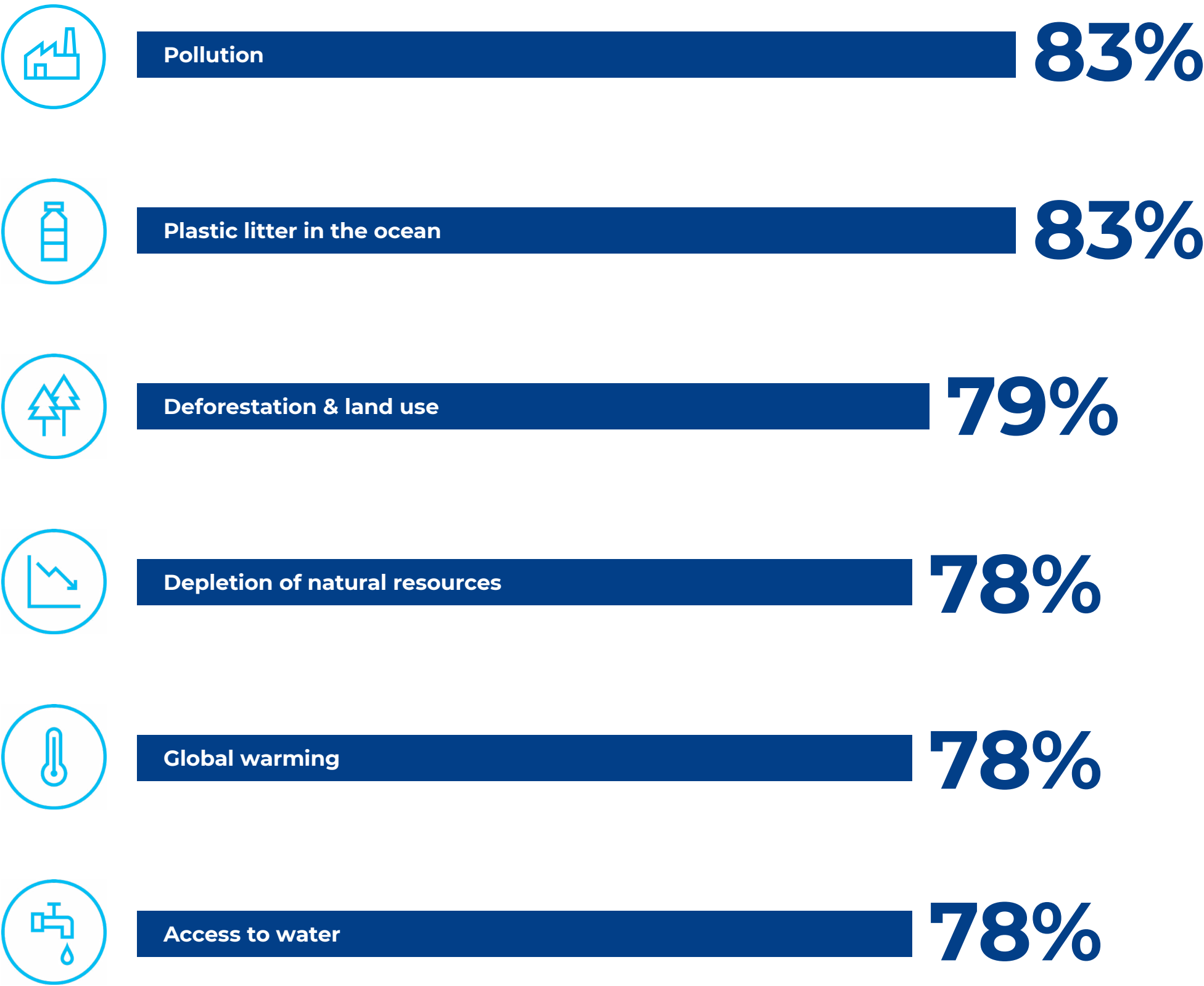
Growing concern for the environment

The global climate crisis remains a top concern for consumers. Overall concern has increased across all environmental issues since 2019. However, consumers remain most concerned about pollution, followed closely by plastic litter in the ocean. This reflects much of the corporate conversation, which in recent years, has focused on the need to reduce waste and increase share of renewable materials.

