



## PRESS RELEASE

### **Tetra Pak research study reveals the convergence of environment and health is growing, and the Food and Beverage Industry is first to see this trend**

**Bangkok, 11 November 2019**– Tetra Pak today reveals the findings from a global research study in partnership with Ipsos<sup>1</sup> on the two most pressing consumer demands: *the environment* and *health*. They have historically been seen, and communicated, as separate areas: however, they are increasingly converging, creating pivotal opportunities for food and beverage brands in how they market their products over the next 12 months.

With two-thirds of consumers now believing that we are reaching an environmental tipping point, consumers overwhelmingly see themselves as being directly responsible for the world around them, and for their own health. With environmental issues becoming more evident in daily life, our concerns about the impact on our health are also growing. Nearly 60% of consumers now believe that their health and well-being are strongly affected by environmental problems. As one of the only industries that can connect the environment at a personal level to the individual, by also talking about health, Food and Beverage (F&B) brands have an opportunity to drive change through the way they communicate with their consumers on these topics, to meet this growing and pressing need.

To support brands with navigating this journey, the Tetra Pak Index 2019 reveals six new segments of consumers, each with their own attitudes around both health and the environment. Each group presents clear opportunities for targeted products and messaging for F&B brands, in embracing the convergence of these topics.

While the intersection of personal and planet health is generally on the rise globally, the level of maturity varies between countries. Here in Thailand, for example, Tetra Pak Index shows a case study of Waldorf Astoria Bangkok providing guests with water in Tetra Prisma® Aseptic 500ml packages as part of the hotel's commitment to minimise the single-use plastics on its property and also educating them how such cartons are recycled.

In this year's report highlights, find more about:

- The six new segments of consumers, each with their own attitudes around both health and the environment
- The rise of individual responsibility for the environment and their own health

"Food and beverage is perhaps the first industry to see the emerging trend for convergence of health and environment," said Supanat Ratanadib, Marketing Director, Tetra Pak (Thailand) Limited. "It provides a new opportunity for brands to make a powerful, purposeful and personal connection with consumers by addressing and communicating both at the same time."

View or download the free Tetra Pak Index report [here](#).

**Tetra Pak (Thailand) Limited**

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The Tetra Pak Index, currently in its 12<sup>th</sup> iteration, is an annual report focused on providing insights into the global trends and opportunities shaping the future of the Food and Beverage industry.

This year's global research study, conducted in partnership with Ipsos, investigated the convergence of health and environment and developed a segmentation model based on the consumer preferences, attitudes and behaviours revealed in the study.

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## ABOUT TETRA PAK

Tetra Pak is the world's leading food processing and packaging solutions company. Working closely with our customers and suppliers, we provide safe, innovative and environmentally sound products that each day meet the needs of hundreds of millions of people in more than 160 countries. With over 24,000 employees around the world, we believe in responsible industry leadership and a sustainable approach to business. Our motto, "PROTECTS WHAT'S GOOD™," reflects our vision to make food safe and available, everywhere.

More information about Tetra Pak is available at [www.tetrapak.com/th](http://www.tetrapak.com/th)

## PLANET POSITIVE

Tetra Pak recently launched their Planet Positive campaign, which urges industry stakeholders to move to a low-carbon circular economy. This movement represents a new way of thinking inspiring suppliers, customers and other businesses to come together to address the pressing global environmental issues of climate and waste, taking a broader view of sustainability, going beyond recycling and reuse to include the carbon impact of raw materials and manufacturing.

Founded on the idea that a package should save more than it costs, sustainability has always been core to how Tetra Pak operates as a business. Recognising the importance of addressing the full impact of the business, Tetra Pak is committed decarbonising energy, improving energy efficiency, reducing food waste and minimising impact on resources such as land and water. The company has set a goal to produce packages only from plant-based or recycled packaging materials and that are fully recyclable, without compromising on food safety requirements. At the same time, Tetra Pak has committed to reduce operational GHG emissions 42% by 2030 and 58% by 2040, from a 2015 baseline.

More information about Planet Positive at [www.tetrapak.com/sustainability/planet-positive](http://www.tetrapak.com/sustainability/planet-positive)

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