Environment Research 2017

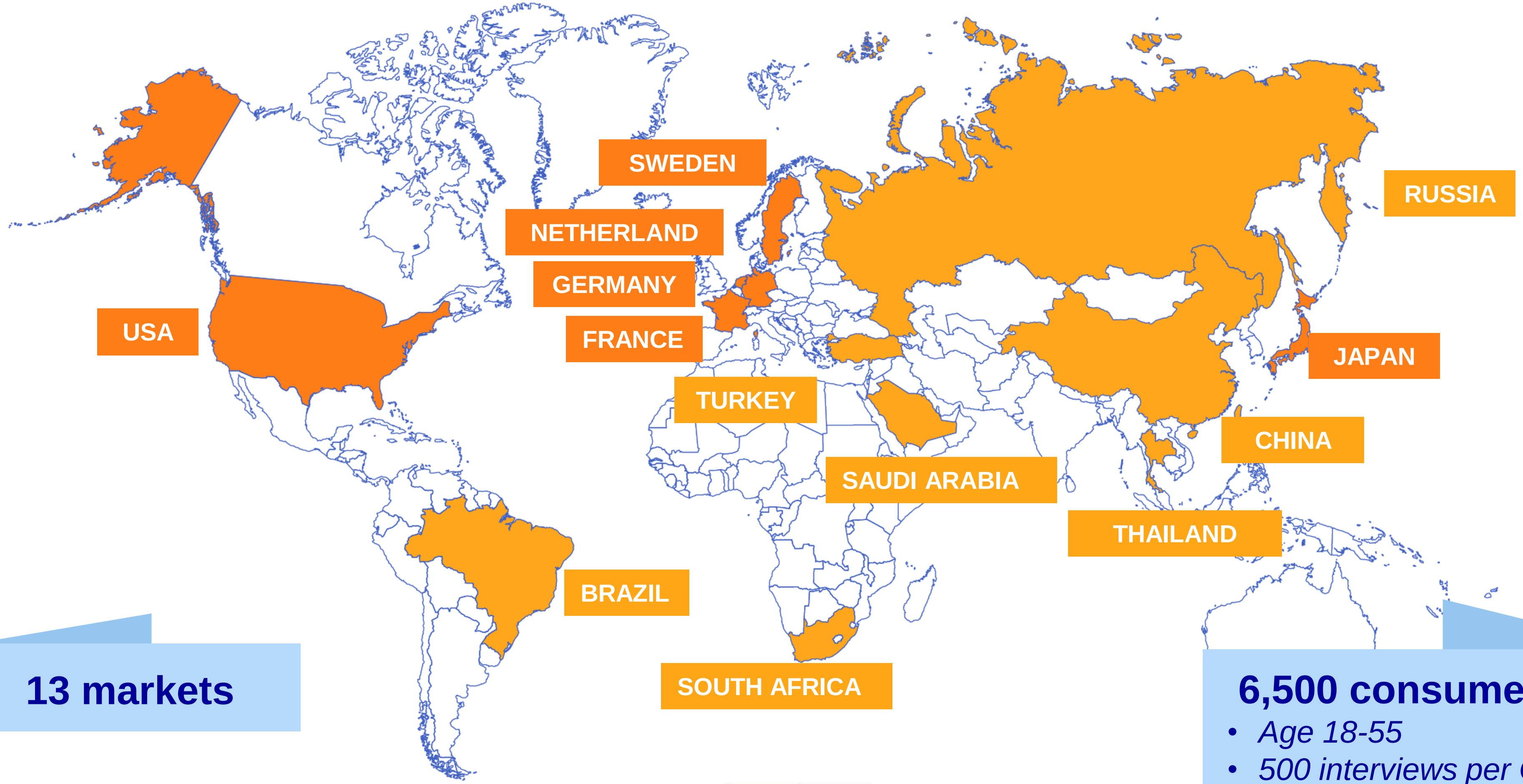
Tetra Pak in collaboration with Ipsos

Summary Report

July 2017

Country coverage

Consumers view



13 markets

6,500 consumers

- *Age 18-55*
- *500 interviews per Country*
- *Online (quantitative)*

DEVELOPING MARKETS

DEVELOPED MARKETS

Key insights 2017

85%

OF CONSUMERS BELIEVE THAT THE FOCUS ON ENVIRONMENTAL ISSUES WILL INCREASE IN THE NEXT 5 YEARS

- Recycling and food waste reduction are the top performed environmental actions
- Emotional drivers and personal benefits influence purchase of environmentally sound products

42%

OF CONSUMERS LOOK FOR LOGOS WHEN SHOPPING FOR BEVERAGES

- On-pack is the preferred channel to get environmental information about packaging

