

Consumer Preferences in Food and Beverage Packaging

EcoFocus Worldwide Research

September 11, 2013

Glass is ENDLESSLY Recyclable



Research Overview

- Date conducted: March-April 2013
- Sample: 4,046 nationally representative adults 18-65 years (21+ for alcohol Qs)
- Findings can be analyzed and reported by year (2010 – 2013) and by various consumer groups

Participant Breakdowns

Demographics

- Gender
- Age / Generation
- Ethnicity
- Presence/Age of Children
- Education, Income

Category Buyers

- Wine
- Liquor
- Beer: US, imported, craft
- Jarred foods
- Baby foods

Grocery Shoppers

- Big Box Stores
- Chain Groceries
- Natural Stores

Packaging Attitudes & Actions

- For foods, beverages
- Glass / plastic / cans / pouches
- Impact on health, environment
- Priorities
- Preferences

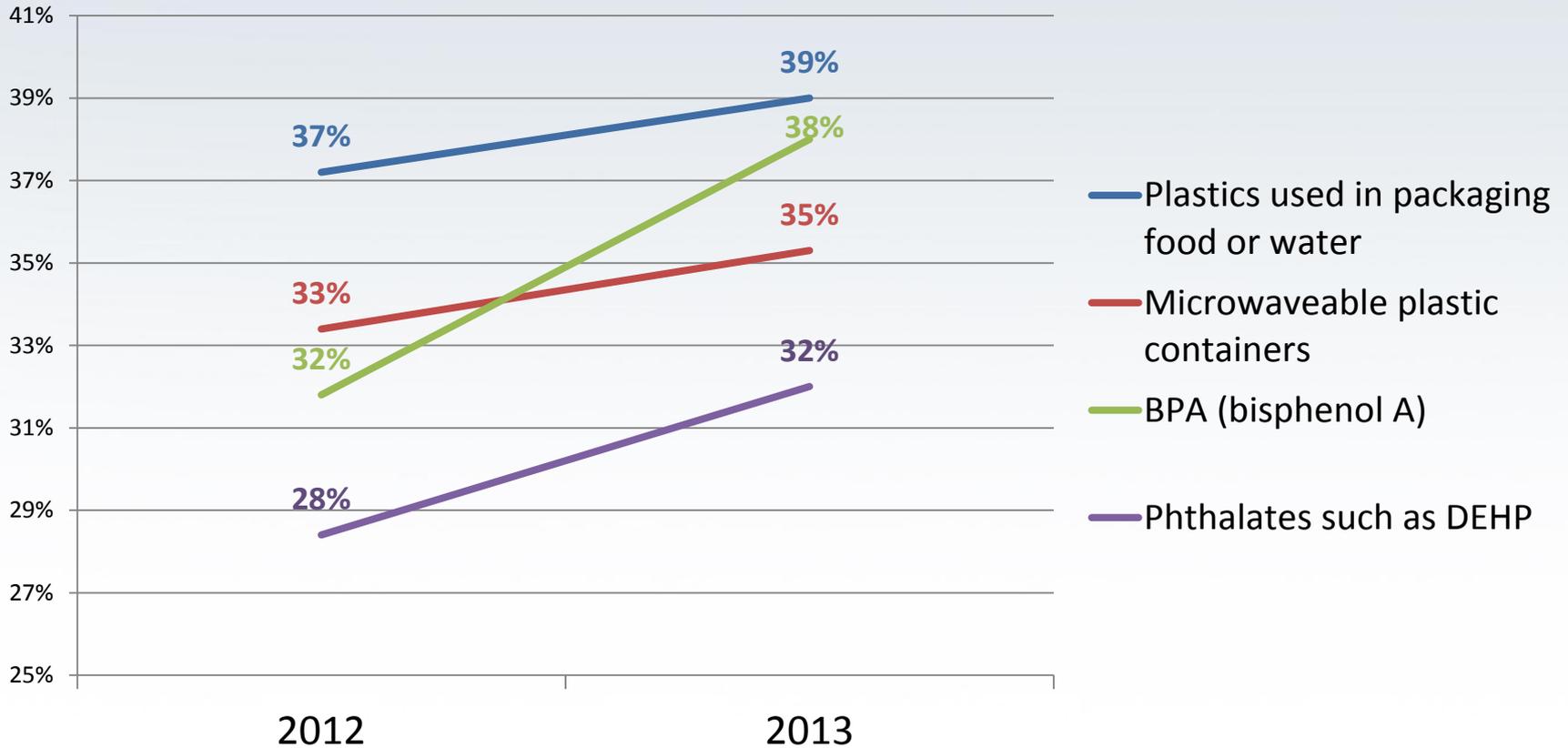
Recycling Attitudes & Actions:

- Have return deposit in state
- Have single stream / other
- Frequency of recycling glass/barriers

Geography

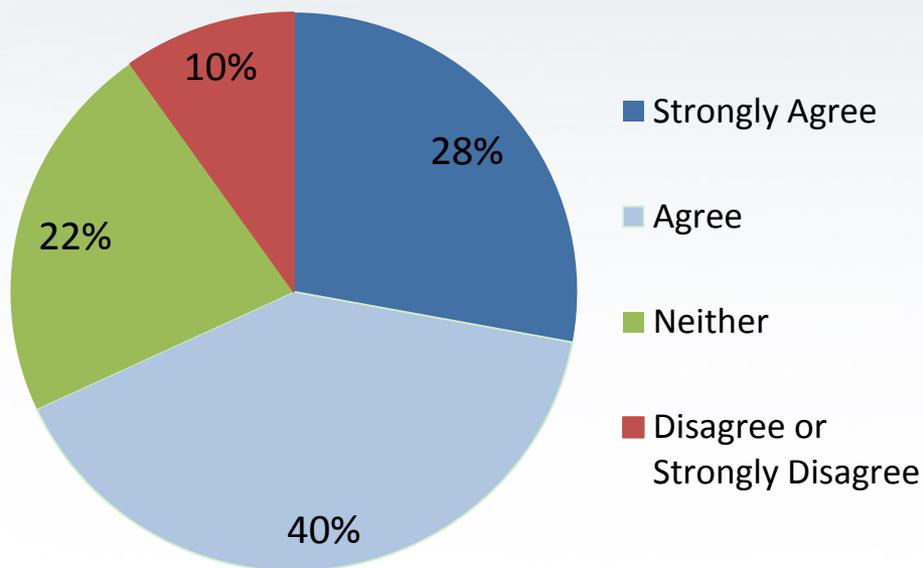
- By census region
- Several individual states

