

Unpacking Consumer Behavior

*Impact of Sustainable Packaging
on Buying Decisions*





Introduction

Agenda

*Consumers are
trying to live
sustainably*

*Emerging trends in
sustainable packaging
claims across the store*

*Case studies: Breakfast
of Champions &
Bark-et Report*

Introduction

While 61% of shoppers recognize the impact of environmental issues on their health and wallets, confusion around packaging claims remains. From 2018 to 2022, products with sustainability claims grew 34% faster than those without, yet significant opportunities remain.

With increasing government regulations like Extended Producer Responsibility (EPR), it's crucial for manufacturers to align consumer understanding with regulatory demands.

In this presentation, we'll explore the evolving consumer perspective on sustainability, featuring two case studies on FMCG categories excelling in sustainable packaging and those facing challenges in meeting consumer and regulatory expectations.

And for more insights,
[reach out to our experts!](#)



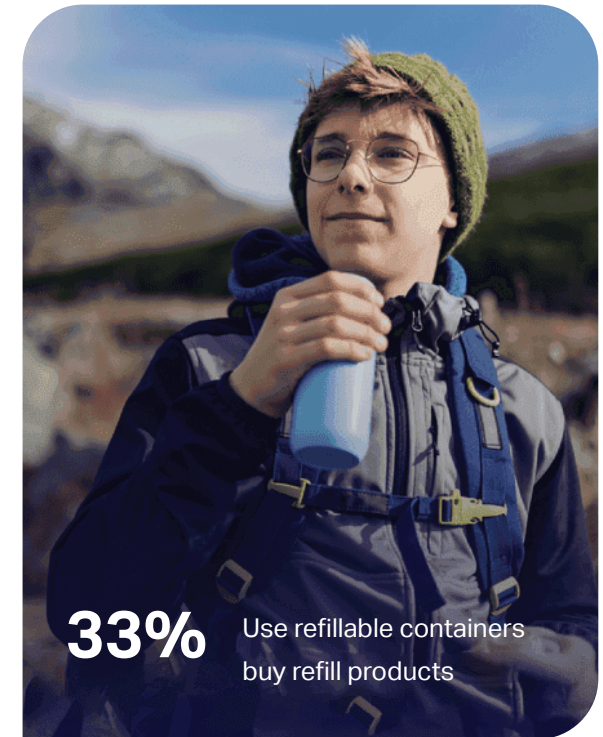
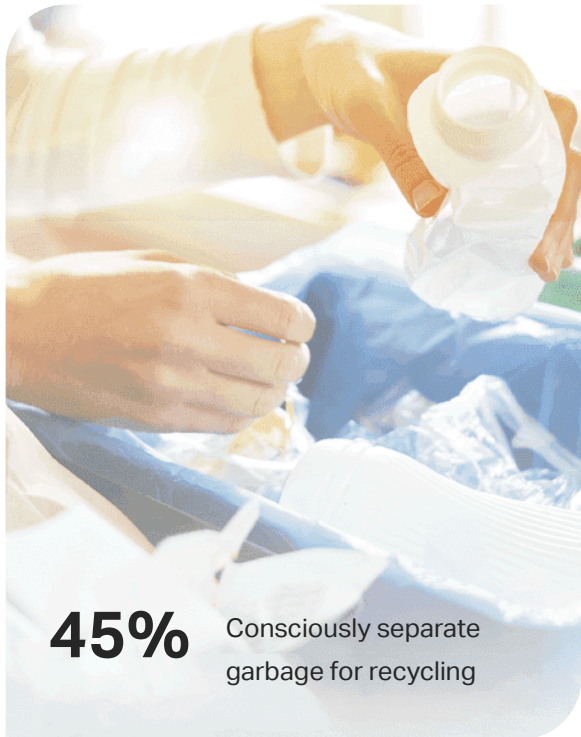
*Products with
sustainability claims
grew 34% faster than
those without*

**Consumers are
trying to live
sustainably**



**100% RECYCLABLE
REUSABLE**
PLEASE REUSE AND RECYCLE THIS PACKAGE

Only 1 in 20 consumers say they take *NO action* to live sustainably



Source: NielsenIQ 2023 Sustainability Report - What actions, if any do you currently do to live a sustainable lifestyle?

Sustainability is driving unprecedented *growth and consumer loyalty*

Consumers care about sustainability—and back it up with their wallets



61%

Agree *environmental issues* are having an **adverse impact** on their current and future health

34%

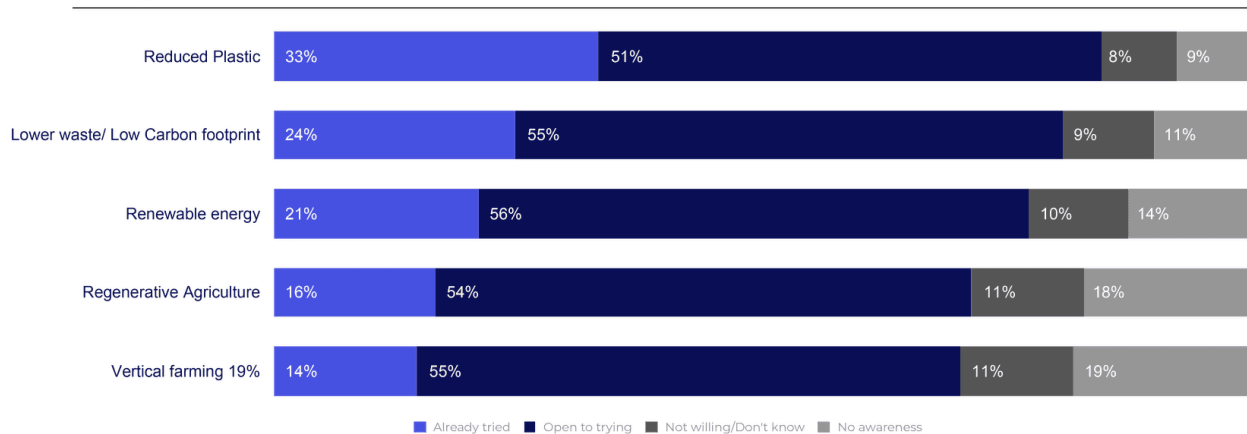
Repeat rate for brands with **>50% of sales from products with sustainability**

Source: NielsenIQ Retail Measurement Services, NielsenIQ Product Insight, powered by Label Insight, Total Store: Total US xAOC; 52 weeks W/E 12/31/22 vs 4YA