43%

OF CONSUMERS SAY THAT AN ENVIRONMENTALLY SOUND PACKAGE MAKES THEM MUCH MORE LIKELY TO CONSIDER THE BRAND

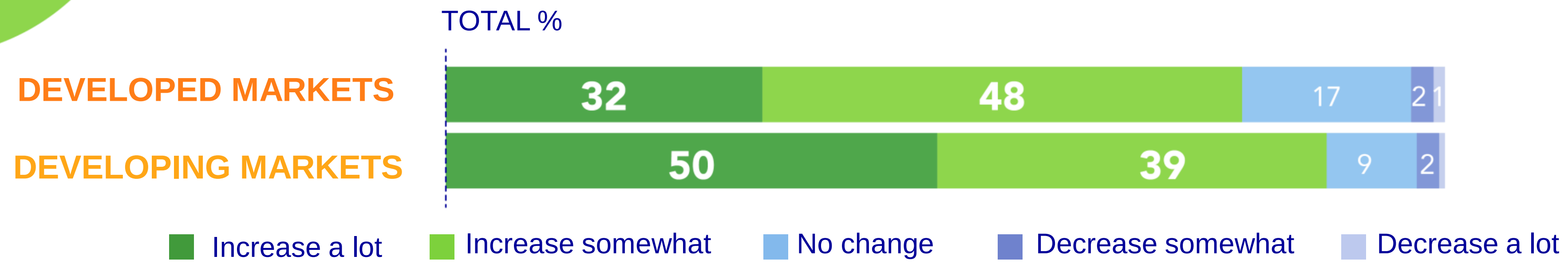
- And half of them say that it makes the brand worth more than it cost

Environment is top of mind for consumers

Expected to be an even more relevant topic in the future

How much do you think the focus on environmental issues (e.g. climate change, environmental pollution) will increase/decrease in the coming five years? (Prompted, Single choice)

Of consumers believe that the focus on environmental issues will increase in the coming 5 years



Base: Consumers (n=6543)

*Top 2 boxes (Increase a lot + Increase somewhat)

Recycling confirmed as the most frequent activity

Food waste reduction is the top activity in developing countries

Q *Below is a list of activities. Thinking about the past year, please indicate which of the following actions you have actually done or considered doing, or have not considered doing, using the below ranking: (Prompted, single per row)*

ENVIRONMENTAL ACTIVITIES - TOP BOX (% FREQUENTLY DONE)

Activity	2017	2015	95% significance towards 2015	DEVELOPED	DEVELOPING
Sorted and set aside waste for recycling	52	47	↑	**70%**	36%
Reduced the amount of food/beverage wasted by me/my family	43			45%	41%
Purchased a product with an environmentally sound packaging	23	24		15%	**29%**
Considered environmental aspects when purchasing things	20	18	↑	15%	**25%**
Avoided a particular product or brand for environmental reasons	18	14	↑	16%	21%
Avoided a beverage in a plastic container for environmental reasons	16	13		10%	21%
Purchased an environmentally sound product, even if it costs more	15	16	↑	12%	18%
Avoided a beverage in a carton container for environmental reasons	11	7	↑	7%	15%

Base: Consumers (n=6543)

↑ ↓ 95% Significance towards 2015

Noteworthy difference developed - developing

Three levels of environmental engagement

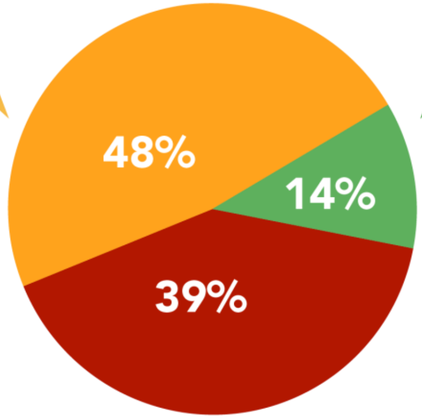
Households with kids drive environmental actions up

MEDIUM ENGAGEMENT – 48%

ACTION: Frequently recycle and reduce the amount of food waste, lower engagement in other environmental activities.

DRIVER: Preserving the environment for future generations.

BARRIER: Cost remains a key barrier, followed by lack of information and availability.



HIGH ENGAGEMENT – 14%

ACTION: The most active segment across all environmental activities. Strongly caring about environment when buying products. Would buy more products if available.

DRIVER: Buy environmental products to preserve the environment for future generations and because it is part of their lifestyle.

Higher share of kids in household

LOW ENGAGEMENT – 39%

ACTION: Recycle and care about food waste as minimum effort for the environment. Low interest on environment when buying products.

DRIVER: More driven by personal benefits than environmental benefits.