Health & Safety Concerns Related to Plastics Are on the Rise

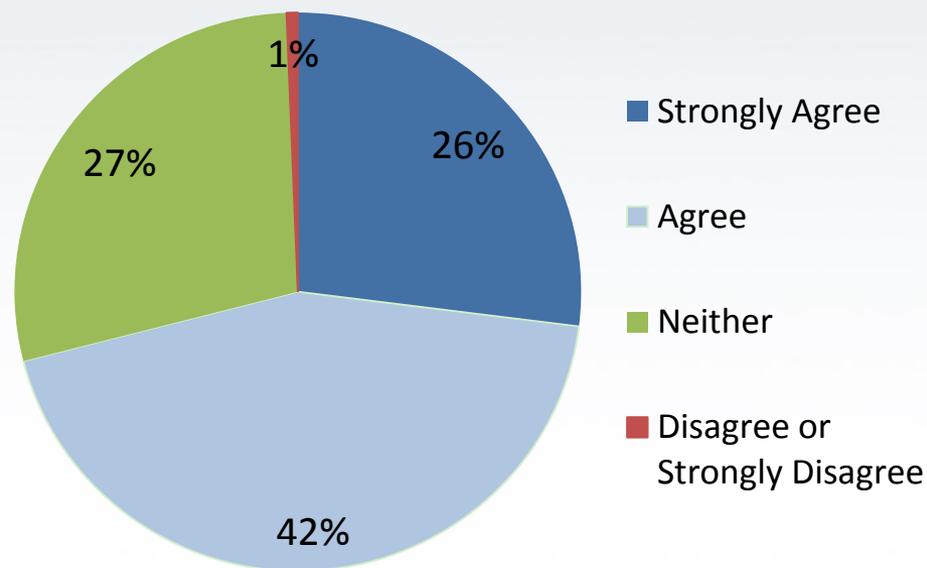


Base: U.S. Pop ages 18-65 years

I am concerned about the potential health effects of plastic in my child's life

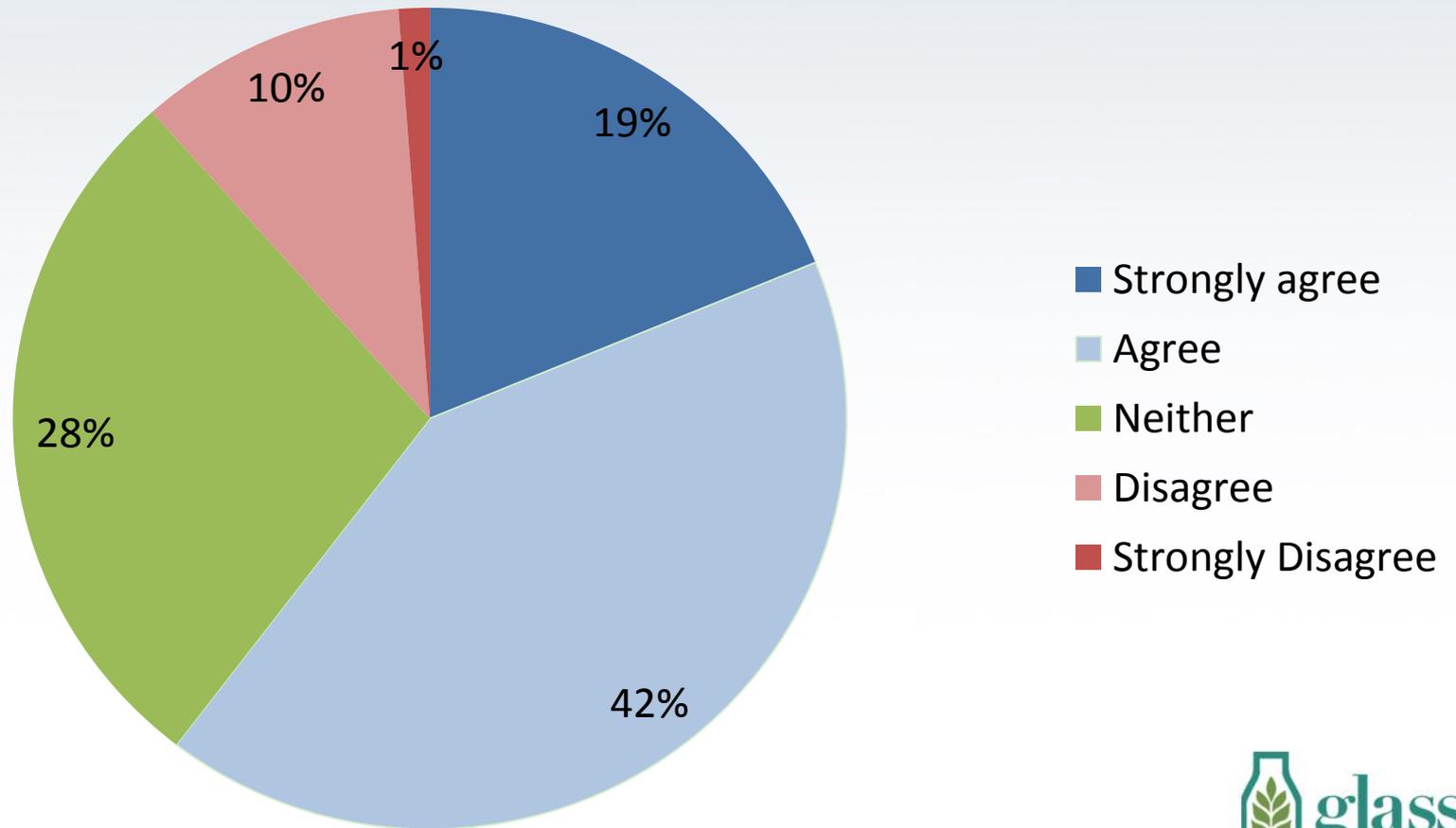


I want to minimize my child's exposure to plastic in food and beverage packaging



Base: Parents who are Consumers Who Care (CWC = 86% of U.S. Pop ages 18-65 years)

