

# 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

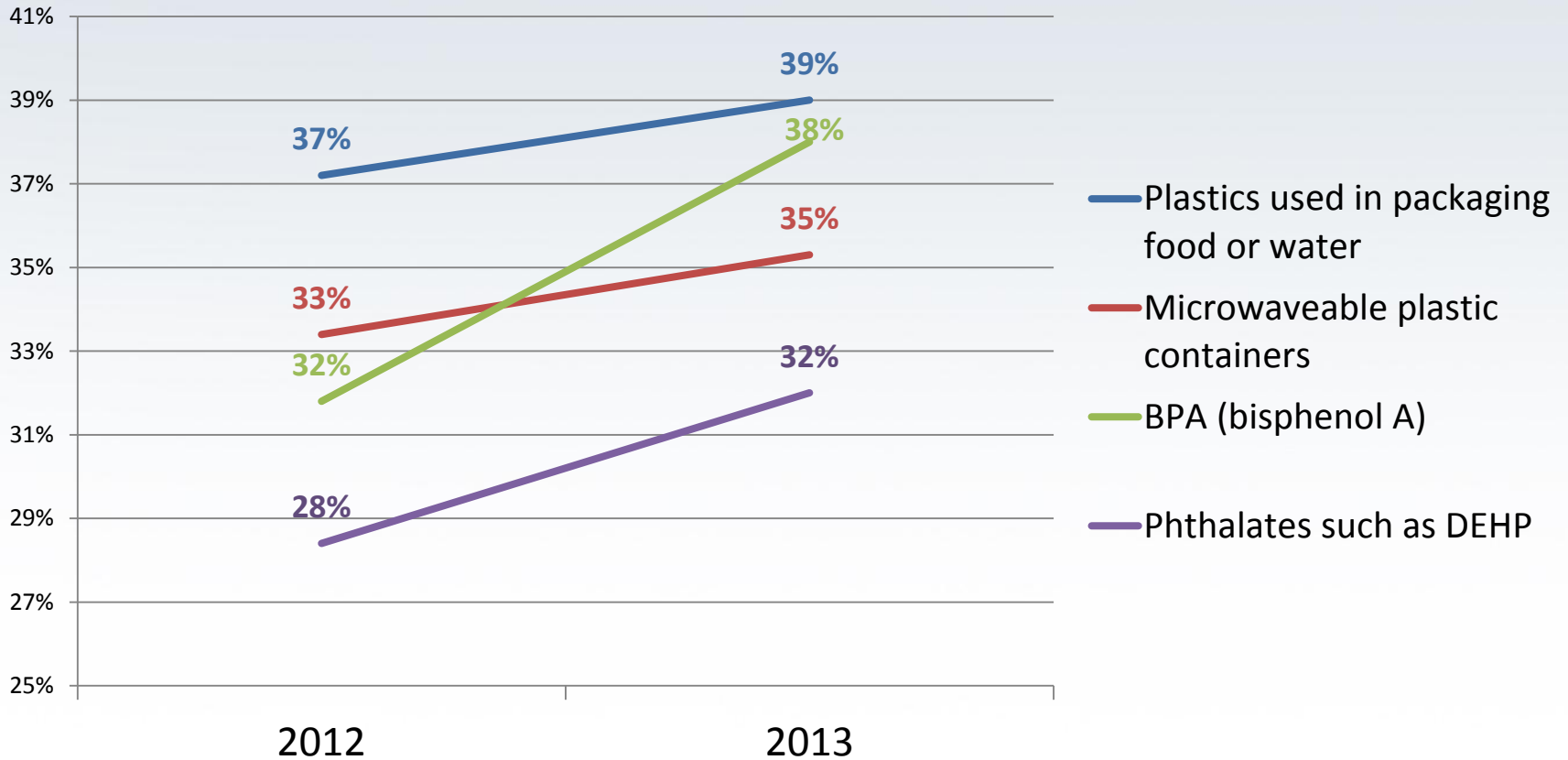
## Recycling Attitudes & Actions:

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

## Geography

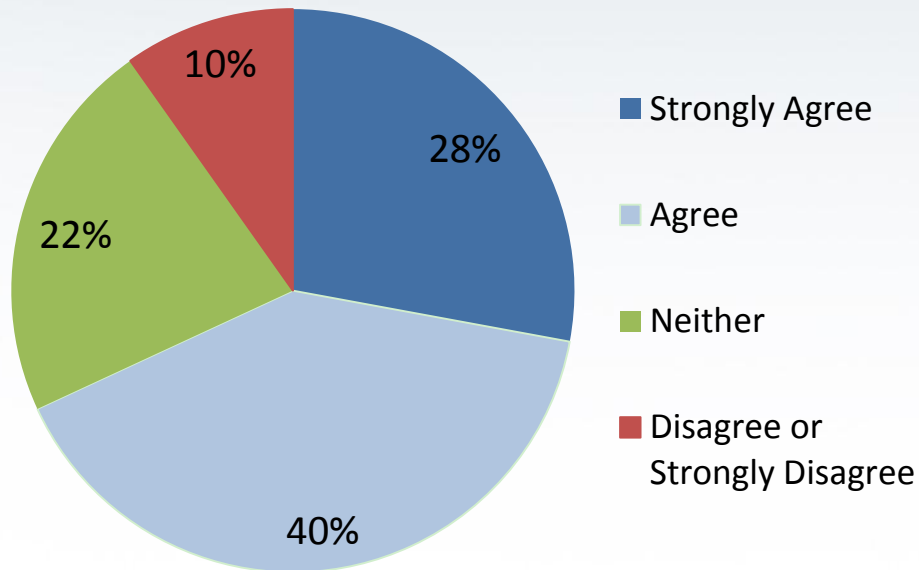
- By census region
- Several individual states