Consumers embrace *sustainability innovations*

Early Signs of Adoption: Awareness and Willingness to Try

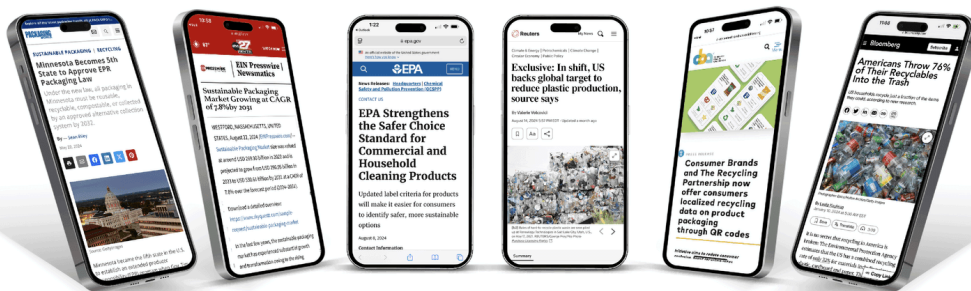
Willingness to trial new innovations




Source: NielsenIQ Leading Edge Report – Q. Please select what best describes your awareness and willingness to trial about this innovation

Responses from our global consumer survey indicated a stronger preference for products that reduce plastic use – reflecting what consumers currently support and are willing to buy or try. Investments that received the most positive feedback were those with strong environmental or sustainability credentials, such as reduced plastic usage, waste minimization, renewable energy, and regenerative agriculture.

Government initiatives meet growing consumer *sustainability concerns*




 **SUSTAINABLE PACKAGING COALITION®** **10** States have introduced legislation on EPR for packaging in 2024 **5** EPR for packaging bills have passed in the U.S.

SPC <https://epr.sustainablepackaging.org/>

Sustainable packaging is transitioning from an option to observance in the U.S as legislative measures catch up with increased consumer demand. States like California, Colorado, Maine, and Oregon have enacted Extended Producer Responsibility (EPR) laws, each with distinct fee structures and implementation timelines. Ten more states are predicted to follow suit as legislation is introduced.

Want to find out more?

Talk to our experts

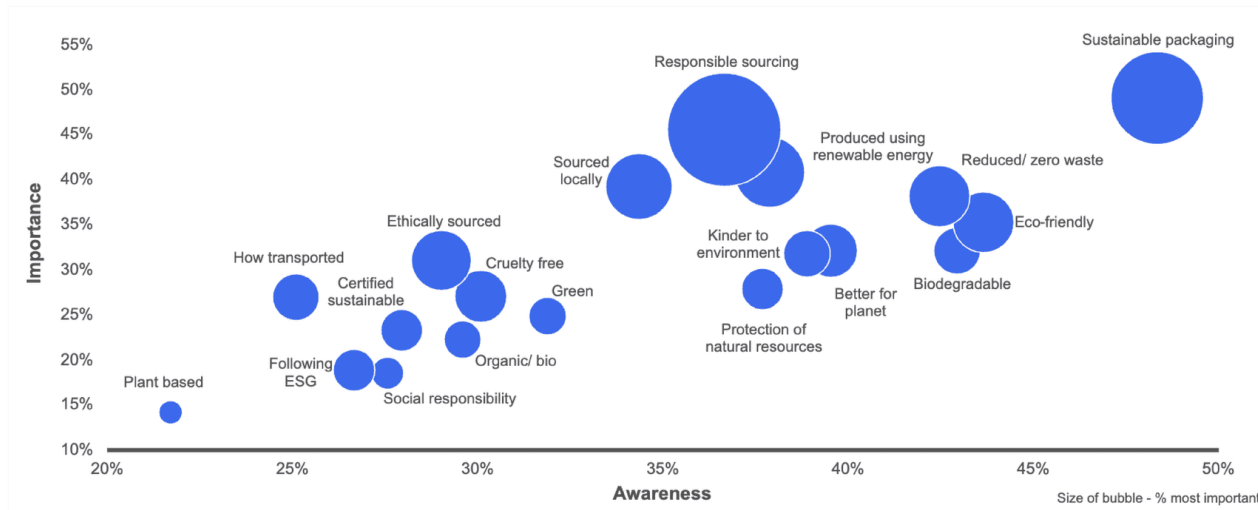


**Opening up
sustainability
claims, trends,
& commitments**

What Sustainability Claims Matter Most to Consumers?

While consumers are most aware of recycling and plastic reduction claims, they place equal importance on responsible sourcing.

Claims that make a brand *sustainable*

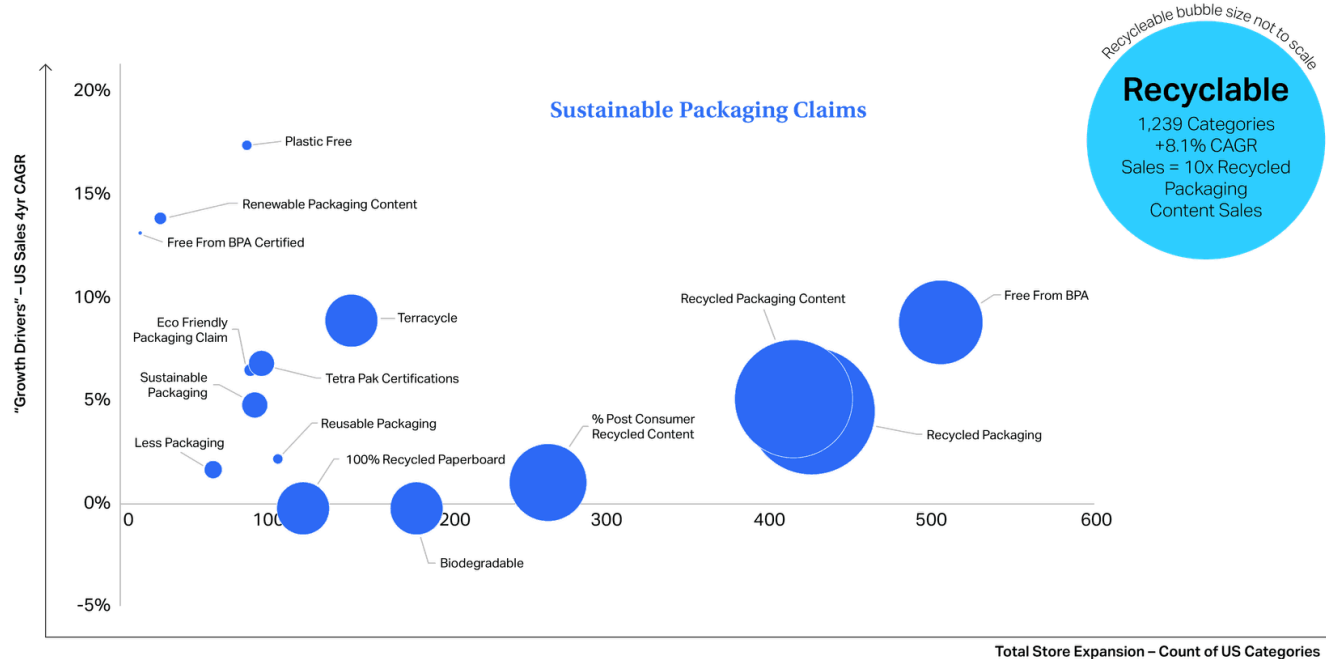


Source: Nielsen/Q 2023 Sustainability Report - Q: Coming back to grocery brands, which of these claims do you believe make a brand "sustainable"?