I have changed what I buy in order to reduce our exposure to chemicals from food or beverage packaging

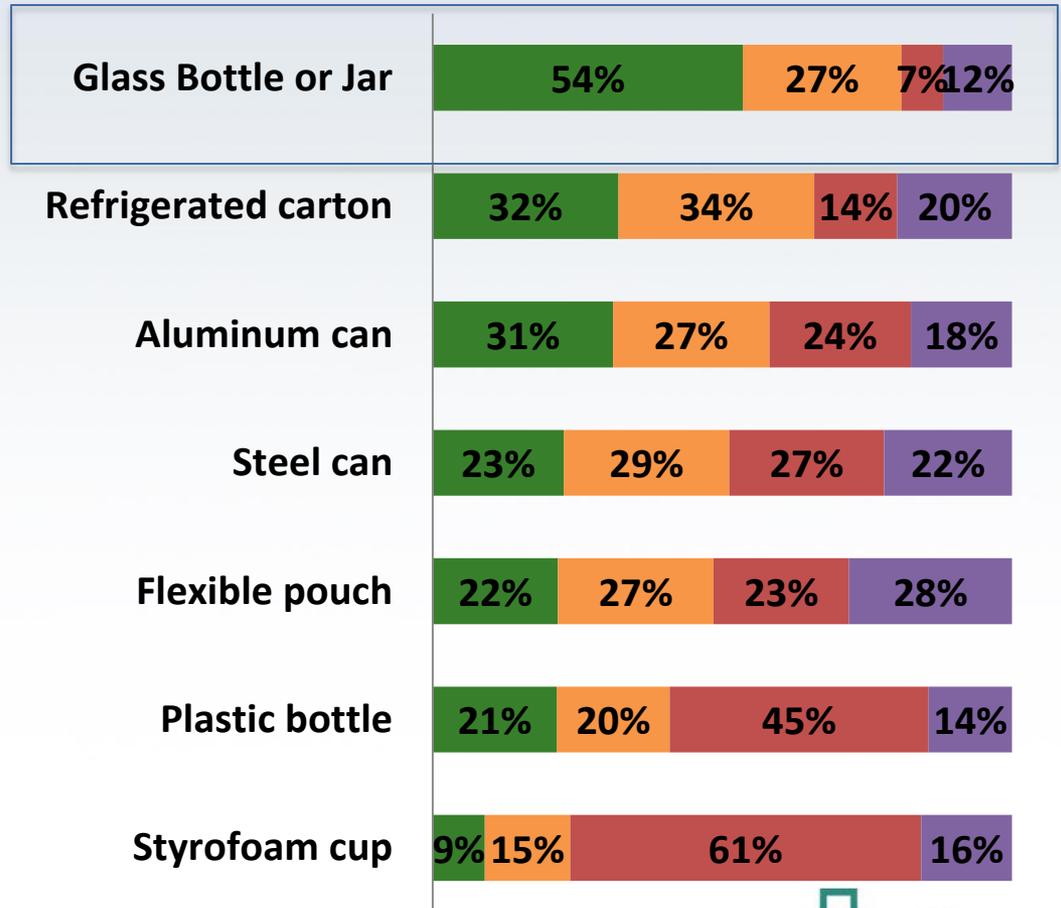
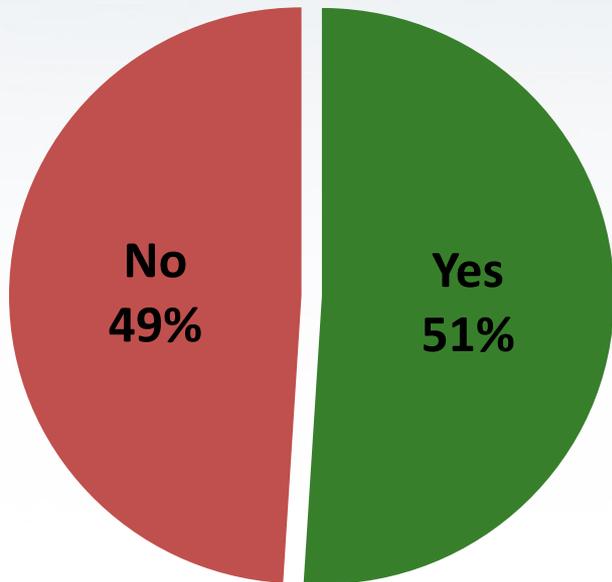


