

# PACKAGING ALTERNATIVES

## To plastics



This week's insights were collected Friday, March 19 – Monday, March 22 among a general population of n=300 U.S. consumers age 21+.

### Consumers are trying to reduce plastics and are open to alternatives

Three-in-four Americans are trying to reduce their consumption of plastics, mostly by using their own bags when shopping and limiting single use plastic bottle purchases. Paper packaging is an acceptable option to plastics and nearly half are open to home delivery in reusable packaging. Packaging alternatives to plastics should be recyclable, reasonably priced and reusable. Consumers expect that brands and packaging companies share the expense of alternatives to plastic packaging.

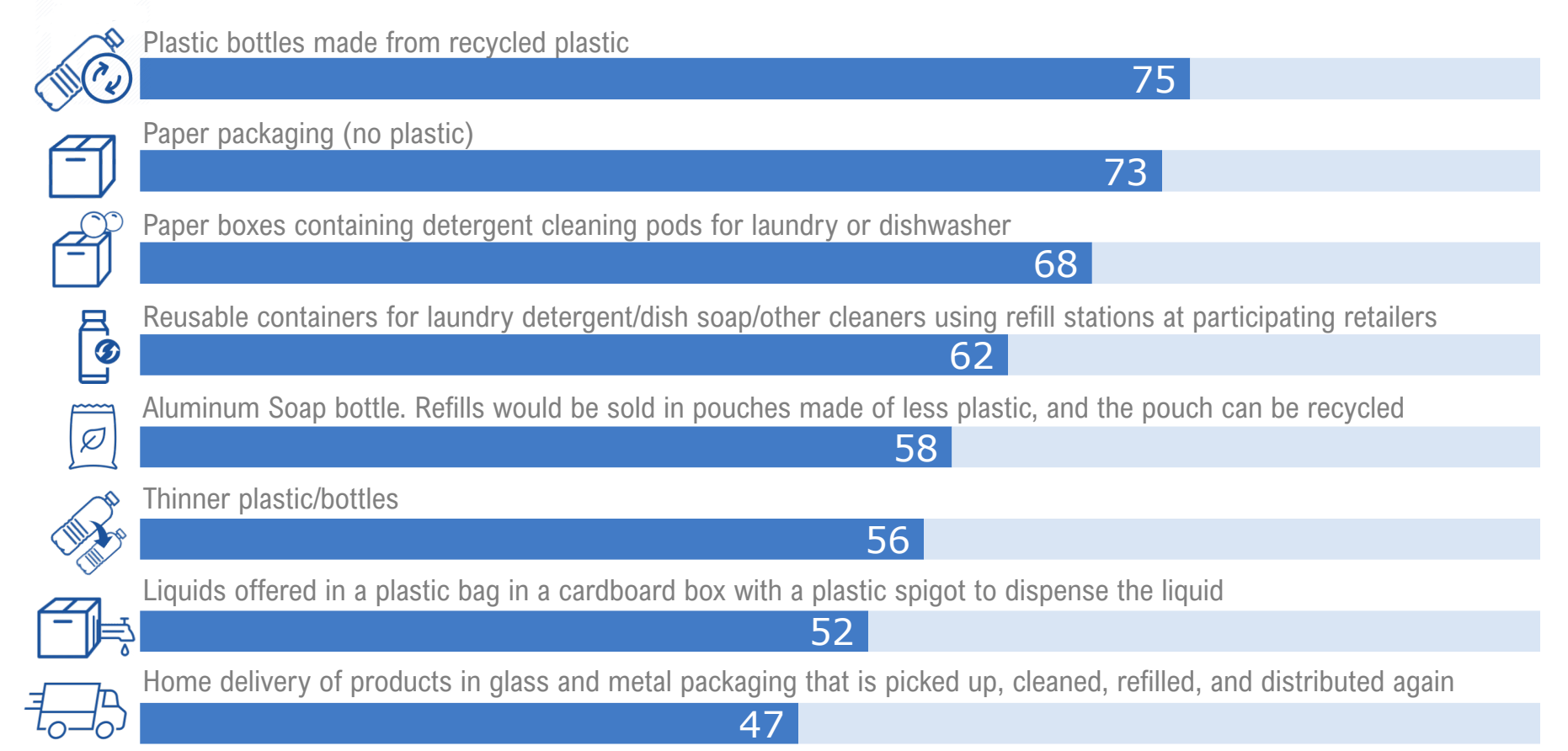
## Ways Reducing Plastic Consumption

% of Total Respondents



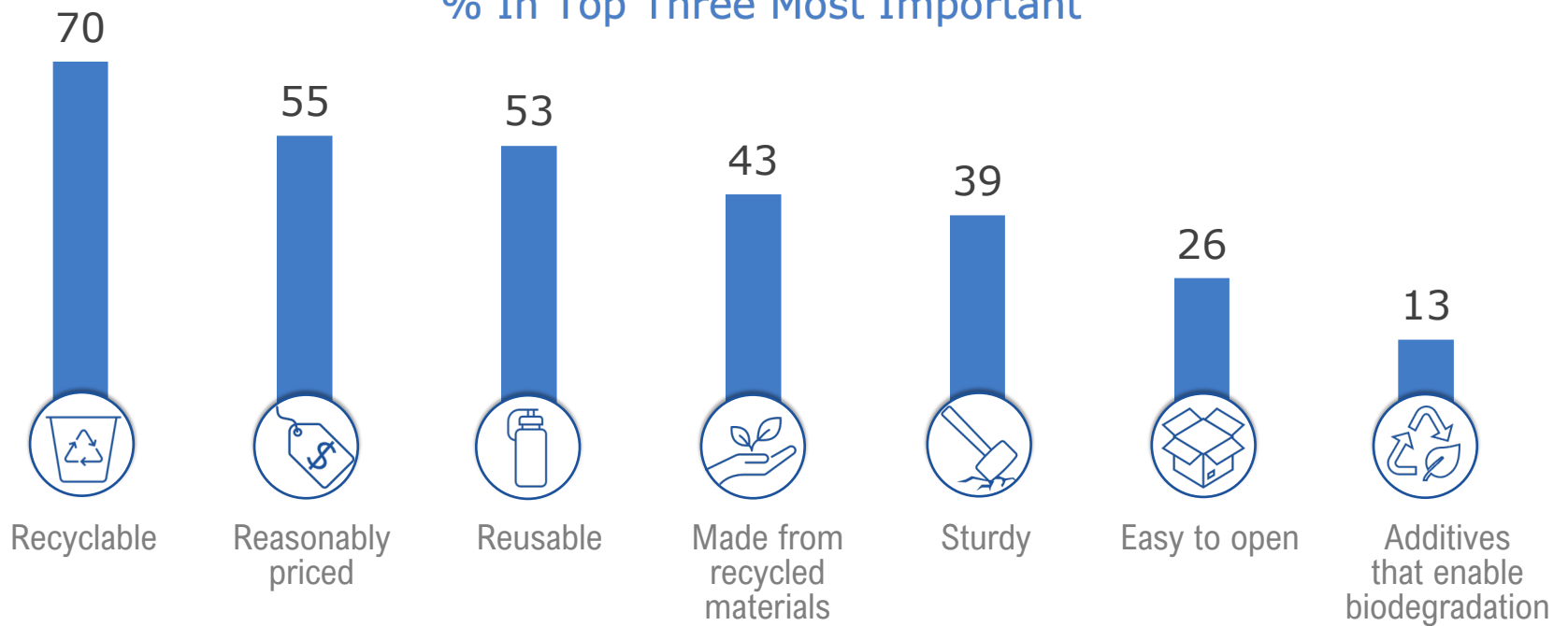
## Likelihood to Purchase Alternatives to Plastic Packaging

% Total Respondents Extremely/Very Likely to Purchase