Evolving Perception:

Responsible sourcing now rivals sustainable packaging, indicating a consumer shift toward a more comprehensive view of sustainability that considers the entire product lifecycle.

Packaging claims are *growing* across the store



Bubble size denotes total sales in L52 week. All attributes represent claims STATED on package unless indicated by an * symbol.
 Source: NIQ, Retail Measurement Services, NIQ Product Insight, powered by Label insight, Total US xAOC; Total Store: # of Categories selling, 4-yr CAGR (\$): 52 weeks ending December 30, 2023

Recyclable FMCG Claims:

Found in over 1,200 categories, with annual growth of 8%.

Terracycle:

High growth is observed in just over 100 categories.

Sustainable packaging presents *opportunities throughout the store*

With the commitment from the largest FMCG manufacturers to achieve 100% recyclable packaging by 2030, this table tracks the leading sustainable packaging claims across the store. Sustainable packaging sales currently account for 7% of total store sales, indicating the need for significant progress to be made by manufacturers.

Want to find out more?

Talk to our experts

		\$ % CHG YA	4 yr CAGR (\$)	\$ Volume
	Total Store ²	+3.4%	+6.8%	
	All Sustainable Packaging	+1.2%	+6.2%	\$71.9B
Proven Trends	Recycled Packaging	+0.4%	+4.5%	\$39.9B
	Free from BPA claim certification	+2.2%	+8.5%	\$17.5B
	100% Recycled paperboard	+0.0%	+1.7%	\$8.7B
Growing Trends	Terracycle	+4.8%	+8.7%	\$7.1B
	TetraPak product claims	+9.8%	+8.7%	\$1.8B
	Less packaging	-0.5%	+1.6%	\$0.8B
Developing Trends	Renewable packaging content	-1.9%	+14.1%	\$0.5B
	Plastic Free	+2.1%	+19.9%	\$0.2B
	Eco friendly packaging claim	+2.0%	+7.0%	\$0.2B

¹'Stated' claims on package. Does not represent all available sustainable packaging attributes.

Source: NielsonIQ Retail Measurement Services, NielsonIQ Product Insight, powered by Label Insight, Total Store; Total US xAOC; 52 weeks W/E 02/25/23 vs 3YA

1 - Consumer Brands Association, 20

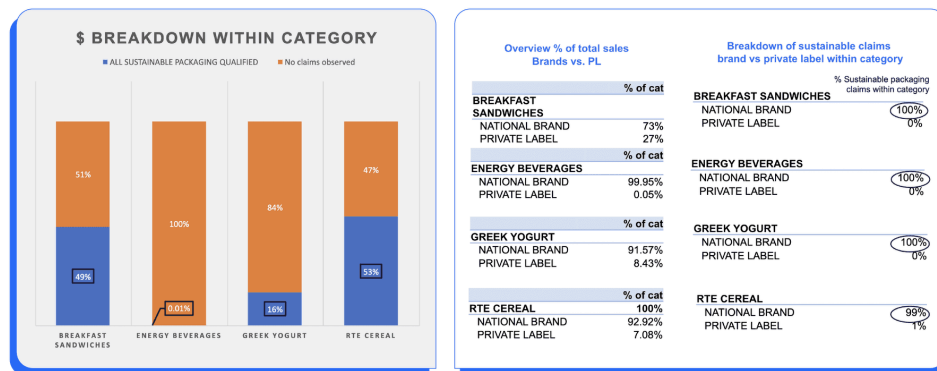
2 - Total Store = Food & Beverage, Alcohol, Baby, Healthy & Beauty Care, Household Care, Pet Care

Claims Case Study:

Breakfast of Champions



The amount of sustainable packaging claims differs *significantly* per category



Dataset: NielsenIQ Retail Measurement, NielsenIQ Product Insight, powered by Label Insight | US NIQ Total Store Inc Fresh - 444 - Monthly (Synd) | 52 weeks, W/E 1/27/24 | Excluding combination packs

Only national brands are making sustainable packaging claims

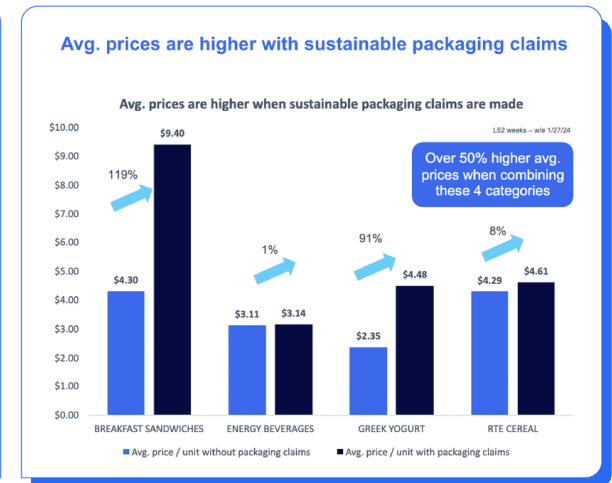
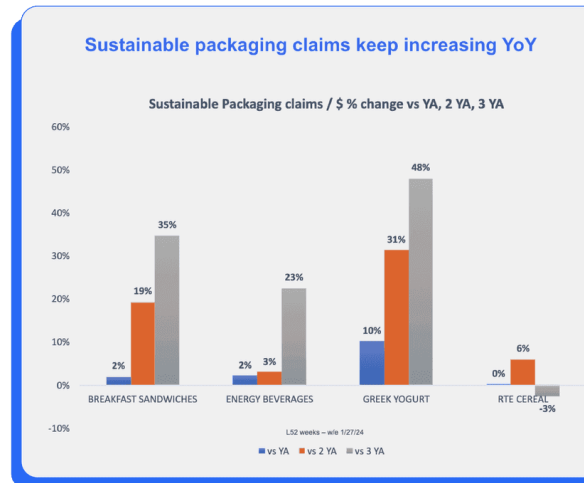
This case study examines sustainable packaging claims across four breakfast food categories. Breakfast sandwiches and ready-to-eat (RTE) cereals account for 50% of total sales with sustainable claims; Greek yogurt accounts for 16%; energy beverages account for almost none.

Comparing the data between brand versus private label, it is surprising that private label products lack sustainable claims across all categories. **Once EPR packaging is in place, PL products will need to meet consumer demand.**

Sustainable packaging claims *keep growing*

And, brands with claims charge higher avg. prices

Taking a closer look at growth over three years, positive trends occur in all categories except for RTE cereal—the decline of which may be due to the rise of stand-up pouches.