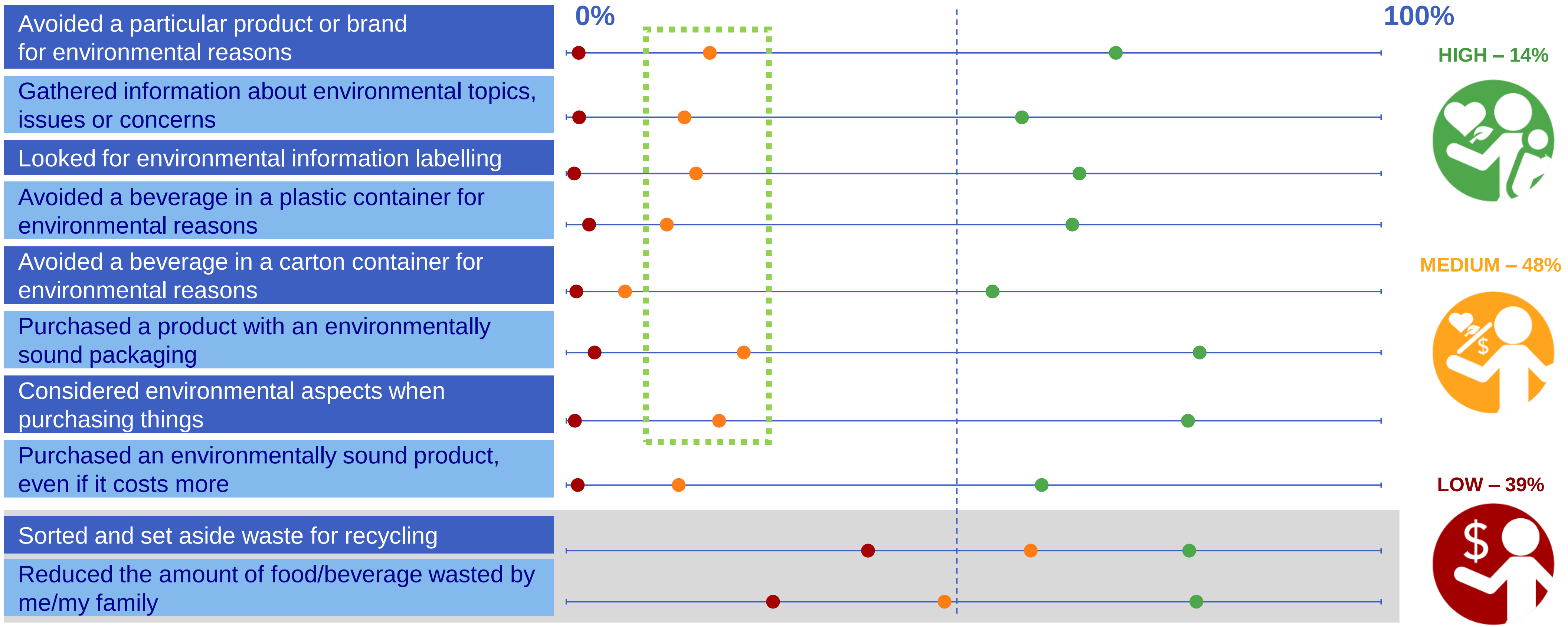
BARRIER: More price oriented than other segments.

Middle green consumers are an important target

Recycling and food waste reduction frequently done across all segments

Below is a list of activities. Thinking about the past year, please indicate which of the following actions you have actually done or considered doing, or have not considered doing, using the below ranking: (Prompted, Single per row)

ENVIRONMENTAL ACTIVITIES - TOP BOX (%FREQUENTLY DONE)



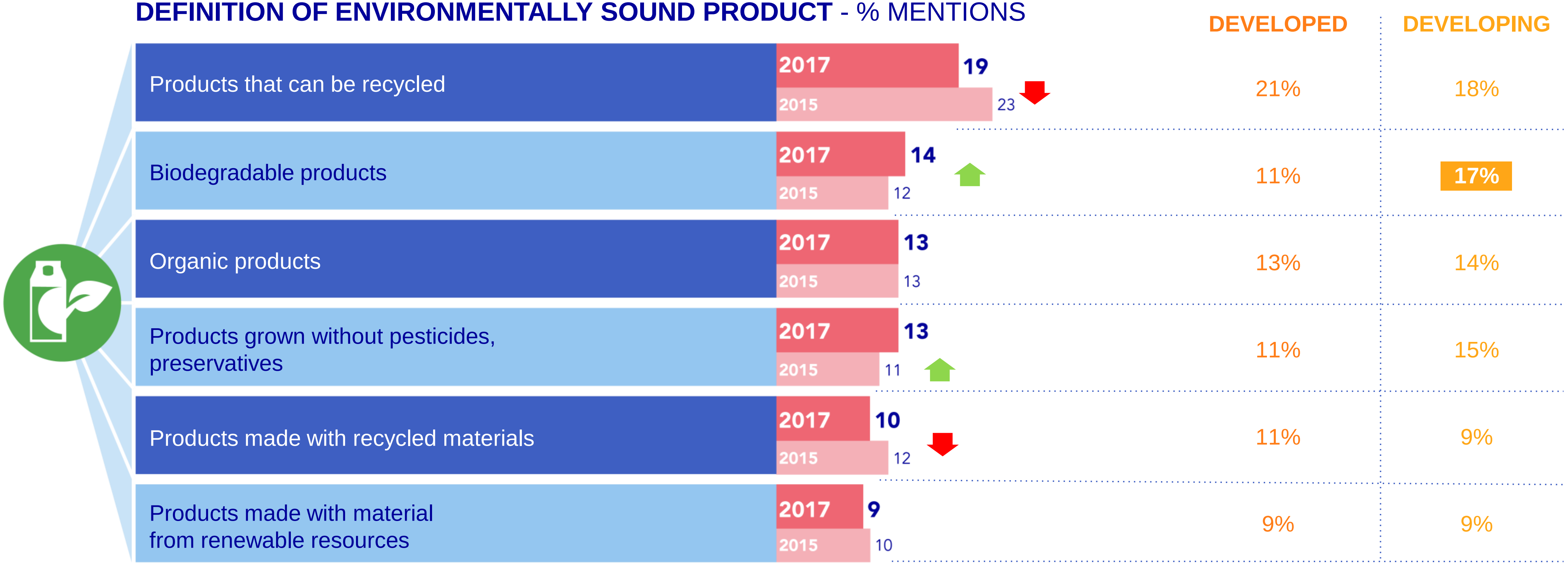
Base: Consumers (n=6543)