## Health & Safety Concerns Related to Plastics Are on the Rise

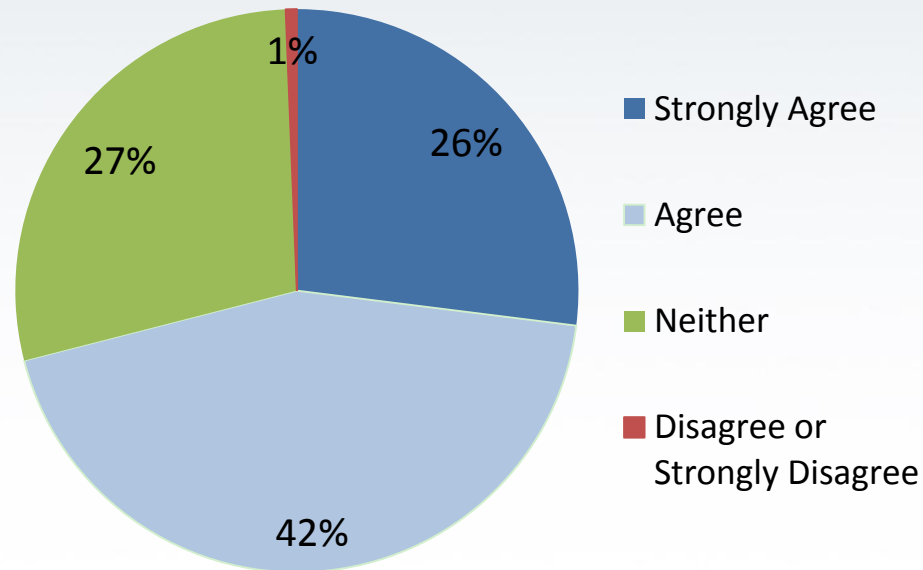


Base: U.S. Pop ages 18-65 years

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

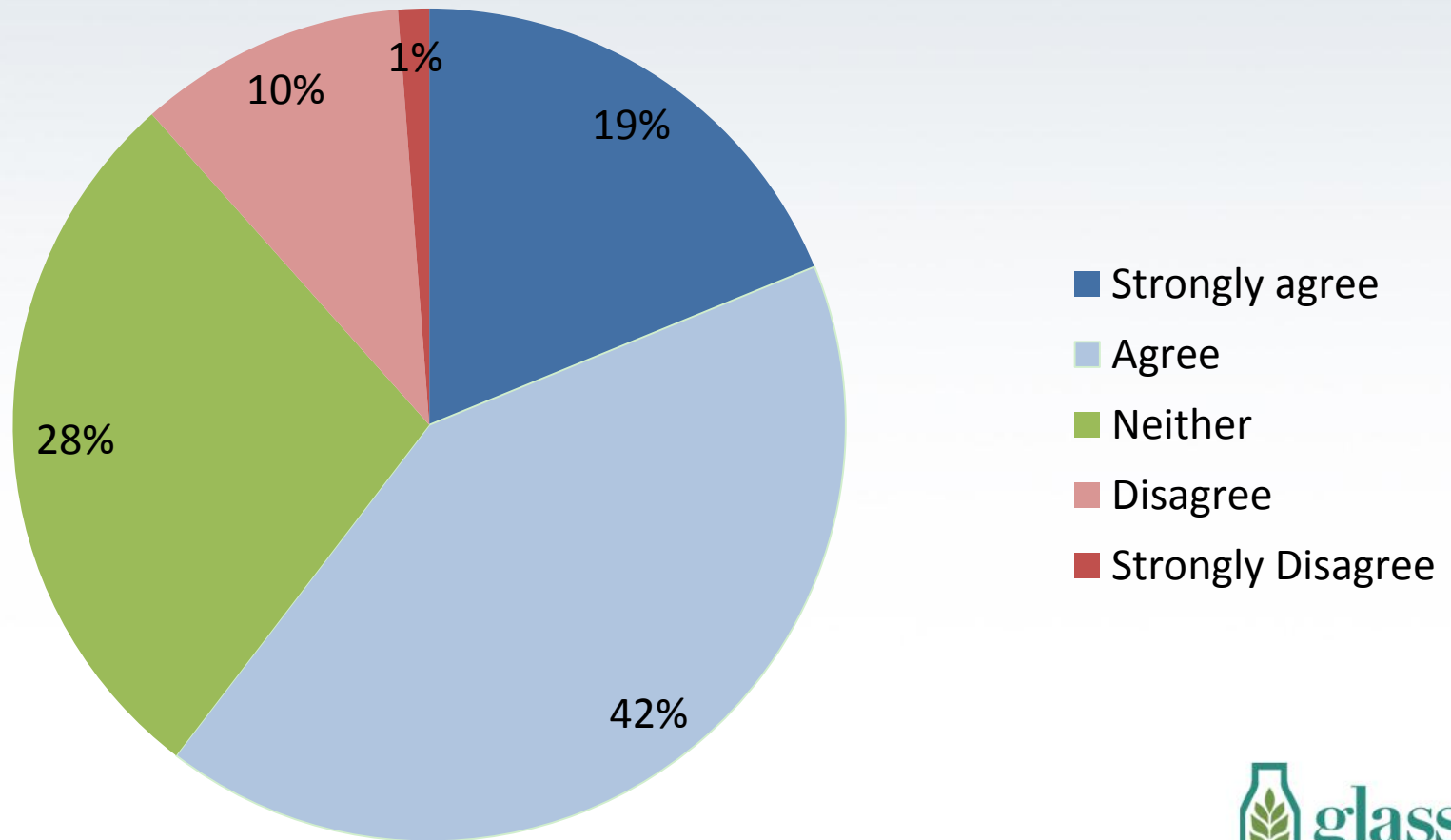