Dataset: NielsenIQ Retail Measurement, NielsenIQ Product Insight, powered by Label Insight | US NIQ Total Store Inc Fresh - 444 - Monthly (Synd) | 52 weeks, W/E 1/27/24 | Excluding combination packs

Consumers are largely willing to pay more for products with claims of sustainability, though it varies by category. Breakfast sandwiches and Greek yogurt have seen a significant price increase of 119% and 91%, while energy beverages and RTE cereal only show increases of 1% and 8%.

Top environmental claims per category / *L52 weeks \$ sales*

Product packaging exhibits a wide range of environmental claims. Recycling is referenced in over 50% of claims for breakfast sandwiches and 80% for energy beverages. The recyclability of aluminum packaging is widely recognized, hence this disparity. Standardizing recycled claims could simplify consumer education and optimize package space (i.e., attributing 'Recycle the Lizard' to the brand Sobe).

ENERGY BEVERAGES
PLEASE RECYCLE
RECYCLE
LEGENDS RECYCLE
PLEASE RECYCLE THIS CAN
RECYCLE CANS
SUSTAINABLE FORESTRY INITIATIVE
100 PERCENT RECYCLED BOTTLE
BOTTLE IS RECYCLABLE
100 PERCENT RECYCLED RPET PLASTIC BOTTLE
100 PERCENT RECYCLED PLASTIC BOTTLE
BPA N
RECYCLE PLEASE
RECYCLABLE ALUMINIUM
LOVE THE INSIDE RECYCLE THE OUTSIDE
PLASTIC BOTTLE WIDELY RECYCLED
PLEASE RECYCLE CAN
TERRACYLE RECYCLE ME
RECYCLABLE
RECYCLE THE LIZARD
NON BPA PACKAGING
100 PERCENT RECYCLABLE
RECYCLE OR BECOME EXTINCT
RECYCLE IF CLEAN AND DRY PLASTIC WRAP
THIS ALUMINUM CAN IS 100 PERCENT RECYCLABLE
TERRACYLE
EMPTY AND REPLACE CAP
BOTTLE PLASTIC WIDELY RECYCLED

Over 80% of claims have a variation of "recycle"

BREAKFAST SANDWICHES
100 PERCENT RECYCLED PAPERBOARD
SUSTAINABLE FORESTRY INITIATIVE
CERTIFIED SOURCING
PLEASE RECYCLE
100 PERCENT RECYCLABLE PLASTIC
FSC MIX PACKAGING FROM RESPONSIBLE SOURCES
CERTIFIED 100 PERCENT RECYCLED PAPERBOARD
RECYCLE IF CLEAN AND DRY
CERTIFIED FIBER SOURCING
RECYCLABLE WHERE RECYCLING FACILITIES EXIST
MADE FROM RECYCLED PAPER BOARD
BPA FREE
GOOD FOR THE EARTH
RECYCLE
CARTON IS MADE FROM 100 PERCENT RECYCLED CONTENT
PRINTED ON 100 PERCENT RECYCLED PAPER
WE ARE COMMITTED TO SUSTAINABILITY
PLEASE RECYCLE THIS PACKAGE
PLEASE RECYCLE THIS CARTON

Over 50% of claims have a variation of "recycle"

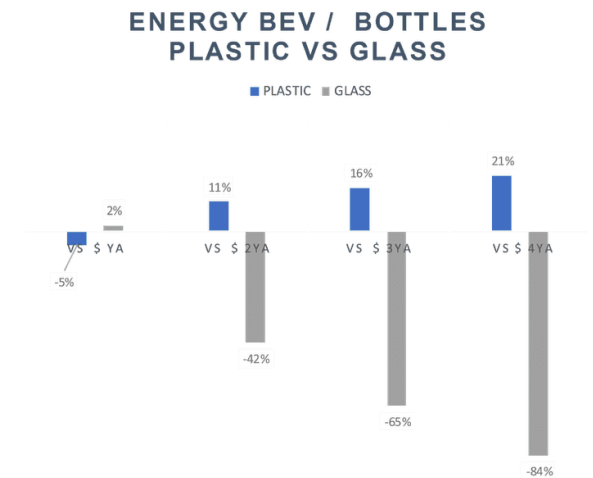
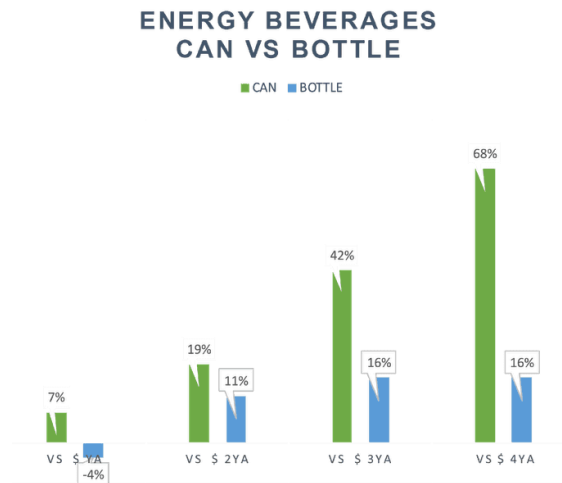


Dataset: NielsenIQ Retail Measurement | US NIQ Total Store Inc Fresh - 444 - Monthly (Synd)
| Entire Dataset | Excluding combination packs

Taking a deeper dive on packaging *shape and material*

*Cans still growing higher over bottles.
Within bottles glass gaining slightly last year in growth over plastic*

Looking closer at packaging materials, more growth is being seen in can packaging for energy drinks than bottles, and glass making a comeback over plastic. Could these be proactive responses to impending EPR laws?



Top environmental claims per category / *L52 weeks \$ sales – Greek Yogurt*

GREEK YOGHURT

100 PERCENT RECYCLED PAPERBOARD

PLEASE RECYCLE

TEAR OFF LABEL AND RECYCLE BOTTLE

RECYCLE ME

WE ARE COMMITTED TO SUSTAINABILITY

CERTIFIED 100 PERCENT RECYCLED PAPER

Open full table in browser:

<https://discover.gfk.com/story/impact-of-sustainable-packaging-on-consumer-buying-decisions/page/5/5>

REUSE RECYCLE

Over 64% of claims have a variation of "recycle"



Room for *Standardization*

There are 75 sustainable packaging claims across the RTE cereal category, 43 of which contain variations of "Recycle." Less impactful claims include "Please recycle again" and "Recycle Ready." Claims such as "Please follow your municipality's recycling instructions" are longer but more educational.

