



# Consumer Environmental Trends Report 2020

A sample of our global report on consumers' perception around environmental topics.



## Introduction.

With over 78% of the world's consumers concerned about the environment, the food and beverage industry must shape a new and sustainable era.

To better understand the challenges the industry faces, Tetra Pak has surveyed 4,800 consumers from 16 different global markets to explore and understand their attitudes towards the environment.

The research is aimed at understanding and exploring consumers' perceptions about the following environmental aspects:

### **ENVIRONMENTAL ATTITUDE:**

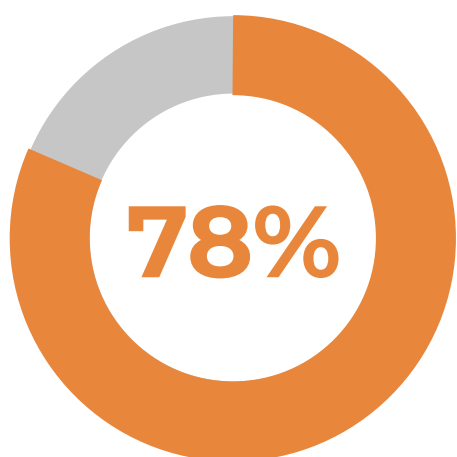
Environmental concerns, environmentally-sound packaging and awareness of environmental terms

### **FOOD WASTE:**

Behaviours concerning food waste

### **CIRCULAR ECONOMY:**

Behaviours related to packaging collection and recycling



of consumers are  
**concerned about  
the environment**

The top 6 consumer concerns are:

- **Pollution (82%)**
- **Plastic in the ocean (80%)**
- **Global warming (77%)**
- **Depletion of natural resources (77%)**
- **Food waste (77%)**
- **Deforestation (77%)**

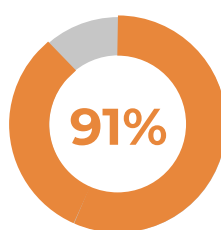
### Recyclability matters.

Recyclability is top of mind when consumers think about environmentally sound packaging. Our research shows they would recycle more if there were more collection points and further information about collection and disposal on packages.

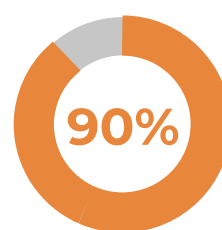
### Understanding of recycling.

When it comes to the word “recyclable packaging”, 75% of consumers consider it a well-known term. The topic of recycling in general is globally relevant among consumers.

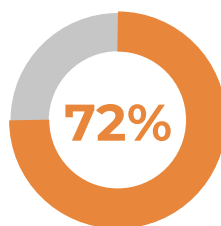
For the following countries, the percentage of consumers that show concern about the environment are:



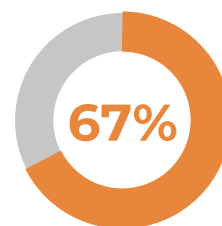
Thailand



South Africa



USA



UK



## Reasons why consumers believe it is important to reduce food waste:

**52%**

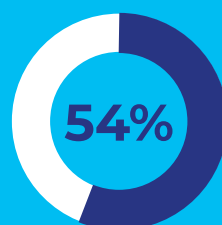
*want to preserve the environment for future generations.*

**48%**

*believe reducing food waste helps to save money.*

**43%**

*want to do something helpful for the community.*



**54%** of US consumers want to reduce food waste to save money.

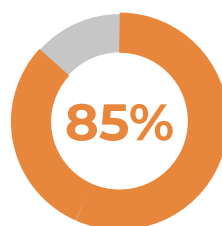
## Circular economy becomes better understood when linked to recycling terms.

Only 34% of consumers understand the term 'circular economy' and its concept does not show high relevance compared to others. However, consumer interest raises when the circular economy is linked to daily recycling routines and when the term is clearly explained with consumer-friendly language.

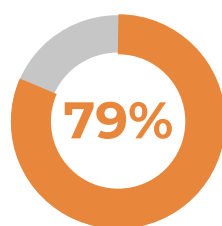
In a circular economy, manufacturers design out waste, re-use and recycle materials and regenerate natural systems to reduce the industry's impact on the environment. It's a powerful idea and an essential part of sustainability today.

### 'Recyclable' and a 'circular economy'.

'Recyclable' as a term is widely understood in all countries, while the term 'circular economy' has a higher awareness in some countries, like Thailand, for example.



of consumers in Thailand understand the specific term **'recyclable packaging'**.



of UK consumers consider the claim, **'Please recycle your packaging'** as a relevant claim in relation to recycling.



# Thank you for reading this sample report.

## Turn Insights into Action.

Tetra Pak has the marketing and sustainability expertise you need to convey a powerful story to your consumers. Our insights help you address your market credibly and stand out on the shelf.

[Find out more](#) about our sustainability solutions.