Environmentally sound product shows different nuances

Increased associations with ‘natural’ compared to the past

When you think about an environmentally sound product, which is the first thing that comes to your mind? (Prompted, Single choice, top 6 answers)

DEFINITION OF ENVIRONMENTALLY SOUND PRODUCT - % MENTIONS



Base: Consumers (n=6543)

95% Significance towards 2015

Noteworthy difference developed - developing

Emotional drivers influence purchase of green products

Personal benefits are very relevant especially in developing countries

Q *Why do you buy / would you buy environmentally sound products? (Prompted, Multiple choice)*

DRIVERS TO PURCHASE ENVIRONMENTALLY SOUND PRODUCTS
% MENTIONS

	2017	2015	DEVELOPED	DEVELOPING
To preserve the environment for future generations	58	51	55%	60%
To do something helpful for the community	37	32	35%	39%
Because it fits with my lifestyle (e.g. organic, local, natural, free-from, etc)	35	28	28%	40%
Because of additional benefits compared to standard products (e.g. health benefits)	34		24%	44%
Because of higher quality than standard products	23	12	18%	28%

Base: Consumers (n=6543)

95% Significance towards 2015

Noteworthy difference developed - developing

Higher cost vs. standard product remains the main barrier

Lack of availability and lack of awareness are less perceived as barriers

Which of the following aspects would not make you buy / make you not buy an environmentally sound product? (Prompted, Multiple choice, top 6 answers)

BARRIERS TO PURCHASE ENVIRONMENTALLY SOUND PRODUCTS
% MENTIONS

Barrier	2017	2015	DEVELOPED	DEVELOPING
Higher cost of environmentally sound products compared to standard ones	46	44	48%	44%
Lack of information on environmentally sound products	29	29	24%	33%
Lack of environmentally sound products available to purchase	29	33	21%	**35%**
Lack of awareness in distinguishing what is or is not an environmentally sound product	28	31	24%	**30%**
A lack of trust that the product has limited impact on environment	26	26	24%	28%
Lower quality of environmentally sound products compared to standard ones	22	25	22%	23%

Base: Consumers (n=6543)

95% Sigificance towards 2015

Noteworthy difference developed - developing

Sustainable packaging drives consumer preference

20% of consumers also recognize higher brand value

Q *If you were about to choose a beverage brand, how would an environmentally sound packaging affect your consideration of the brand? (Prompted, Single choice)*

