

Global Packaging Sustainability

Turning Necessity into Opportunity



What is sustainable packaging?



- ✓ Is beneficial, safe & healthy for individuals and communities throughout its life cycle
- ✓ Meets market criteria for performance and cost
- ✓ Is sourced, manufactured, transported and recycled using renewable energy
- ✓ Optimizes the use of renewable or recycled source materials
- ✓ Is manufactured using clean production technologies and best practices
- ✓ Is made from materials healthy throughout the life cycle
- ✓ Is physically designed to optimize materials and energy
- ✓ Is effectively recovered and utilized in biological and/or industrial closed loop cycles

The Sustainable Packaging Coalition* (SPC) - Definition of Sustainable Packaging 2011

consumers are losing their tolerance for products in packaging that isn't easily or fully recyclable

47% refuse to buy products in harmful packaging



59% are less likely to buy products in packaging that is harmful to the environment

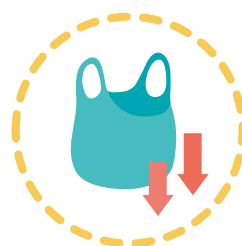
72% would pay more for personal care and beauty products in sustainable packaging

Boston Consulting Group survey on Covid-19 - May 2020



Sustainable packaging is no longer a nice-to have. It's a must-have

As environmental attitudes and consumer shopping habits change, packaging offers rewards for brands who demonstrate leadership on sustainability



53% say they have reduced the amount of plastic they use in the past 12 months



42% say products that use recycled/sustainable materials are important in their day-to-day shopping

Sustainable Packaging Unwrapped - Global Web Index - 2019

When it comes to your day-to-day purchases, which of the following are important to you?



Motivations Behind Choosing "Greener" Packaging

% who say sustainable packaging is important for the following reasons

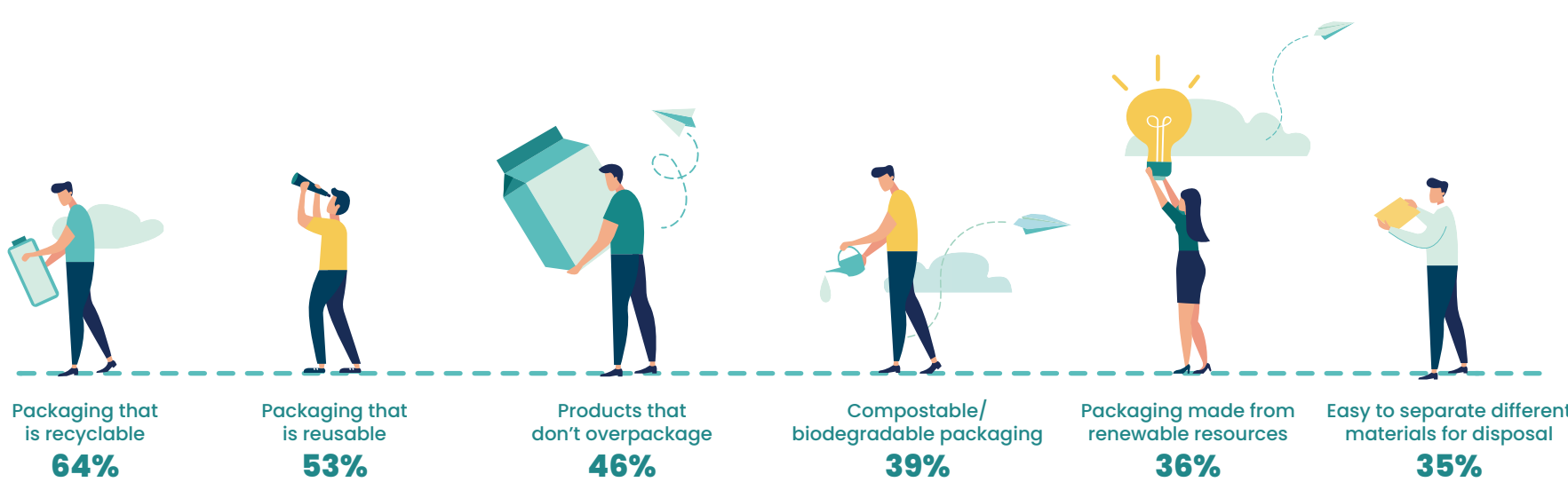
U.S.