Increasingly worried about water

As water scarcity issues continue to grip portions of the world, consumers recognise the need for improved water supply and water infrastructure. Our research shows that, of all the environmental issues, ‘access to water’ saw the most significant increase in the level of concern compared to 2019.

Top 6 most concerning environmental issues:



1. Environmental attitudes and concerns

Recycling

Consumers play a crucial role in the recycling value chain. It is important to note that the circumstances around recycling vary greatly across geographies, with different sets of challenges.

Consumers care and their actions show it:



47%

of consumers sorted
and set aside waste
for recycling



45%

tried to reduce the
amount of household
food/beverage waste





Circular economy

70% of the world's consumers tried to reduce waste, reuse and recycle.

Consumers are increasingly adopting circular economy actions as habits. Two key drivers for consumers are a sense of responsibility for future generations and the desire to do something good for the community.

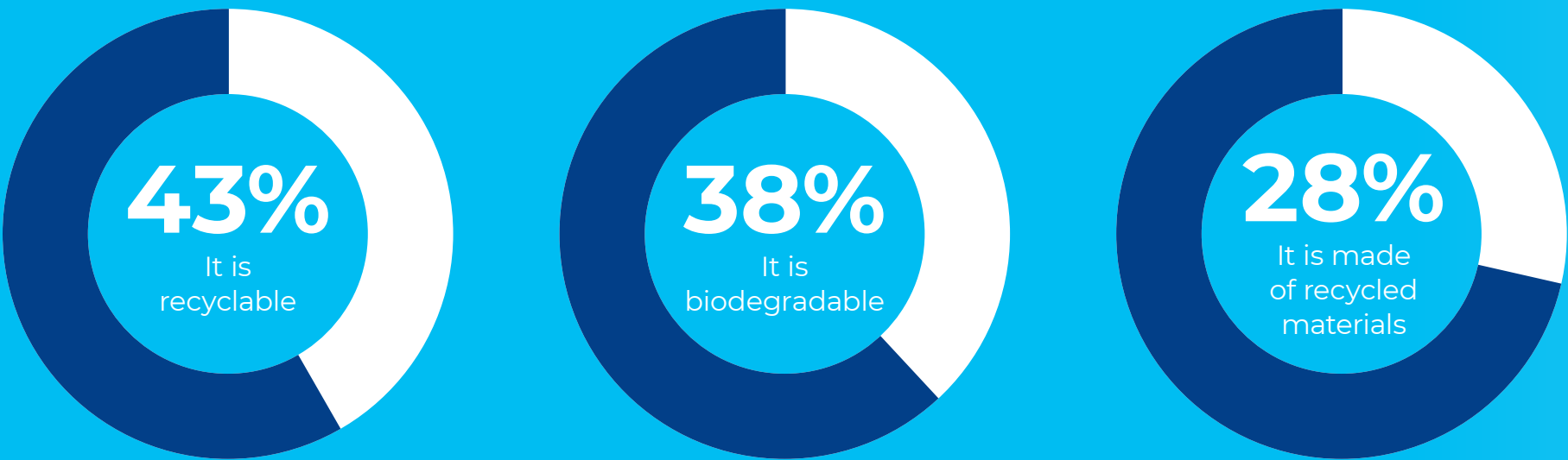
When it comes to buying products in environmental sound beverage packaging, 63% of consumers are driven to preserve the environment for future generations while 48% feel compelled to do something helpful for the community.

1. Environmental attitudes and concerns

Consumer definition
of sustainable packaging

When consumers think about environmentally sound beverage packaging, "recyclability", "biodegradability" and "made of recycled materials" are top of mind for an important share of consumers. In contrast, fewer consumers consider the quantity or types of materials used.