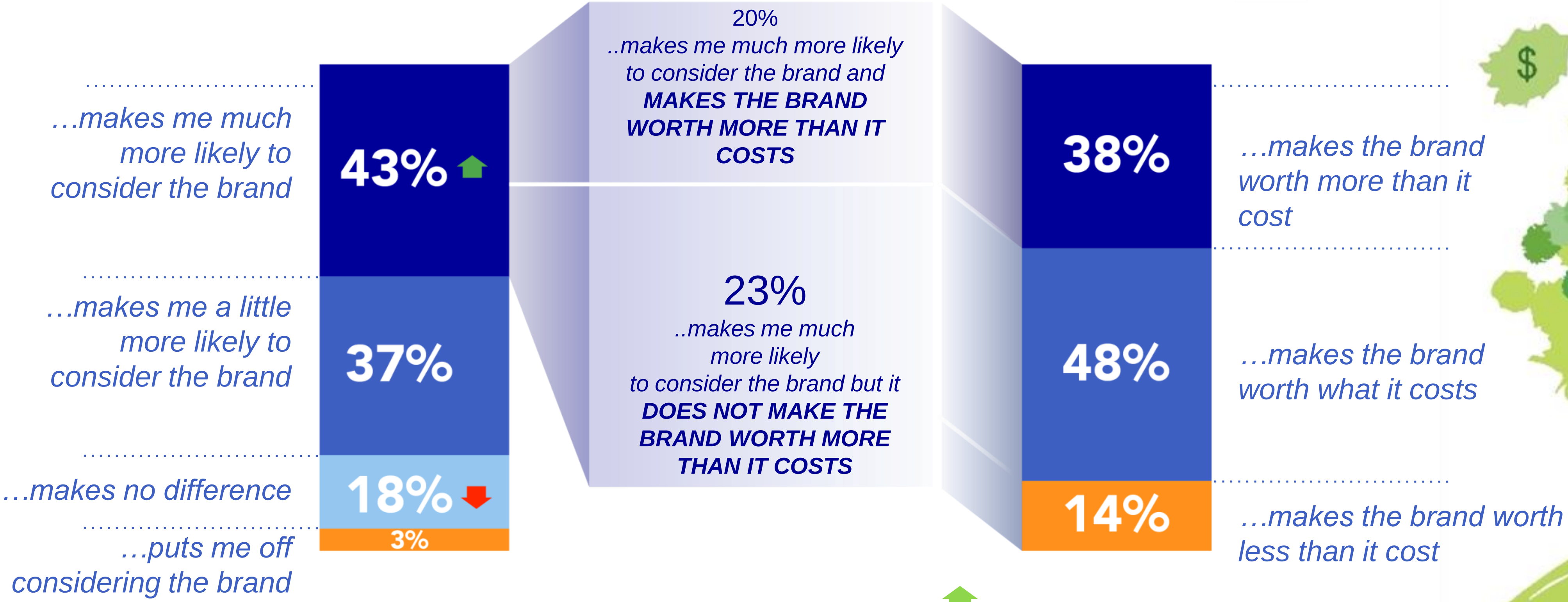
Q *How would an environmentally sound packaging change your opinion about the value of this brand? (Prompted, Single choice)*

IMPACT OF ENVIRONMENT ON **BRAND CONSIDERATION**

An environmentally sound packaging…

IMPACT OF ENVIRONMENT ON **BRAND VALUE**

An environmentally sound packaging…



Base: Consumers (n=6543)

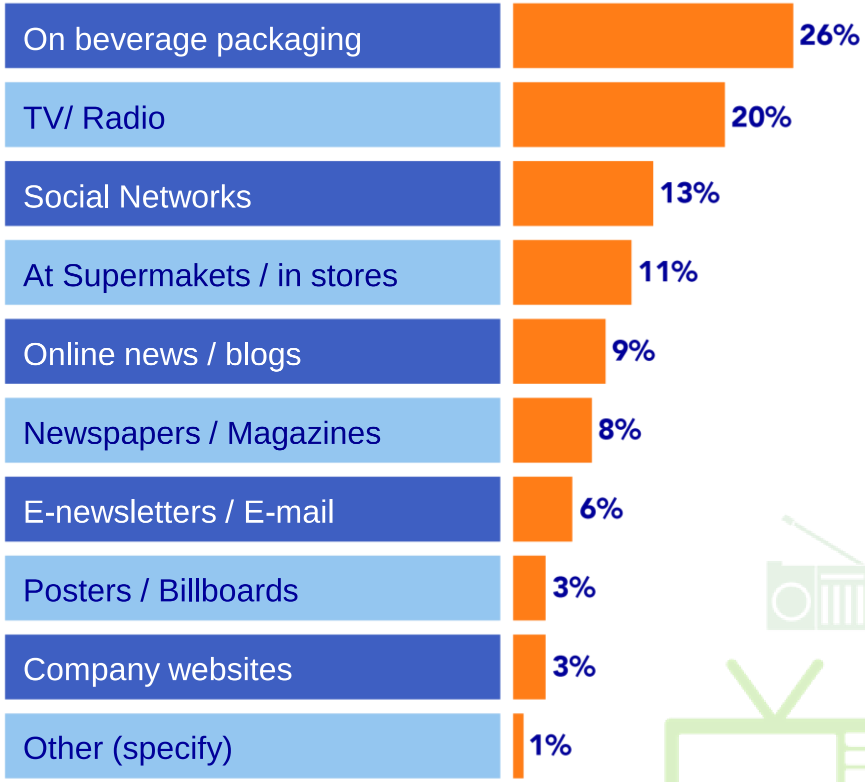
95% Sigificance towards 2015

The package is the preferred source of environmental info

Consumers would like more info on many environmental topics on pack

Through which of the following communication channels would you prefer to get environmental information about beverage packaging? (Prompted, Single choice)