**I want to minimize my child's exposure to plastic in food and beverage packaging**



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

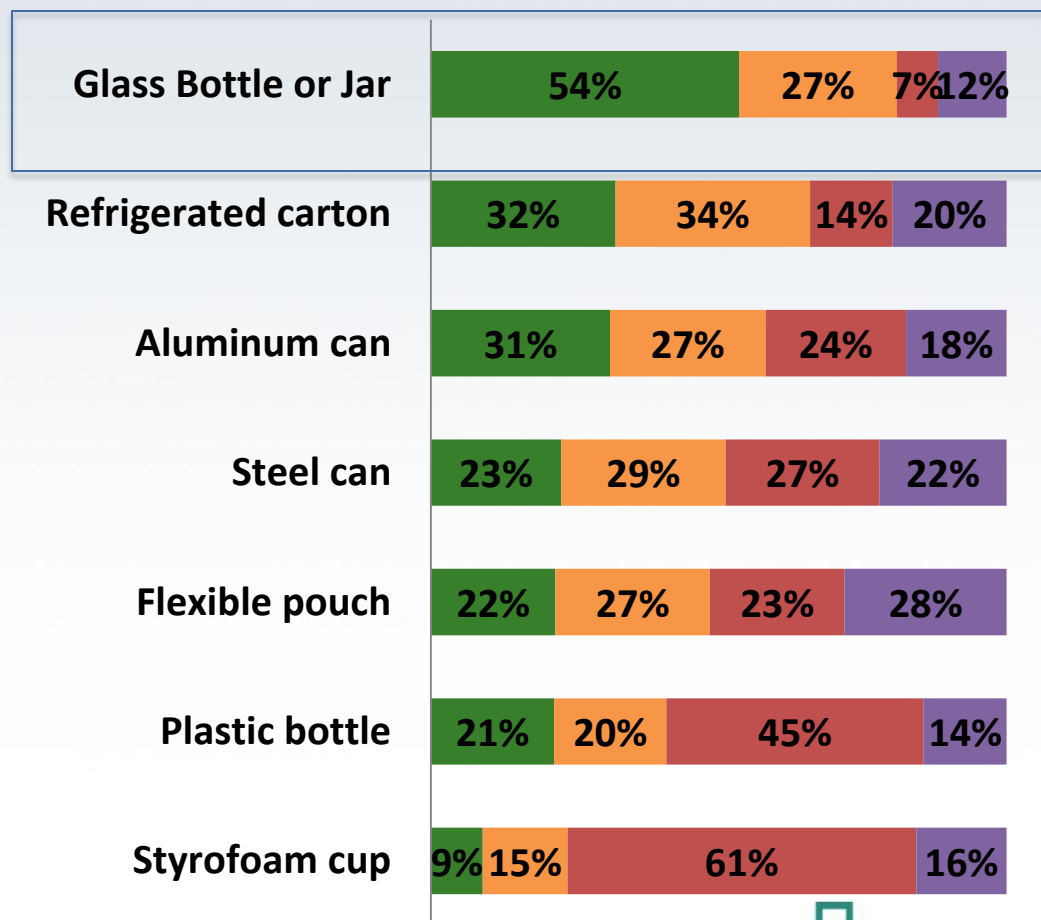
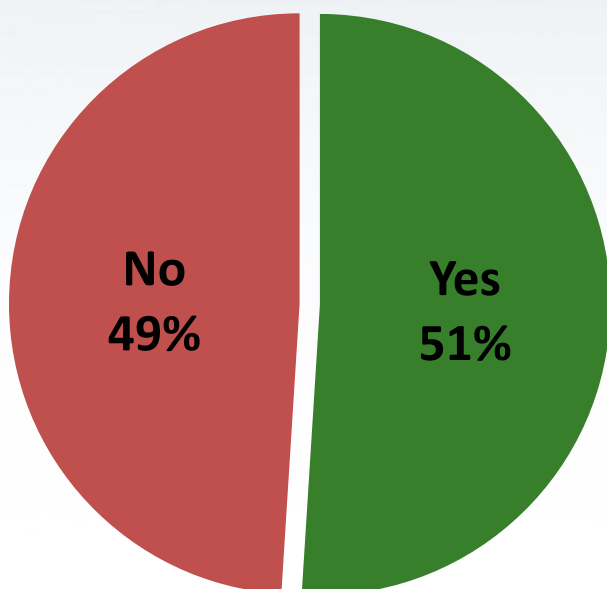


