



# **Consumers' & brands' attitudes towards sustainable packaging**



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# Introduction



Figure 1 | What makes a package sustainable? Nature Fresh Farms. (2020, October). The importance of sustainable packaging solutions.

In the majority of industrialized countries, packaging contributes to as much as one-third of the non-industrial solid waste, and pollution levels continue to grow thereupon. As the developing world strives to improve living standards, an increasing number of nations are experiencing considerable rise in their waste. <sup>1</sup> The issue is progressively moving to the retailers and manufacturers' center of concerns since packaging is one of the biggest contributors to waste.

Green or sustainable packaging refers to the use of reusable, biodegradable, or compostable materials to wrap, pack, and distribute items. Moreover, it can also relate to recycling, and manufacturing procedures that can help reduce environmental impact. Additionally, sustainable packaging is an instrumental player in a flourishing circular economy. Products are manufactured, utilized, and ultimately discarded in the old linear economy, adding to the world's rubbish issue, while in a circular economy resources are optimally exploited through recycling, as well as harvesting, reusing, and repairing components. <sup>2</sup>



1. EPA. (n.d.). Packaging.

2. Cox, T. (2021, January). What Is Green Packaging? Find out how to make your business more sustainable. GetApp.

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Shoppers all across the world began to show an interest in ecological protection and to steer clear of environmentally harmful products. Today, packaging is becoming increasingly important to consumers because of the impact it has on resource use, energy consumption and pollution, as well as the amount of solid waste and litter it generates. Because of this, many brands embrace sustainability principles into the covering of their products. In addition to the terms ecofriendly packaging and green package design, researchers exploring this subject have also used terms like 'sustainable design' and 'eco-design' interchangeably.

Consumer and government pressure are on the rise, emphasizing the need for strong corporate social responsibility standards being implemented across this industry. New prospects in the global sustainable packing industry have emerged as a result of increased responsibility. Environmental regulations and consumer demand for sustainability expansion, compelled brands to change their packaging approach. Sustainable packaging is progressively gaining more weight as a competition factor for businesses. Companies who do so aim for, among other benefits, a better brand image and reputation, cost savings, and lower environmental footprints. Sustainability is moving towards the center of the public attention as a result of improved awareness brought about by advancements in communication and technology, reflecting the raising pace of ecological deterioration.

The primary goal of this study is to get a deeper understanding of customers' perceptions of green packaging, in order to establish the present state of affairs. To serve this objective, it is mandatory to uncover the attributes people use to choose between different types of packing in general, and which features are instrumental when it concerns sustainability. Furthermore, how important is sustainability to customers, and which packaging benefits have more weight when assessing products.

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## **SECTION 1**



# Five key findings of sustainable packaging

## 1. Green packaging is on the rise

Emergen Research predicts that the global market of sustainable packaging will increase from USD 280.60 billion in 2018 to USD 469.49 billion in 2027, representing a 6.7 percent CAGR. Stricter government regulations on harmful materials, and the growing consumer awareness about environmental issues, have spurred demand for sustainable wrapping solutions. According to the World Bank, 1.9 billion tons of solid garbage would be produced globally by 2025. The huge amount of solid waste that will be created in the coming years will be insurmountable for the recycling capability already in place. Therefore, more environmentally friendly packaging options should be introduced to help reduce the enormous amount of solid waste generated each year.<sup>3</sup>



3. Emergen Research. (2020, September). Sustainable Packaging market size, share, trends, materials, packaging type, end users, forecasts to 2027.

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Section 1

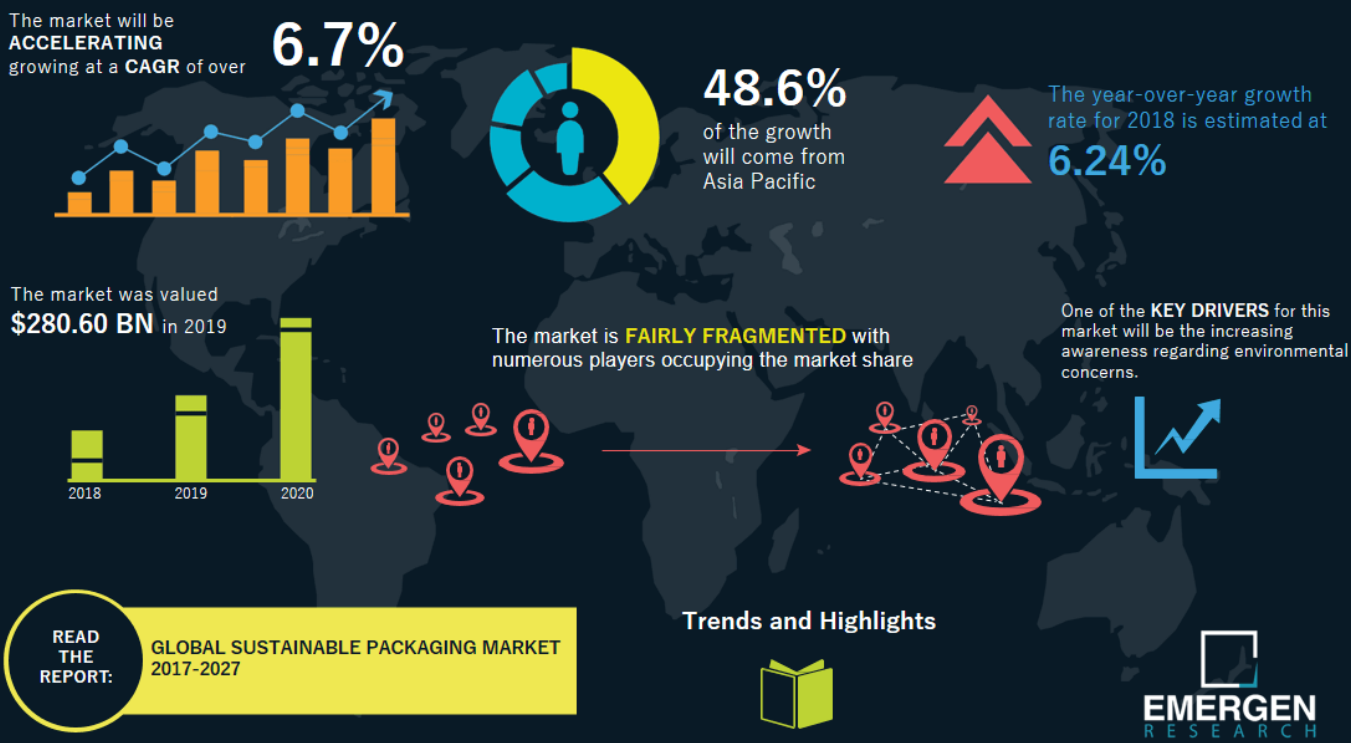
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Figure 2 | The global sustainable packaging market, 2017-2027. Emergen Research. (2020, September). Sustainable Packaging market size, share, trends, materials, packaging type, end users, forecasts to 2027.







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