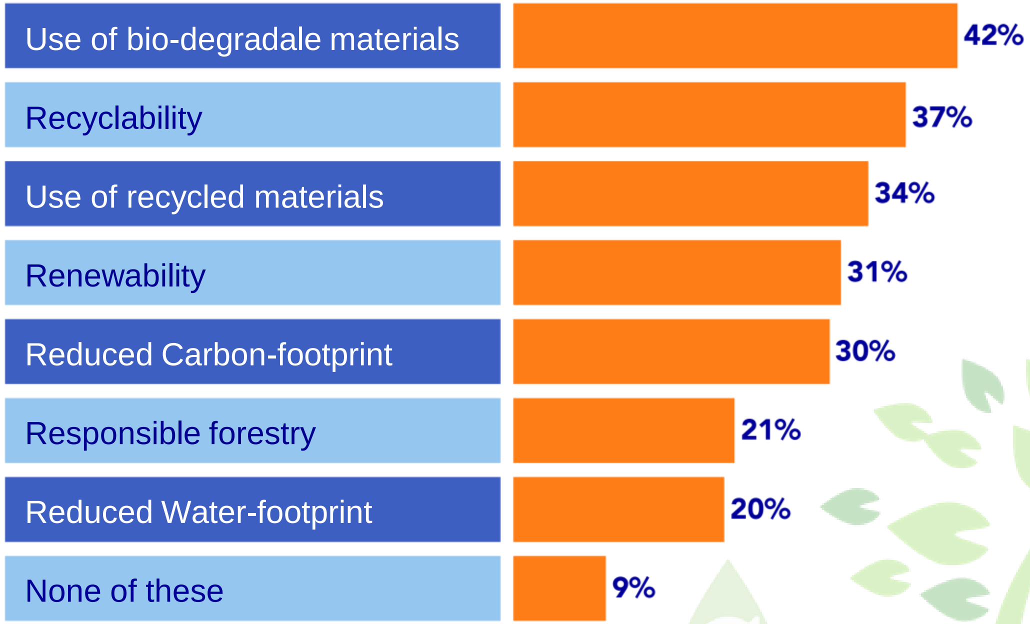
PREFERRED CHANNEL TO GET ENVIRONMENTAL INFO ABOUT PACKAGING



Base: Consumers (n=6543)

Which of the following topics would you like to read/ learn more about? (Prompted, Multiple choice)

TOPICS TO READ / LEARN MORE ABOUT



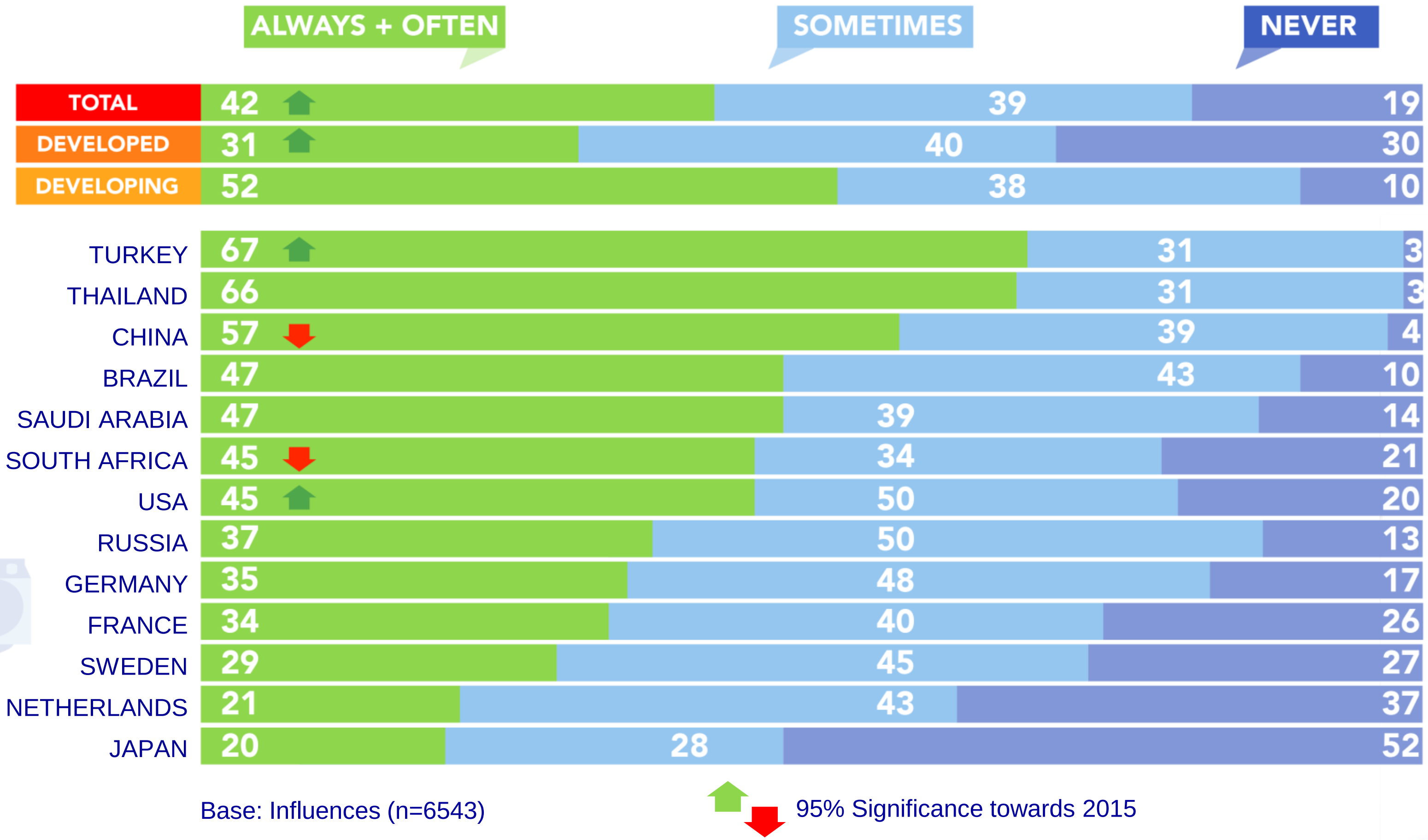
Base: Consumers (n=6543)

