FLEXIBLE PACKAGING
A Case for Elevating Sustainability Conversations

AMPLIFY COMMUNICATIONS ABOUT SPECIFIC BENEFICIAL LIFECYCLE IMPACTS

Consumers are already talking about sustainability, but there’s still an opportunity to inject specific sustainable manufacturing processes and supply chain concepts into the conversation. That’s where brand owners come in.

Although consumers are most likely to associate sustainability with familiar terms like “renewable” and “recyclable,” some recognize the importance of sustainability and align with brand owners when presented with them.

24% of consumers say transportation efficiency describes sustainability
81% think it’s at least somewhat important that product packaging has been transported efficiently

CONNECT WITH CONSUMERS WHO HAVE MORE FUTURE BUYING POWER

The beneficial lifecycle impacts and sustainability advantages of flexible packaging are more likely to resonate with consumers ages 18-44, who represent the next wave of buying power in the U.S. Brand owners who promote these messages can take advantage of the opportunity.

Brand owners in general are in tune with consumers’ viewpoints of sustainability, yet disagree on their understanding of the concept. This skepticism on behalf of brand owners suggests an opportunity to inform consumers on the complete picture of sustainability.

CLOSE THE KNOWLEDGE GAP

Millennial consumers ages 18-34 are more likely than older consumers to say they support/buy from businesses with sustainability initiatives.

Flexible Packaging: Glass packaging: Corrugated packaging:
- 43% of ages 18-44
- 31% of ages 45+
- 62% of ages 18-44
- 61% of ages 45+
- 41% of ages 18-44
- 59% of ages 45+

…and less likely than older generations to think glass or corrugated are sustainable.

83% of consumers ages 18-44
83% of Millennials ages 18-34

…and more likely than older generations to say they understand the meaning of sustainability.

83% CONSUMERS say they understand the meaning of sustainability.
60% BRAND OWNERS think consumers understand the meaning of sustainability.

Care about sustainability
- 86%
- 84%

Prefer products in sustainable packaging:
- 79%
- 72%

Trust labels that include sustainability benefits on product packaging:
- 79%
- 72%

Sources:
- FPA Consumer Survey conducted online by The Harris Poll July 10-12, 2018 among 2,012 U.S. adults 18+.
- Packaging World Survey of brand owners, July 2018

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