Certified 100 Percent Recycled Paperboard • 100 Percent Recycled Paperboard • Recycle If Clean And Dry Store Drop Off Plastic Bag • Please Follow Your Municipality's Instructions For Recycling • Minimum 35 Percent Post-Consumer Content • Please Recycle • 100 Percent Recycled Fiber • This Paperboard Carton 100 Percent Recycle • Recycle If Clean And Dry Store Drop Off Plastic Pouch • 100 Percent Recyclable Paperboard • Please Recycle Again • Recycle • This Carton Is Made From 100 Percent Recycled Paperboard • This Carton Is Made From 100 Percent Recycled Cardboard • Recycle If Clean And Dry • This Carton Md Using 100 Percent Wind Energy • Carton Made From 100 Percent Recycled Paperboard • Bag Inside This Carton Is USDA Certified Bio Based Packaging • Recyclable • This Carton Is Made From 35 Percent Recycled Cardboard • Please Recycle This Box • Empty Before Recycling Coated Paper Carton • FSC Recycled • Recycle Me • Recycle Ready • FSC Recycled Packaging Made Recycled Material • Plant Based Liner Inside • Recycle If Clean And Dry Store Drop Off Plastic Wrap • Carton Made From 100 Percent Recycled Paperboard • We Proudly Use 100 Percent Recycled Materials For Our Cartons • Upcycled Certified • We Are Committed To Sustainability • Please Recycle Paperboard Carton • Empty And Lid • BPA Free • 100 Percent Recycled Fiber with min 35 Percent Post Consumer Waste Paper • Plastic Free • This Container Made From 50 Percent Post- Consumer Recycled Material • This Carton Is Made With 100 Percent Recycled Cardboard • 100 Percent Recyclable Carton • This Is A Recyclable And Compostable Box • This Carton Is Recyclable • Terracyle • Made From At Least 35 Percent Post-Consumer Content • Protect The Environment Dispose Of Properly • Package Made From Plants • This Box Helps Save Trees • Package Made From Recyclable Plastic • No BHT In Packaging • Environmentally Friendly • Printed On Recycled Paperboard • No Plastic • Packed In Cardboard Recycling • Please Reduce Your Footprint Recycle Reuse This Box • Earth First Pla Film • Carton Made From 100 Percent Recycled Paper • Earth Friendly • Recycle This Carton • Please Recycle Cardboard Box • 100 Percent Renewable Energy • Recycled Paperboard • Packaged In A Protective Atmosphere • Please Recycle This Carton • Made Using Renewable Energy • Corrugated Recycles • 10 Percent Recycled Paperboard • Carton Made From 100 Percent Recycled Material • This Box Is Made Of 100 Percent Recycled Paper • Carton Made from At Least 90% Recycled Fibers • Canis • Canister Contains 55 Percent Recycled Material • Eco Pac • Recycling Programs For This Package May Not Exist Your Area • Box Made From 100 Percent Recycled Fibers • Sustainable Forestry Initiative

Sales by Sustainable Packaging Claims by US State

Our final table examines how products with sustainable claims perform across the U.S. The chart on the left demonstrates sales performance by category, indicating that Texas leads in sustainable packaging claims for breakfast sandwiches at 6.91%.

Top 5 \$ contributors of sustainable packaging claims across all states

BREAKFAST SANDWICHES		
Texas	6.91%	57.09%
New York	5.41%	55.32%
California	4.43%	44.38%
Florida	4.35%	39.44%
North Carolina	2.77%	61.50%
Louisiana	1.40%	66.07%
ENERGY BEVERAGES		
California	18.70%	0.04%
New York	7.78%	0.03%
Florida	7.05%	0.02%
Texas	2.73%	0.01%
North Carolina	2.70%	0.01%
Louisiana	0.51%	0.01%
GREEK YOGURT		
New York	17.42%	15.59%
California	5.22%	13.99%
Florida	4.54%	18.13%
Texas	4.21%	19.36%
Pennsylvania	3.14%	19.46%
Louisiana	0.36%	14.30%
RTE CEREAL		
New York	14.07%	56.55%
California	5.26%	51.69%
Texas	4.75%	53.47%
Florida	4.05%	55.16%
Pennsylvania	2.67%	57.20%
Louisiana	0.70%	54.90%

Top 5 states sorted on sustainable packaging claims contribution within total state sales only

BREAKFAST SANDWICHES		
Iowa	0.23%	73.87%
Minnesota	0.87%	68.12%
Nebraska	0.13%	68.01%
Maryland	1.27%	67.47%
Louisiana	1.40%	66.07%
ENERGY BEVERAGES		
Minnesota	1.61%	0.07%
Maryland	1.12%	0.06%
Connecticut	0.54%	0.05%
California	18.70%	0.04%
Utah	0.27%	0.04%
Louisiana	0.51%	0.01%
GREEK YOGURT		
Maryland	1.46%	19.71%
Pennsylvania	3.14%	19.46%
Texas	4.21%	19.36%
New Jersey	2.52%	18.39%
Florida	4.54%	18.13%
Louisiana	0.36%	14.30%
RTE CEREAL		
Iowa	0.24%	63.94%
Nebraska	0.11%	60.10%
West Virginia	0.09%	59.12%
Michigan	2.14%	58.67%
Wisconsin	1.02%	57.72%
Louisiana	0.70%	54.90%

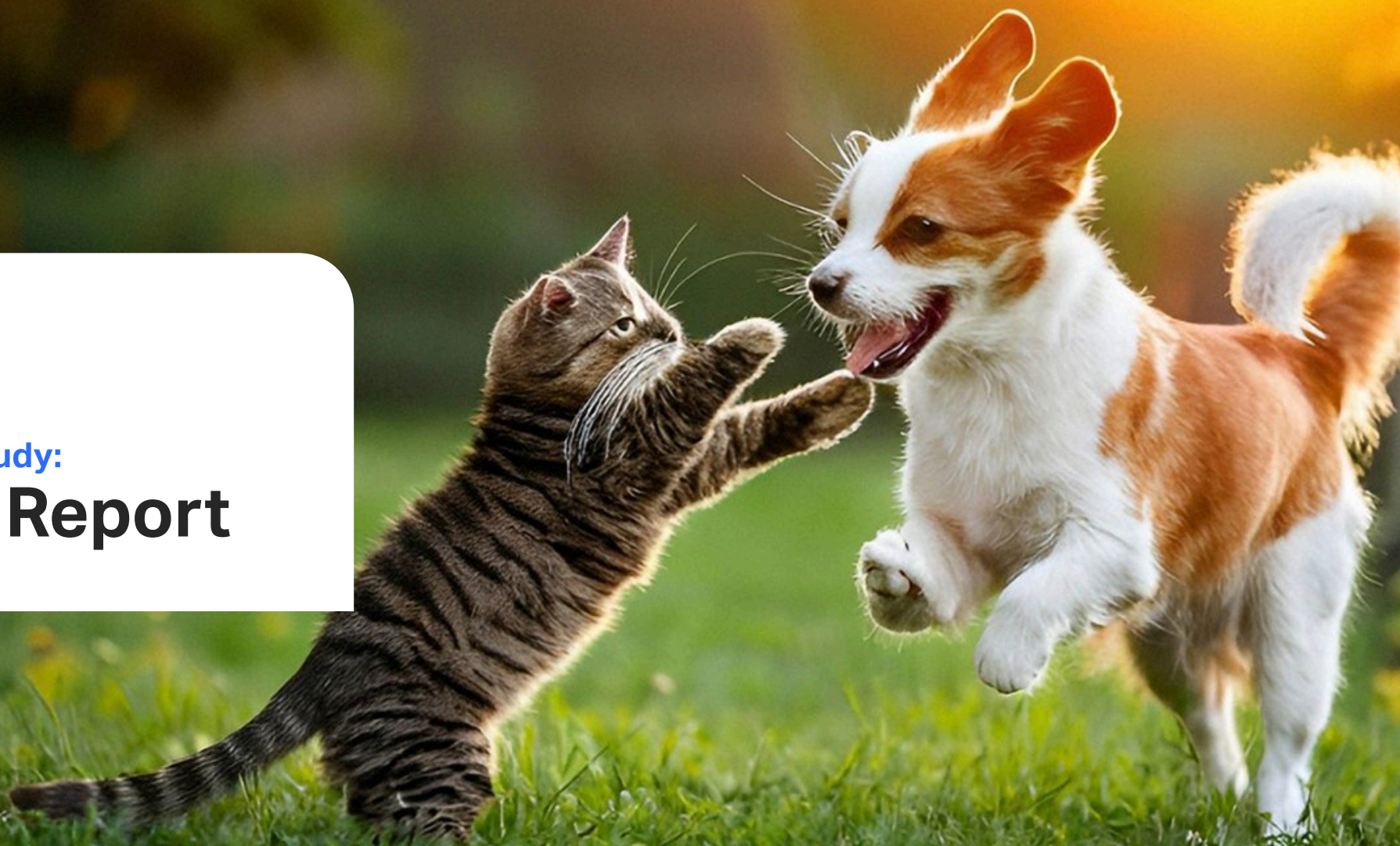
Want to find out more?