Base: Consumers Who Care (CWC = 86% of U.S. Pop ages 18-65 years)

Health Impact of Beverage Packaging Material

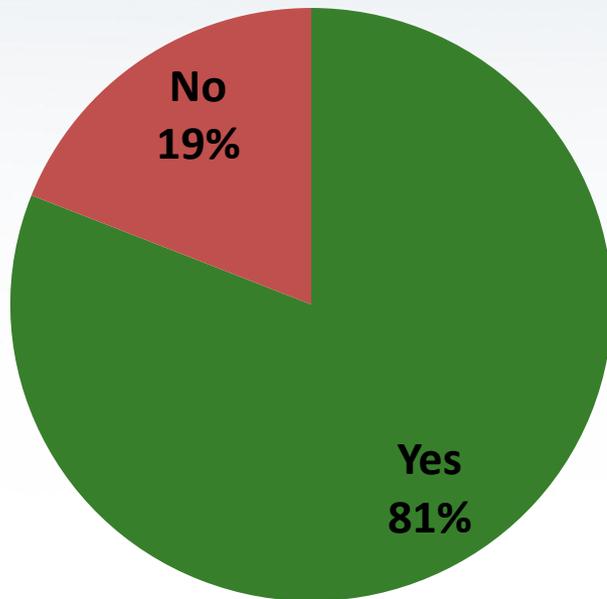
■ Positive Impact ■ No Impact ■ Negative Impact ■ Don't Know

