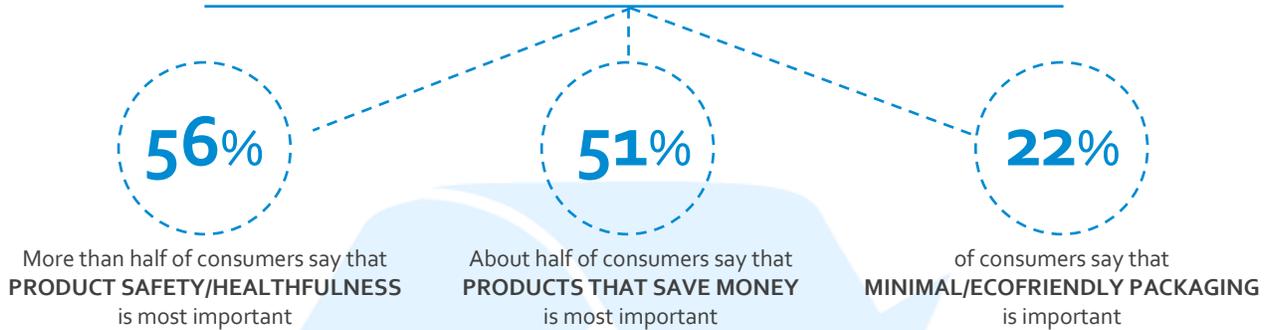


PACKAGING & PURCHASING

THE IMPORTANCE OF SUSTAINABILITY IN THE DECISION

Awareness of packaging is tied to the daily lives of consumers in terms of use and disposal. Consumers understand sustainable packaging primarily in term of its back-end environmental impacts (what happens to the packaging after they use the product at home). It is the familiarity with and knowledge of this back-end impact that influences purchase decisions.

When deciding which foods and beverages to purchase, what is MOST IMPORTANT to you?



When purchasing products, how important is it that **PACKAGING** be... (top 5 packaging aspects)



When it comes to consumers' **HEALTH** and **ENVIRONMENT**, which types of food packaging/containers are they concerned about?



Consumers are most concerned about **Styrofoam and plastic shopping bags** → *"I recycle. It took some effort at first. But now it feels weird to not recycle and compost. It feels bad to throw out plastic bags now that stores don't even give them out..." — Millennial consumer*

Source: Sustainability: Transparency 2015 report