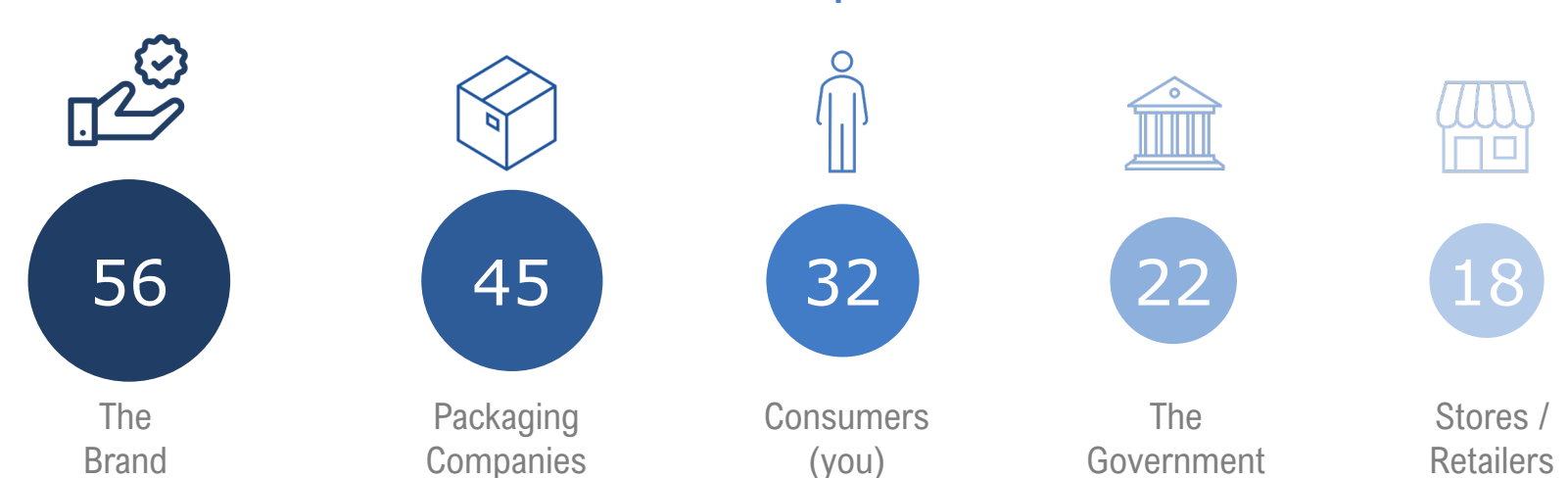
## Most Important Characteristics of Plastic Packaging Alternatives

% In Top Three Most Important



## Who Should Pay the Added Costs of Plastic Packaging Alternatives

% Total Respondents



Base: Total (n=300)  
 Q1 Are you personally trying to reduce your purchase & use of products sold in plastic packaging (including products sold in shrink wrap, plastic bottles, plastic bowls, individually wrapped items, etc.)?  
 Q2 In which of the following ways are you reducing your plastic?  
 Q3 For the following, please indicate the top 3 most important to you when considering plastic packaging.  
 Q4 How likely would you be to purchase products with the following packaging alternatives that reduce or eliminate plastic in the packaging?  
 Q5 There is an added costs to many of the packaging alternatives to plastics. Who do you think should absorb extra expense of these alternatives to plastic packages?