

THE CONSUMER LENS ON PACKAGING 2021



74%

There is **consumer demand** for **sustainable choices**:

74% of consumers in Europe, the United States, and South America are willing to pay more for sustainable packaging.

What is the current consumer experience when purchasing and recycling everyday household goods?

We worked with nine of our 200 members to test the packaging and effectiveness of labelling of 11 internationally available branded products across nine countries.

The countries chosen account for around 1.8 billion consumers:



RECYCLING IS NOT WORKING

Consumers in all nine countries are unable to easily recycle all products in practice. On average, 35% of the packaging weight is not easily recycled in practice, even for consumers who are motivated to recycle.

BURDEN OF RESPONSIBILITY

No product was labelled clearly across all nine countries. There was misleading, unclear, and confusing labelling leaving consumers with limited choice at purchase and at recycling.



UNEQUAL ACCESS

Packaging recyclability and labelling information varied across the nine countries. There is a vast difference in how easy it is to recycle product packaging in practice.

VOLUNTARY COMMITMENTS

Progress towards sustainable packaging is inconsistent. Companies can help make recycling in practice easier for consumers by upholding their commitments.



RECYCLABILITY IN PRACTICE

In some cases, products were labelled as recyclable, but not recyclable in practice. To be truly sustainable, the full journey of the product must be taken into account.

How do we provide sustainable choices for the consumer?
We all have a role to play.

A CONSUMER RIGHTS LENS WILL DELIVER A SAFER, FAIRER, AND MORE SUSTAINABLE MARKETPLACE FOR ALL.