Base: Consumers Who Care (CWC = 86% of U.S. Pop ages 18-65 years)

## Health Impact of Beverage Packaging Material

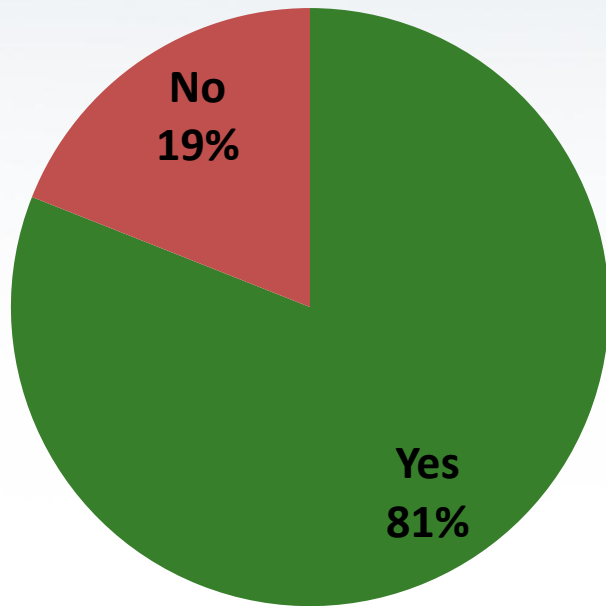
■ Positive Impact ■ No Impact ■ Negative Impact ■ Don't Know