Talk to our experts

Congruently, the chart above tracks sales within Iowa, where an impressive 73.87% of breakfast sandwich sales include sustainable packaging claims. **With EPR legislation set to take effect next year, now is the perfect time to start tracking this data!**

Claims Case Study:

Bark-et Report



Dog and cat food sales make up 96% of the total *pet food category*

Dog food is more than twice the size of cat food in \$ sales



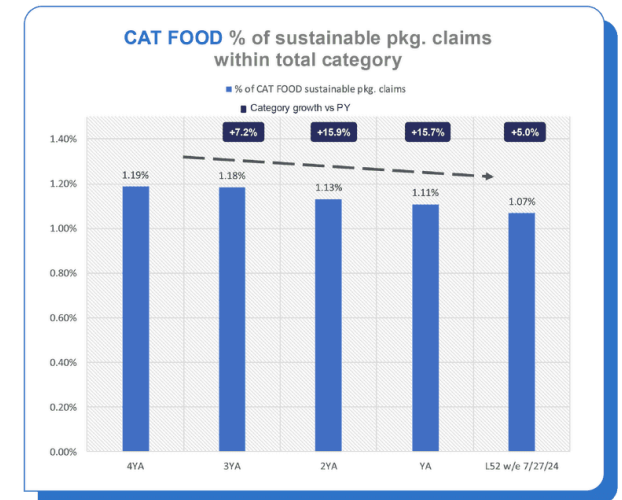
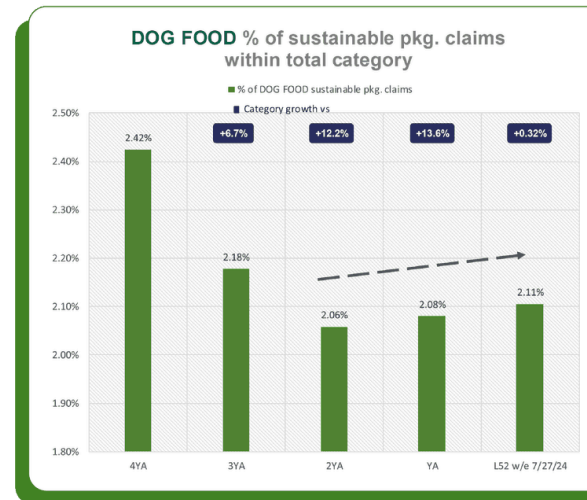
*In store total
\$39 billion*

Dataset: NielsenIQ Omnisales | Syndicated US for Manufacturers | Total Client Dataset - Commercial | w/e 7/27/24 | Total Dog & Cat Food & Treats
Dataset: NielsenIQ Retail Measurement | US NIQ Total Store excluding Fresh - 445 - Weekly (Synd) | 52 weeks, W/E 7/27/24

Dog Food category has a higher % in sustainable claims than cat

% of sustainable claims within the cat food category have been declining over the last 4 years

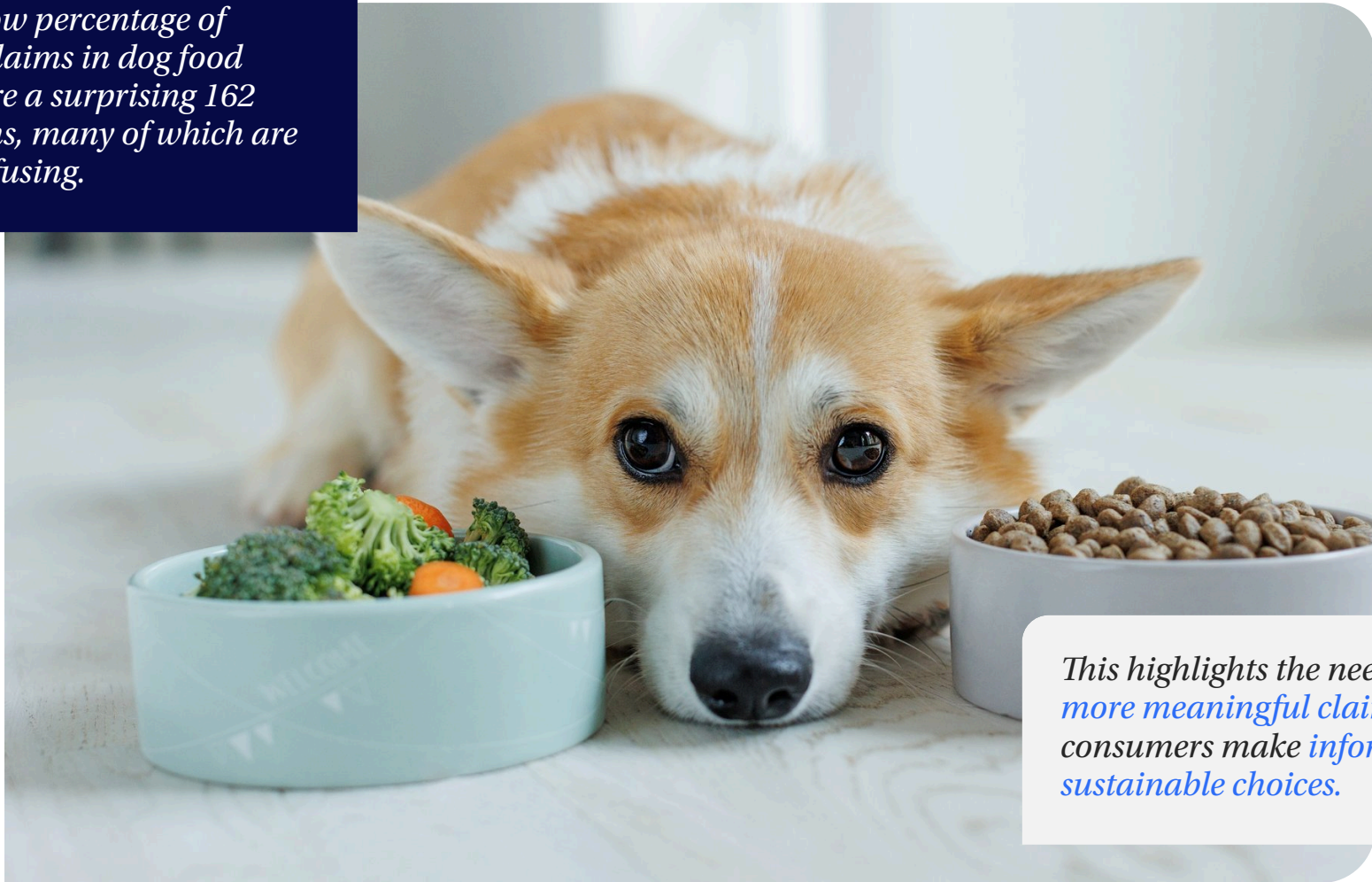
Products with sustainable claims within the pet industry remain underrepresented.



