of consumers say they care about sustainability in general

86%

of consumers say they care about the meaning of sustainability

83%

of consumers say they understand the meaning of sustainability

65%

of consumers think sustainability is at least a very important attribute of packaging for products sold both in-store and online

SUSTAINABLE PACKAGING MATTERS

82% of consumers say they care about the sustainability aspects of packaging

79% of consumers say they prefer products that are in sustainable packaging over ones that are not

72% of consumers say they trust labels that include sustainability benefits on product packaging

Younger generations are more likely to believe that flexible packaging is sustainable

42% of consumers ages 18-34

46% of consumers ages 35-44

37% of consumers ages 45-54

31% of consumers ages 55-64

27% of consumers ages 65+

This belief among younger consumers opens the door to...

THE MILLENNIAL OPPORTUNITY

Millennials say it’s extremely important or absolutely essential that product packaging...

33% has a sustainable lifecycle

33% is manufactured with less energy

32% has been transported efficiently

36% actively seek out products in sustainable packaging

37% promote the benefits of sustainable packaging to others

37% check packaging labels for sustainability information

Sources:
FPA Consumer Survey conducted online by The Harris Poll June 10-12, 2018 among 2,012 U.S. adults ages 18+

For more information about flexible packaging and this study, visit www.flexpack.org