Packaging's Health Impact Has Influence on Beverage Purchase

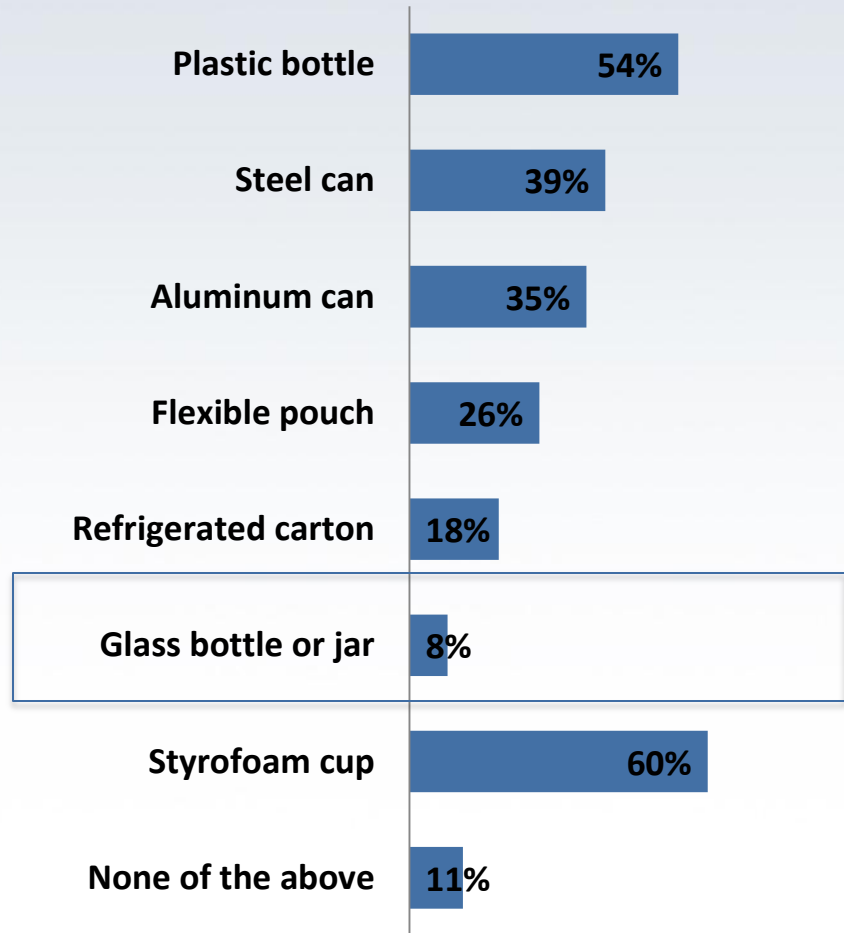


Base: U.S. Pop ages 18-65 years

**Believe Packaging Containers  
Can Leave Undesirable Chemicals  
in Beverages**



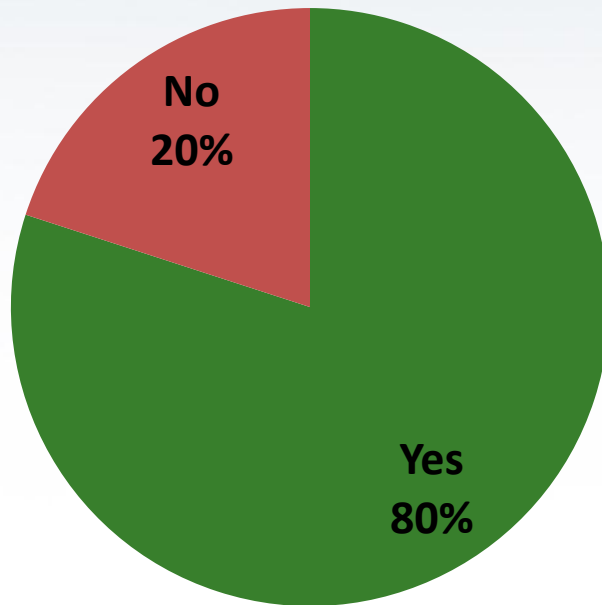
**Packaging Materials That Can  
Leave Undesirable Chemicals in  
Beverages**