Dataset: NielsenIQ Retail Measurement, NielsenIQ Product Insight, powered by Label Insight | US NIQ Total Store excluding Fresh - 445 - Weekly (Synd) | 52 weeks, W/E 7/27/24

Only **2.11% of dog food products** and **1.07% of cat food products** feature sustainable claims, indicating a growth opportunity for sustainable offerings in this sector.

Despite the low percentage of sustainable claims in dog food sales, there are a surprising 162 distinct claims, many of which are vague or confusing.



*This highlights the need for **clearer, more meaningful claims** to help consumers make **informed, sustainable choices**.*

The Spectrum of Sustainability Claims: *Dry Dog Food Packaging*

Examples of 58 claims on dry dog food packaging

Recyclable • Made With Recycled Materials • Please Recycle This Paperboard Carton • This Package Can Be Recycled • BPA Free • Please Recycle • Recycle Me Please • Bag Made With Up To 30 Percent Plant Based Plastic • Recyclable Bag • Ecologically Friendly Bag • USDA Certified Biobased Product Package 30 Percent • Recycle If Clean And Dry • USDA Certified Biobased Product Package 44 Percent • USDA Certified Biobased Product Packaging 30 Percent • Minimum 20 Percent Post Consumer Recycled Content • Sustainable Packaging • Resealable • Recycle Where Facilities Exist • Recyclable Pack • 100 Percent Recycled Plastic • Degradable Sustainable Packaging • Ecologically Friendly Packaging • Bag Made With 30 Percent Minimum Recycled Material • 40 Percent Post Consumer Recycled Material • 100 Percent Compostable Packaging • Recycled Plastic Packaging • Recyclable Container • Terracycle • Sustainable Forestry Initiative • 25 Percent Recycled Plastic • Plant Bag • SFI Certified Sourcing • Green Partnerships • Eco Friendly • Made With Post Consumer Recycled Materials • This Box Made With Partial Post Consumer Recycled Material • Susta Pak • Bio Flex • Ecologically Sustainable • Earth First PLA Film Ingeo • 35 Percent PCR • Sustainable Forestry Initiative Certified Sourcing • Pouch Is Made From 13 Percent Recycled Plastic • 10 Percent Recycled Material • Degradable • 96 Percent Of This Pckg Md Rnwbl Mtrls • Made With 50 Percent Wind Energy • Recycle If Clean And Dry Store Drop Off Plastic Bag • Recycle If Clean And Dry Store Drop Off Plastic Pouch • Recyclable Where Facilities Exist • Certified Earth Friendly • Rcycl Prgrm Ths Pckg May Not Exst Yr Ar • Protective Atmosphere • Love Your Planet • Originative Sourcing • Please Dispose Of Thoughtfully • Good For Earth • Earth Friendly

- *Clear Claims and Instructions*
- *Partially Clear Claims and Instructions*
- *Unclear Claims and Instructions*

Total 162 observed claims for dog food

The Spectrum of Sustainability Claims: *Dog Food Treats Packaging*

Examples of 92 claims on dog food treats packaging

Please Recycle • Recycle • Printed On 100 Percent Recycled Material • Please Be Environmentally Friendly And Recycle • BPA Free • Recyclable • Card 100 Percent Recycled Fiber • Please Recycle This Bag • Recycle This Bag • 100 Percent Recyclable • Printed With Soy Ink • Every Bag Sold Plants One Tree • This Box Made From 100 Prcnt Rcycl Mtrl • Carton Made With 100 Percent Wind Energy • Sustainable Recycled Packaging • Packaging Made From Rice Paper • 100 Percent Recyclable Paperboard • 100 Percent Recycled Paperboard • Non BPA Package • Recycled Packaging • This Bag is 100 Percent Recyclable • Please Recycle Me • Box Is 100 Percent Recyclable • Recycle Me • Jar Made From 100 Percent Recycled Plastic • This Tub Is Made From Recycled Or Renewable Materials • Please Recycle This Paperboard Carton • Recycle This Package • 100 Percent Recycle Paperboard • Recycled Plastic Packaging • Sustainable Forestry Initiative • Sustainable Forestry Initiative Certified Sourcing • Minimum 35 Percent Post Consumer Content • Terracycle • 35 Percent Post Consumer Waste • FSC Mix Packaging • Recycle If Clean And Dry Store Drop Off Plastic Pouch • Remove Paper Label Before Recycling Plastic Wrap • Plastic Neutral • Reduce Recycle Reuse • Sustainable Packaging • Packaging Made With 20 Percent Post Consumer Recycled Cntnt • Recycle If Clean And Dry Store Drop Off Plastic Bag • Environmentally Responsible • Certified Plastic Neutral Product • Reusable • Minimum 20 Percent Post Consumer Recycled Content • Responsibly Sourced • Environmentally Conscious • Made From 100 Percent Recycled PPRBR • Recyclable Package • This Box Is Made From Recyclable Materials • This Pouch Was Made With Recycled Plastic • Recyclable Bag • 25 Percent Bag Made From Recycled Plastic Bottles Milk Jugs • Packaging Contains Post Consumer Recycled Material • Packaging Made With 25 Percent Post Consumer Recycled Cntnt • Recycle If Clean And Dry • Every Bag Sold Helps Plant A Tree • Sustainably Packaged • Earth Friendly • Recyclable Where Facilities Exist • Renewable Compostable Packaging • Reusable Plastic • Please Recycle This Package • Upcycled Certified • Recycled Material • 35 Percent PCR • Earth Saving Packaging • 30 Percent PCR • Made With Recycled Materials • 33 Percent Post Consumer Recycled Packaging • Biodegradable Packaging • Eco Friendly Package • Recycle If Clean And Dry Store Drop Off Plastic Wrap • Corrugated Recycles • Packaging Contains Post Cnsmr Rcycl Mtrl • Certified Sourcing • Bag Made With Recycled Plastic Bottles • Carton Made With Wind Energy • Bio Flex • Reusable Container • Reuseable • We Are Committed To Sustainability • Bag Made With Recycled Milk Jugs • Please Dispose Of Thoughtfully • 100 Percent Recycled • Discard Seal Empty And Replace Lid Plastic Jar • Love Your Planet • Reduce The Carbon Pawprint • Save The Earth • Good For Earth