Packaging's Health Impact Has Influence on Beverage Purchase

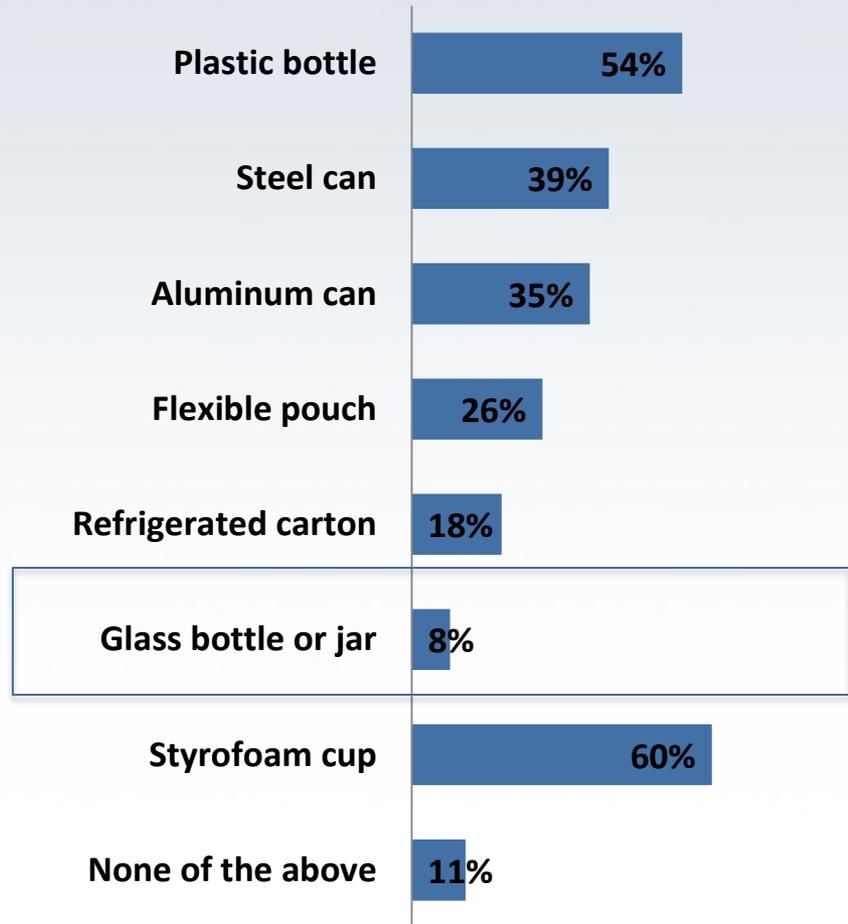


Base: U.S. Pop ages 18-65 years

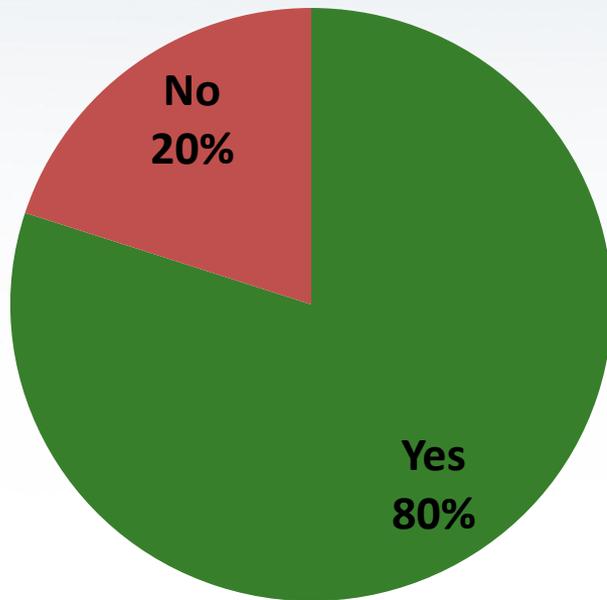
Believe Packaging Containers Can Leave Undesirable Chemicals in Beverages



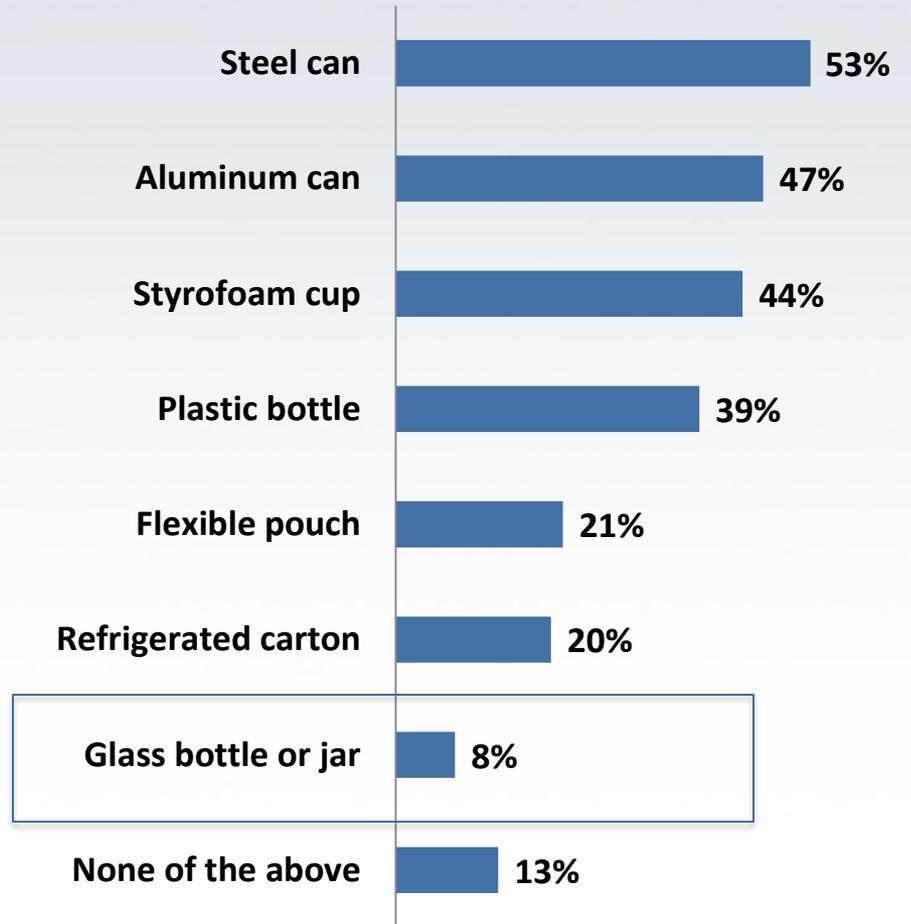
Packaging Materials That Can Leave Undesirable Chemicals in Beverages