How do consumers define sustainable packaging?





2. Attitudes towards sustainable packaging

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49% of the world's consumers are **more likely to consider a brand** using environmentally sound beverage packaging.

Overall, the environmental communication by a brand increases the intention to buy. The topics read the most are recyclability, use of recycled materials and reusable packages.

44% of the world's consumers perceive environmentally sound beverage packaging as having **premium value.**

Consumers are willing to pay a higher price for an environmentally sound beverage package and are more likely to buy products from a brand that talks about environmental topics.



2. Attitudes toward sustainable packaging

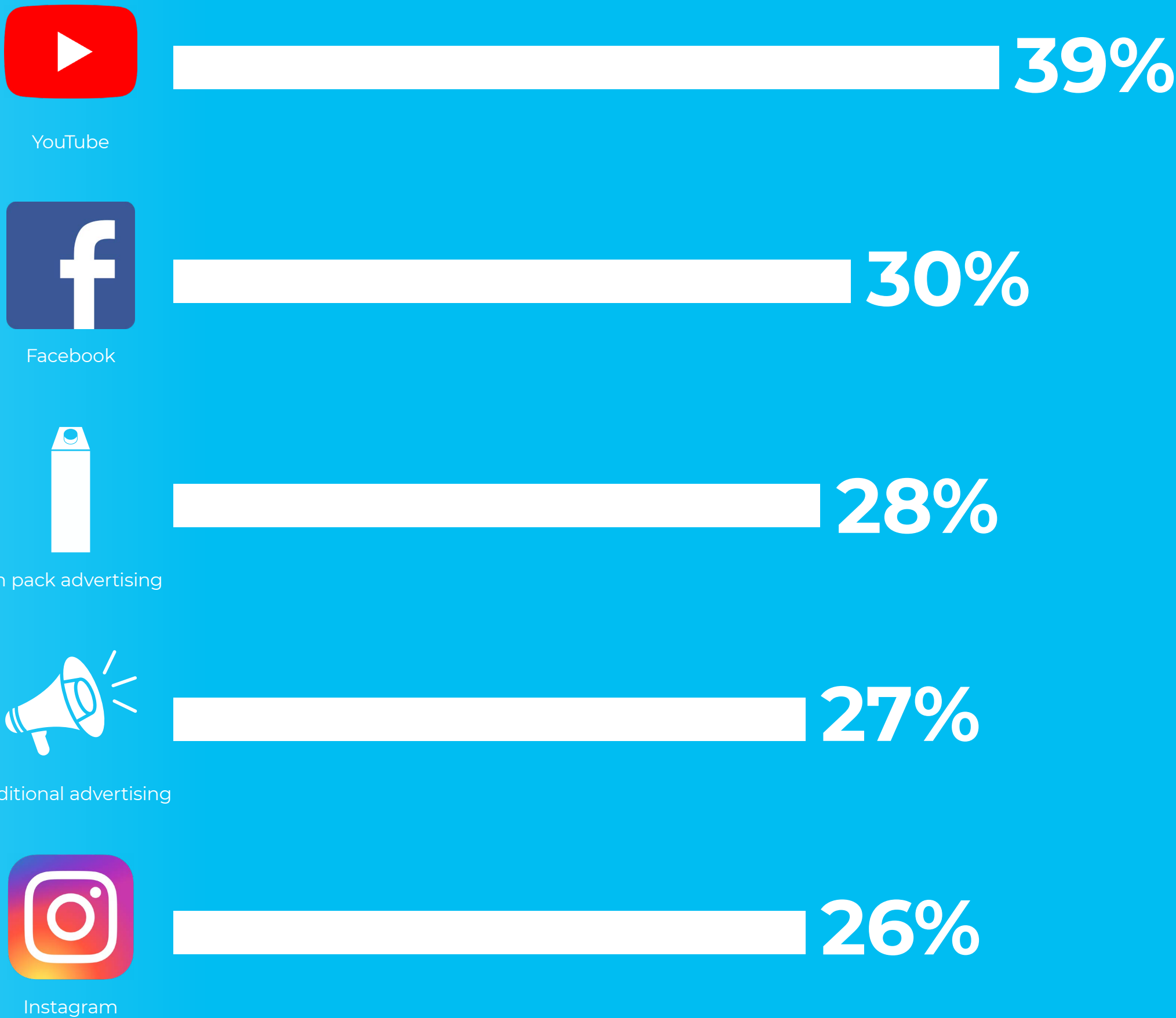
43% of the world's consumers **recently read environmental information** about beverage packaging.

