

# FLEXIBLE PACKAGING

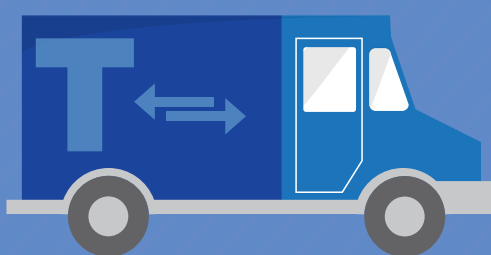
A Case for Elevating Sustainability Conversations

## 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" (59%) and "recyclable" (56%), some recognize the importance of business-to-business (B2B) terms like "transportation efficiency" (24%) and "circular economy" (13%) when presented with them.

**24%**  
of consumers say transportation efficiency describes sustainability



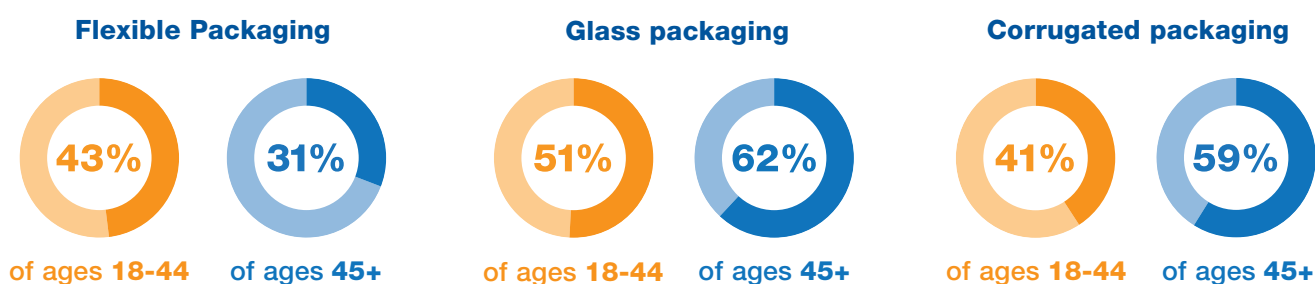
**81%**  
think it's at least somewhat important that product packaging has been transported efficiently

## 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.



Younger generations are more likely than members of older generations to believe flexible packaging is sustainable...



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

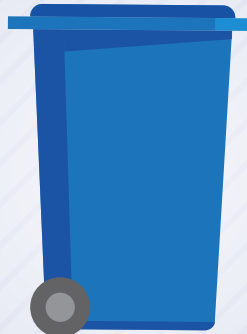
Millennial consumers ages 18-34 are more likely than older consumers to say they support/buy from businesses with sustainability initiatives.



## CLOSE THE KNOWLEDGE GAP

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.

**83%**  
CONSUMERS  
say they understand the meaning of sustainability.



**60%**  
BRAND OWNERS  
think consumers understand the meaning of sustainability.



Care about sustainability in general:

CONSUMERS: **86%**  
BRAND OWNERS: **84%**



Prefer products in sustainable packaging:

CONSUMERS: **79%**  
BRAND OWNERS: **72%**



Trust labels that include sustainability benefits on product packaging:

CONSUMERS: **72%**  
BRAND OWNERS: **79%**