Believe Packaging Containers Can Change the Taste of Beverages

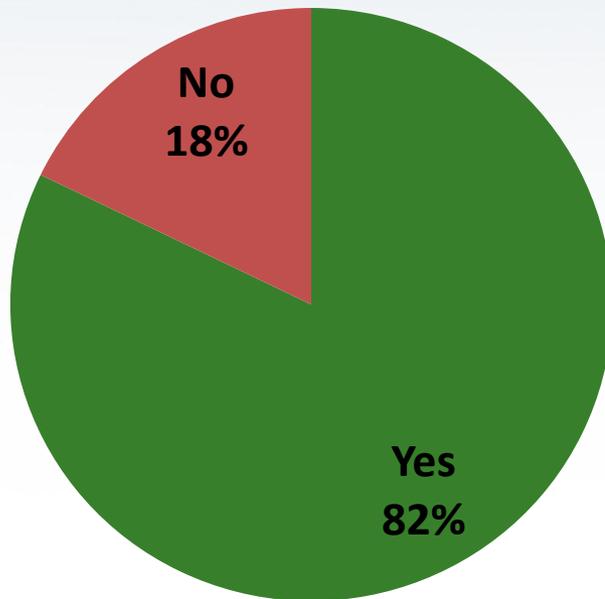


Type of Packaging Material That Can Change Taste of Beverages

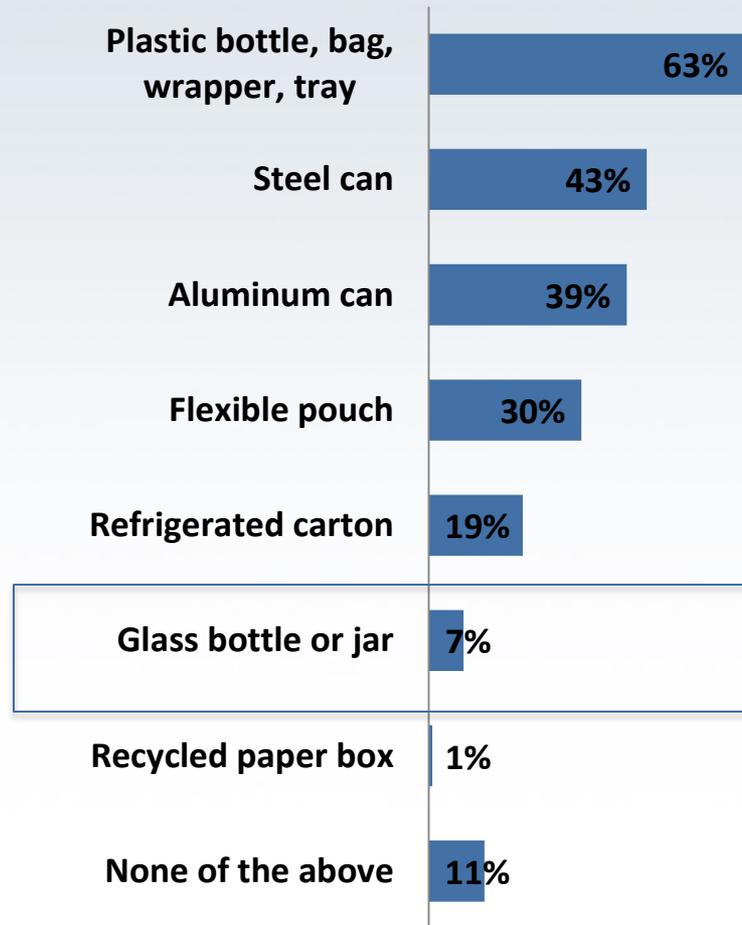


Base: U.S. Pop ages 18-65 years

Believe Packaging Containers Can Leave Undesirable Chemicals in Food

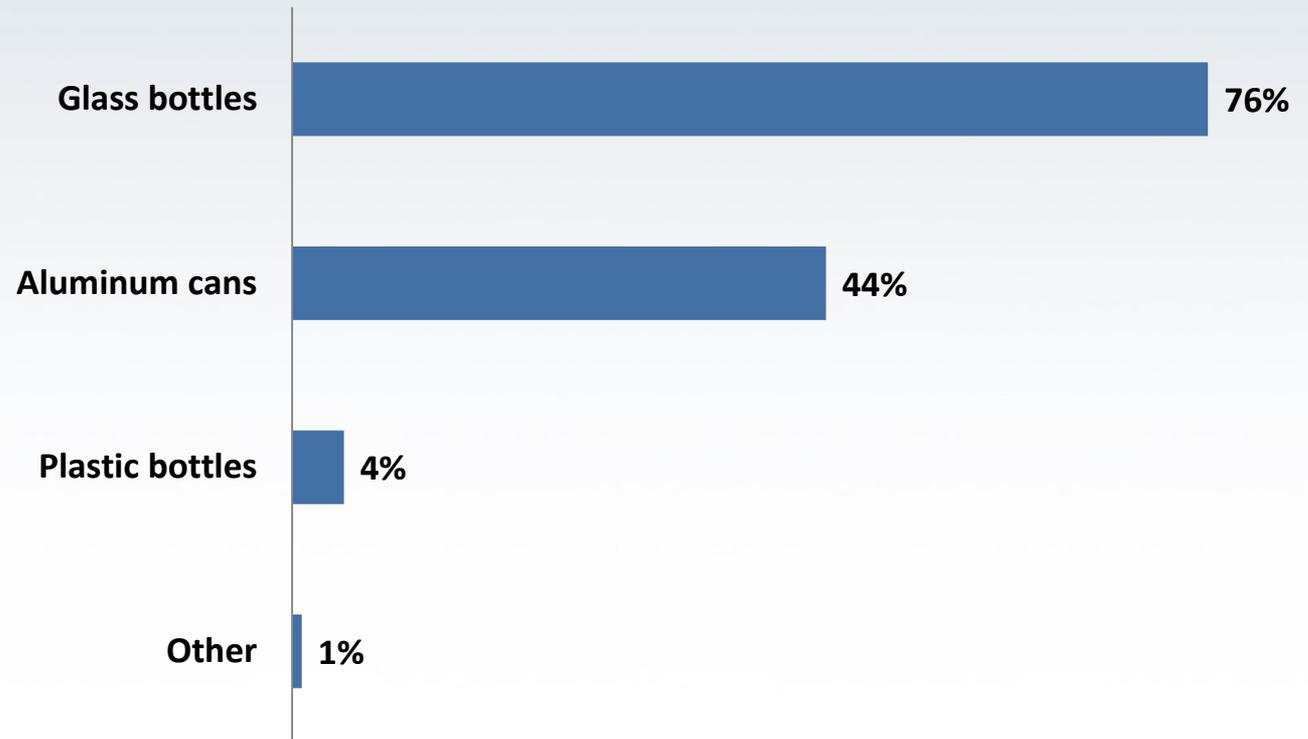


Packaging Materials That Can Leave Undesirable Chemicals in Foods



Product	Packaging	Preferred Package	Most Eco-Friendly Package
Tomato or pasta sauce	Glass jar	59%	55%
	Steel can	21%	12%
	Plastic jar	11%	13%
	Don't know	8%	20%
Wine	glass recyclable bottle	57%	41%
	bag in box	8%	8%
	glass returnable bottle	14%	25%
	Don't know	22%	26%
Soup	Steel can	50%	16%
	Glass jar	23%	39%
	Box	16%	21%
	Don't know	11%	24%
Milk	Plastic bottle	43%	15%
	Carton	28%	27%
	Glass bottle	21%	38%
	Don't know	7%	20%

Which type of package do you usually prefer when buying beer?



Questions?

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