The importance of environmental logos is increasing

42% consumers look for them when shopping for beverages

Consumers: When you shop for beverages, do you typically look for environmental logos on the products you buy? (Prompted, Single choice)

ATTENTION TO ENVIRONMENTAL LOGOS DURING SHOPPING – % MENTIONS

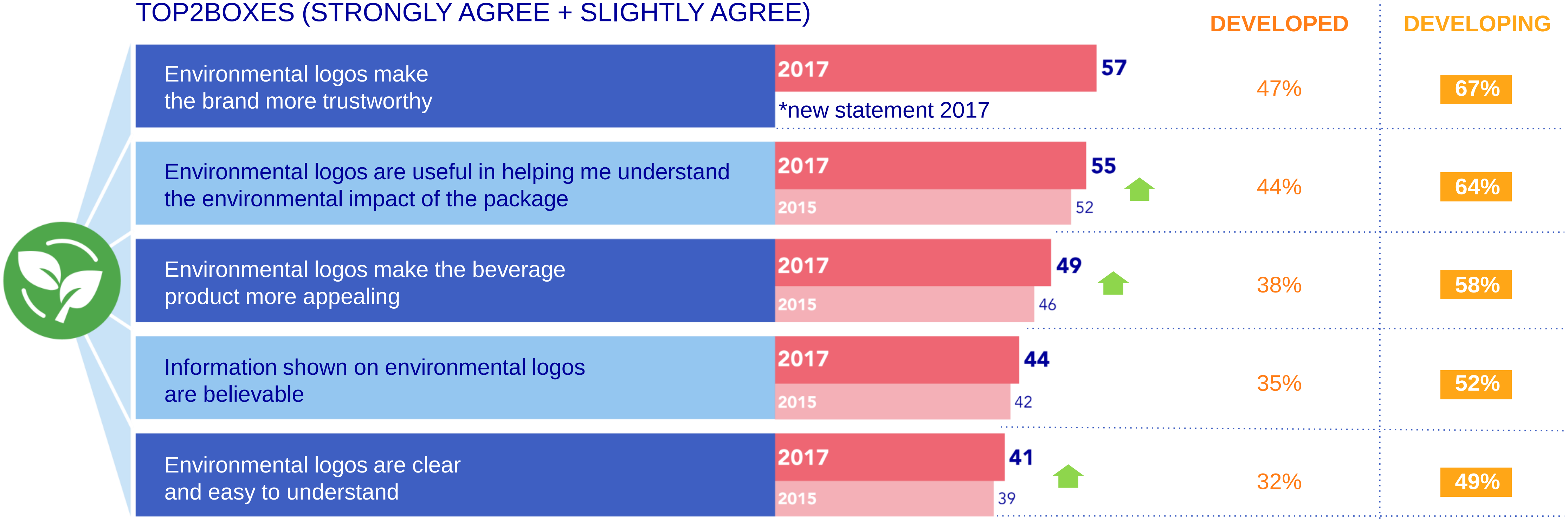


Environmental logos add trust and appeal to the brand

Considered increasingly clear and useful

Next are some statements about environmental logos. Please indicate how much you agree or disagree with each statement, using scale of 1 to 5, where 1 means 'not at all agree', 5 means 'strongly agree'. (Prompted, Single per row)

AGREEMENT ON STATEMENTS ABOUT ENVIRONMENTAL LOGOS - % MENTIONS TOP2BOXES (STRONGLY AGREE + SLIGHTLY AGREE)



Base: Consumers (n=6543)

95% Significance towards 2015

Noteworthy difference developed - developing

Increasing awareness and relevance of FSC™ logo

Now you will see some environmental logos or labels that you can find on food and beverage packaging. Which of them have you seen or heard of? Please select all the logos this applies to (FSC only, Prompted, Multiple choice)

LOGO AWARENESS

TOTAL	26% ↑
DEVELOPED	36% ↑
DEVELOPING	17%
NETHERLANDS	73%
GERMANY	54%
SWEDEN	34% ↑
SOUTH AFRICA	32%
FRANCE	30%
BRAZIL	26%
THAILAND	16%
CHINA	16%
RUSSIA	12%
USA	11% ↑
JAPAN	10% ↑
TURKEY	9% ↓
SAUDI ARABIA	7% ↑