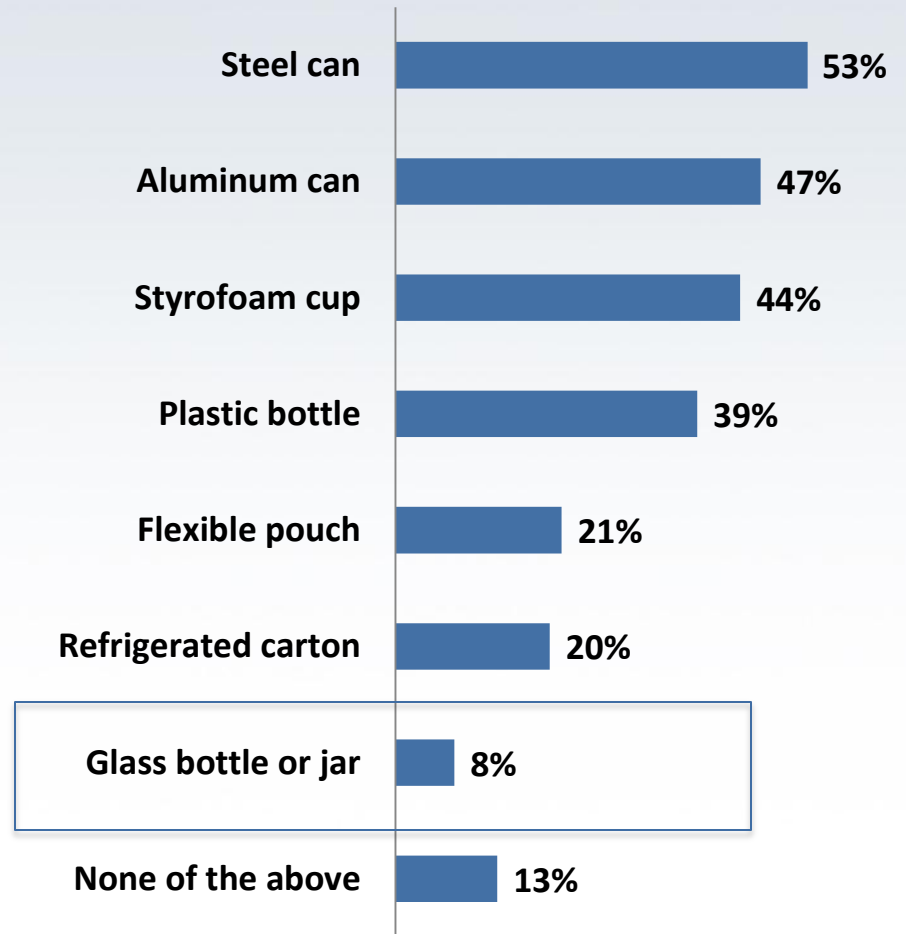
Base: U.S. Pop ages 18-65 years



### Believe Packaging Containers Can Change the Taste of Beverages

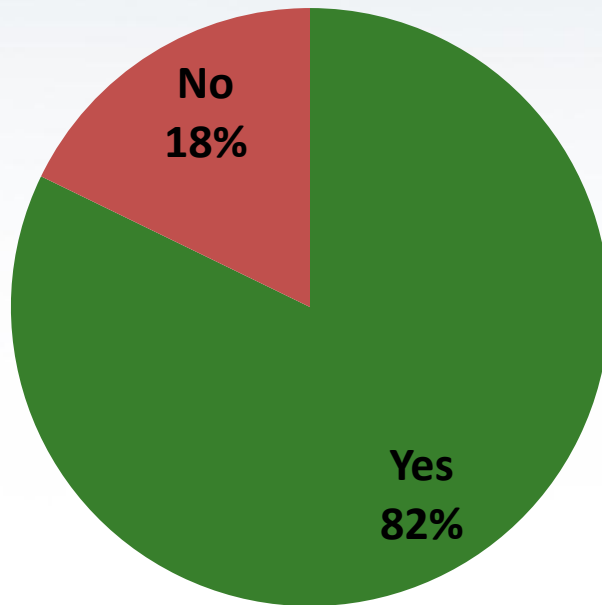


### Type of Packaging Material That Can Change Taste of Beverages

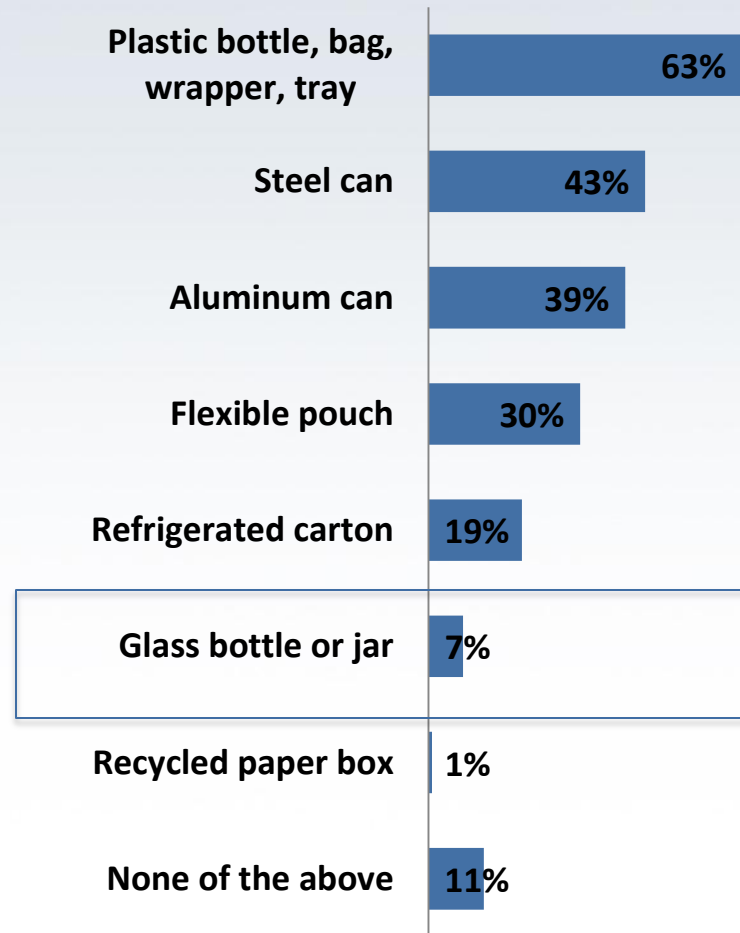


Base: U.S. Pop ages 18-65 years

### Believe Packaging Containers Can Leave Undesirable Chemicals in Food



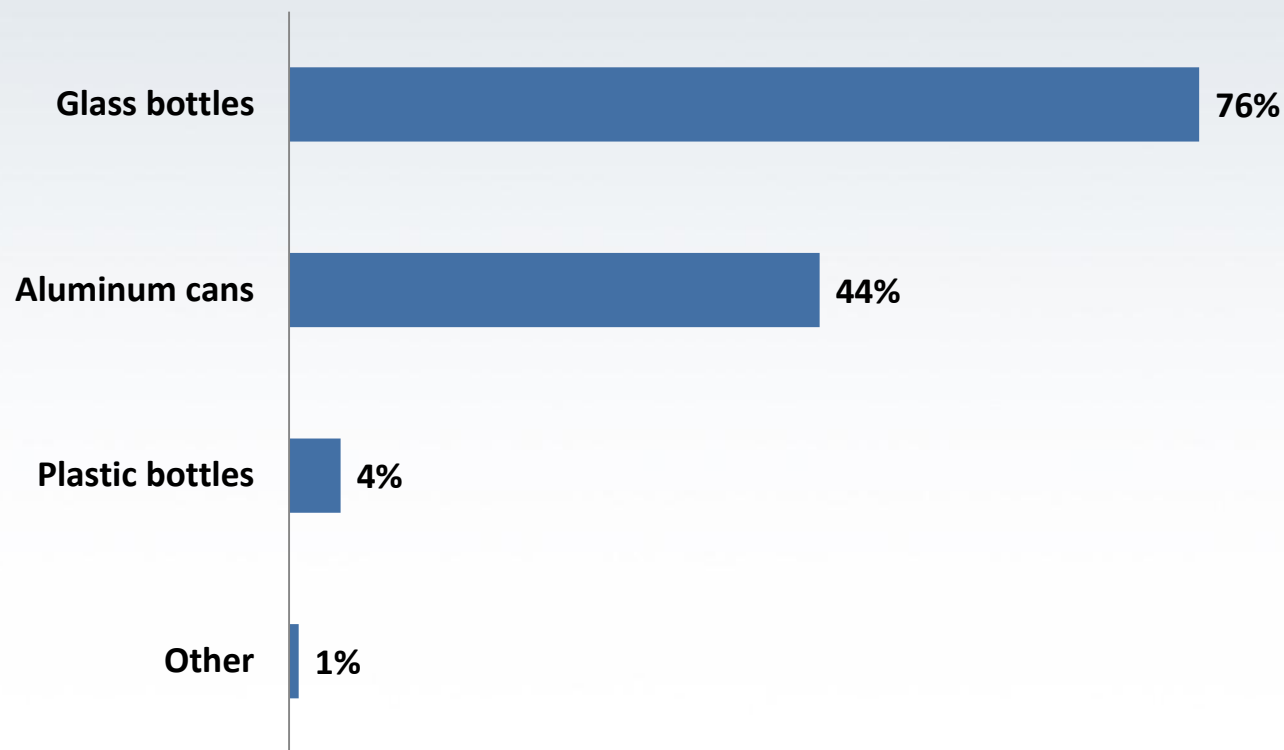
### Packaging Materials That Can Leave Undesirable Chemicals in Foods



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

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

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



Base: Beer Buyers, ages 21-65 years

# Questions?

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