• *Clear Claims and Instructions*

• *Partially Clear Claims and Instructions*

• *Unclear Claims and Instructions*

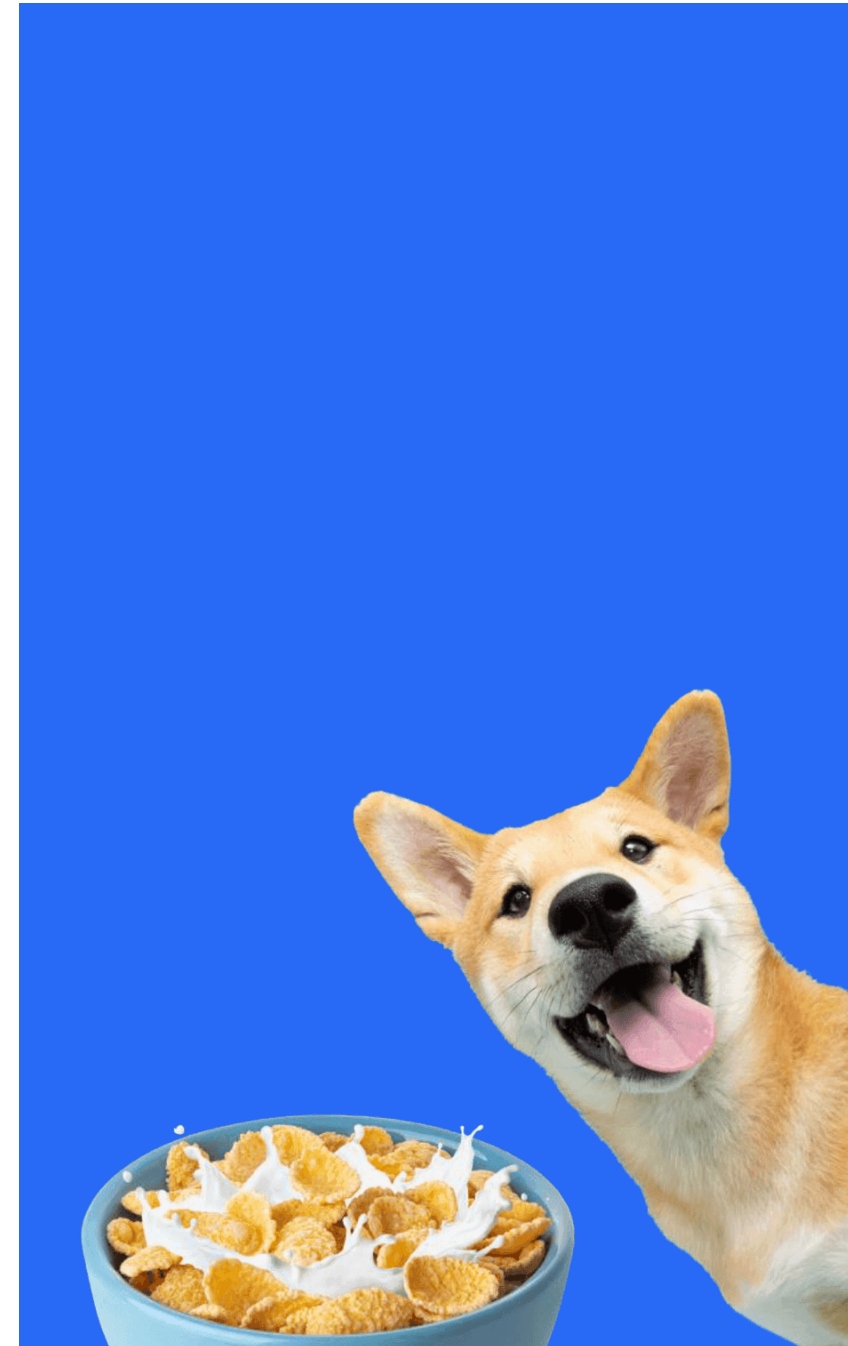
Case study comparisons of *Breakfast and Pet*

Based on our analysis, the RTE (Ready-to-Eat) cereal category is better positioned for upcoming Packaging EPR (Extended Producer Responsibility) regulations compared to the dog food category. This indicates a proactive approach to sustainable packaging in cereals, while dog food brands may need to accelerate their efforts to comply with new legislative requirements.

	RTE Cereal	Dog Food
Total category	\$9.7 Billion	\$26 Billion
% of sustainable packaging claims	57%	2%
Number of observed claims	75	162
Number of manufacturers making	67	73

Dataset: NielsenIQ Retail Measurement | NielsenIQ Product Insight, powered by Label Insight | US NIQ Total Score excluding Fresh - 455 - Weekly (Synd) | 52 weeks, W/E 8/10/2024

Dataset: NielsenIQ Retail Measurement | NielsenIQ Product Insight, powered by Label Insight | US NIQ Total Score Inc Fresh - 444 - Monthly (Synd) | 52 weeks, W/E 1/27/2024



What's driving more sustainability in packaging for *Breakfast foods over Pet?*



Arising questions from category comparisons

*Are consumers of breakfast foods **more sustainable** than Pet owners?*

*Regardless, packaging EPR legislation will equalize all FMCG categories towards compliance for more **sustainable packaging practices***

Takeaways

*Consumers want to be **sustainable** but need manufacturing to educate on the **environmental impacts** of their products*

*As U.S. States enact **EPR legislation** standardized language and regulation will accelerate **compliance and action***

*Our packaging data goes deep and can help support **tracking and measuring** your **sustainability goals***

Want to find out more?

Talk to our experts

We deliver the Full View, accelerating sustainable packaging through consumer insights.

[Visit our packaging webpage](#)

