

**Packaging
that persuades:
attributes behind
consumer choices**





What makes us reach for a product on the shelf? Often it's the material, shape or colour that catches the eye and draws us in. Packaging plays a bigger role in purchasing decisions than we might realize. As sustainability becomes increasingly important to consumers around the world, the materials used in packaging and what they signal are starting to matter more too.



To explore these factors, Tetra Pak® conducts a global survey with nearly 13,000 participants every other year. The findings offer valuable insights into how carton packaging solutions can influence what we buy, and also how we perceive brands.



Talking about responsibility and environmental values can increase a brand's chances of being chosen by consumers. When companies communicate about their commitments, it resonates with today's conscious consumers.

71% say that the intention to buy would increase if a brand talks about environmental topics

* Source Tetra Pak Sustainable Packaging Consumer Research Sept 2025
Base n= 12.993, 2023 n= 14.539

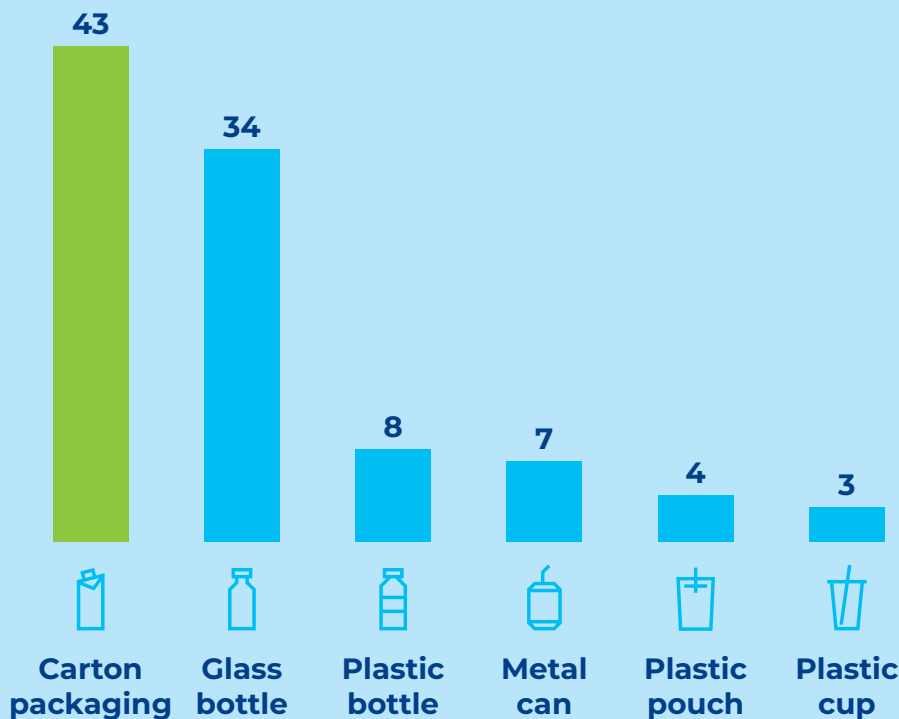
The visual presence of carton, combined with its tactile qualities and perceived modernity, gives it an edge in attracting attention. When asked, consumers say that carton packaging increases its shelf presence compared to cans and plastic.



*Q20A Considering the last years, do you think that the presence of following pack materials on shelf for liquid food and beverages has increased, decreased or remained the same? Percentage value Base UK: 2023

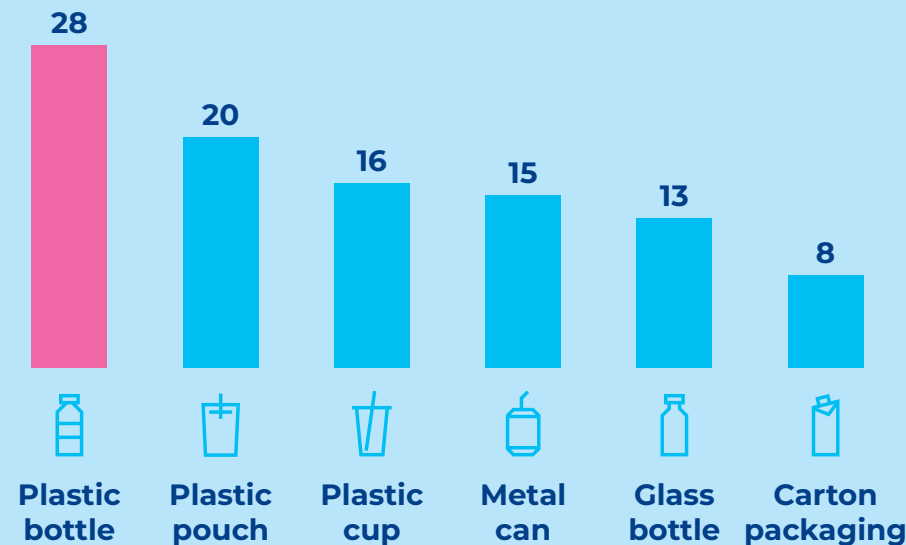
Carton packaging is seen by consumers as a responsible choice. Compared to plastic cartons signal care, consideration and a smart way forward.

Most environmentally sound packaging types



Q17. Which one of the following types of packaging for beverage, do you believe is the most environmentally sound?

Least environmentally sound packaging types



Q18b. Which one of the following types of packaging for beverage, do you believe is the least environmentally sound?
Source Tetra Pak Sustainable Packaging Consumer Research Sept 2025

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can elevate your brand?**

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