Consumers continue to see and read information about beverage packaging.

Social networks such as YouTube and Facebook is where most consumers find environmental information, followed by on-pack information and traditional advertising.

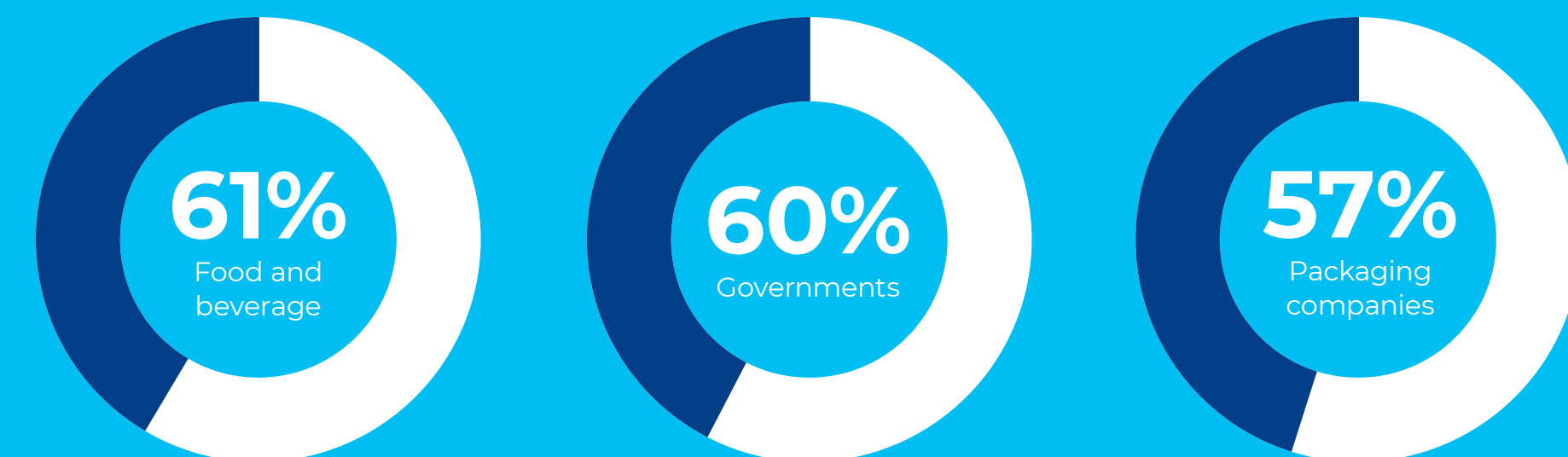
This presents big opportunities for organisations to engage with consumers through a holistic approach of appropriate channels, online and offline.

% of consumers using a communication channel to read, watch or follow environmental info about beverage



Consumers expect brands to lead the environmental change

On environmental issues, consumers feel that Governments, Food/Beverage & Packaging companies should take action:



Thank you for reading this sample report.

Turn Insights into Action.

Tetra Pak has the marketing and sustainability expertise you need to convey a powerful story to your consumers. Our insights help you address your market credibly and stand out on the shelf.

Visit gonature.tetrapak.com to discover our journey to deliver the world's most sustainable food package.