FSC
www.fsc.org
FSC™ C014047

* The FSC™ logo means all paperboard used for the package comes from wood from certified forests and other controlled sources, which meet the certification's specific environmental, social and economic principles

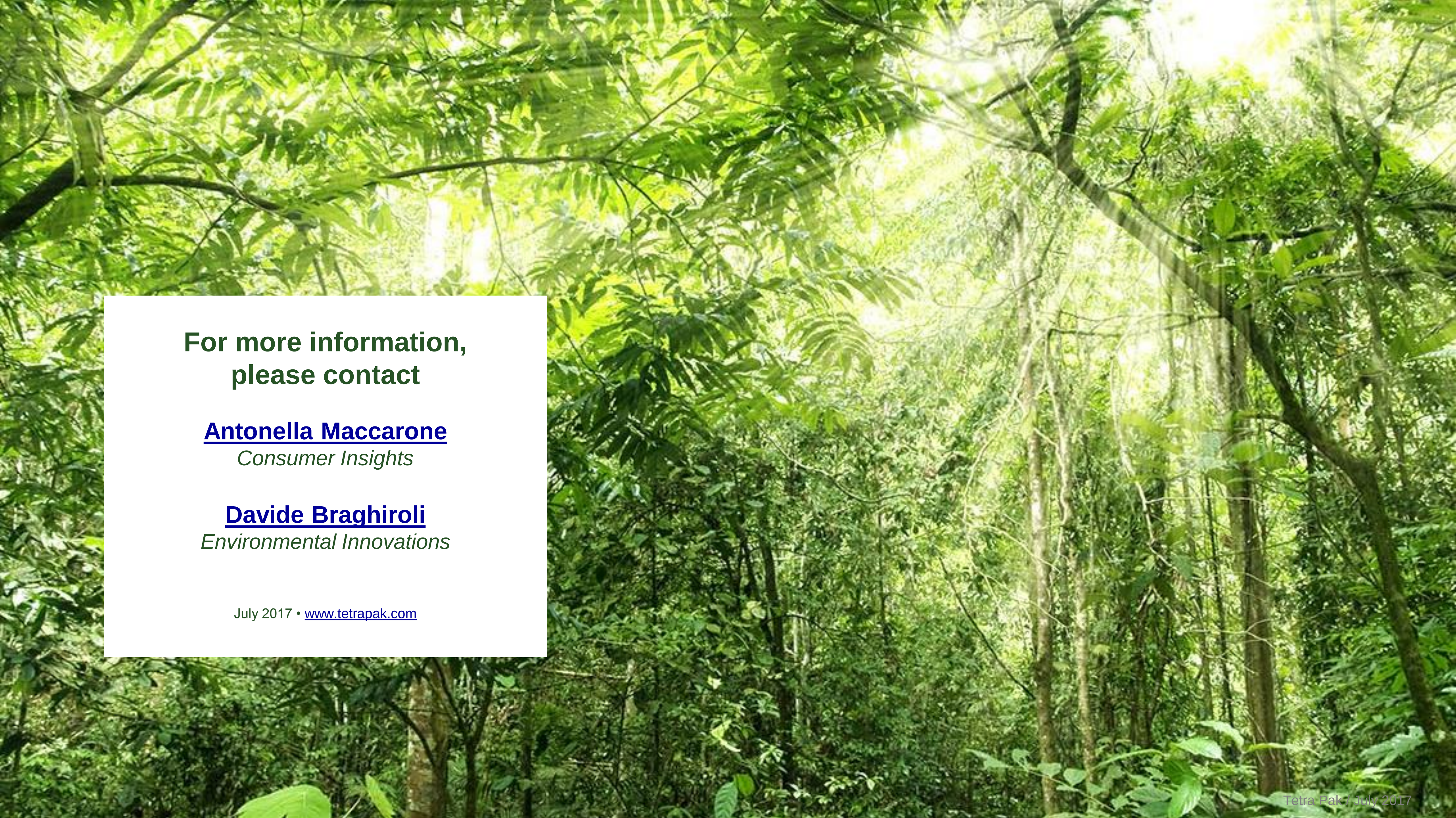
This is the FSC logo and it means... How relevant is it for you that when buying a carton package, it is labelled with the FSC logo? (Prompted, Single choice)*

RELEVANCE - TOP 2 BOXES (% Extremely+Very relevant)

TOTAL	55%
DEVELOPED	46%
DEVELOPING	63%
BRAZIL	81%
TURKEY	75%
CHINA	66%
FRANCE	60%
SOUTH AFRICA	58%
RUSSIA	56%
NETHERLANDS	53%
THAILAND	52%
SAUDI ARABIA	49%
USA	48%
GERMANY	45%
SWEDEN	44%
JAPAN	28%

Base: Consumers (n=6543)

↑↓ 95% Significance towards 2015



For more information, please contact

Antonella Maccarone
Consumer Insights

Davide Braghiroli
Environmental Innovations

July 2017 • www.tetrapak.com