UK



61% of consumers say they're likely to switch to a brand that is more environmentally friendly than their current brand



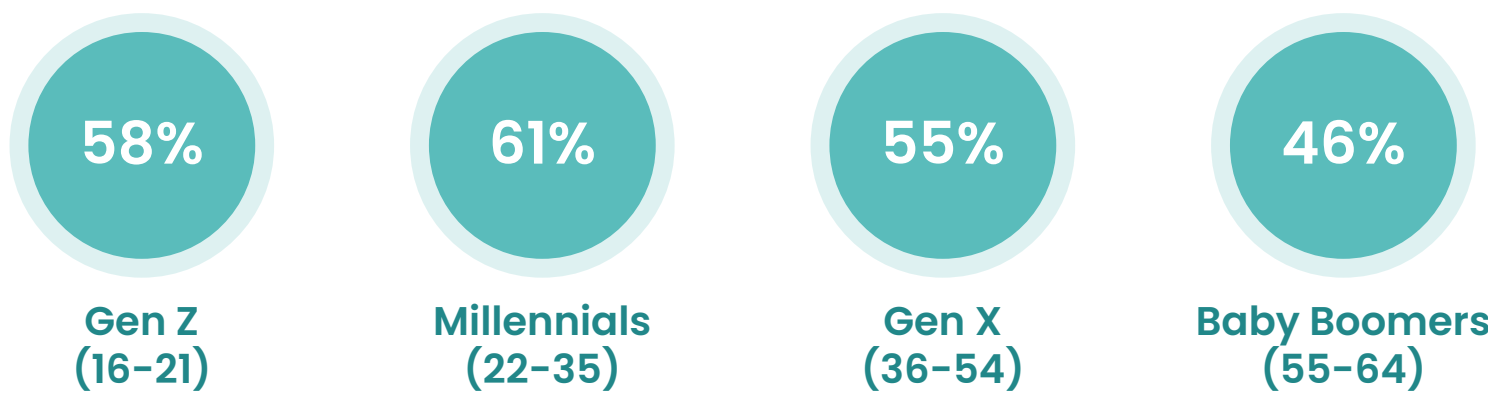
Sustainable Packaging Unwrapped - Global Web Index - 2019

The Rise of Green Consumerism

millennials are regularly considered to be the ones driving the sustainable movement with their lifestyle and behavioral changes.

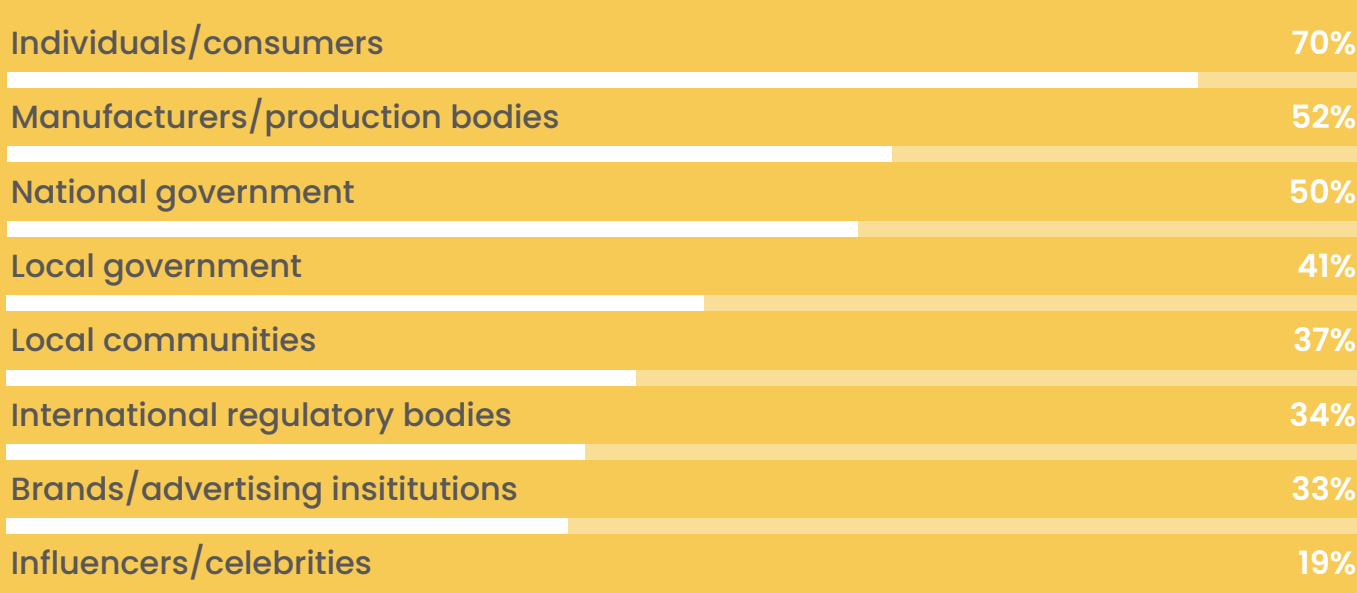
% who agree that they would pay more for eco-friendly products

Source: Global Webindex Q2 2018 Base: 111,899 Internet Users aged 16-64



Where does the responsibility lie?

% who say the following people/bodies are most responsible for the future of the environment



Question: Who do you think is most responsible for the future of the environment?
Source: Global Webindex July 2018 Base: 1,186(UK) & 1,138(U.S.A) Internet Users aged 16-64

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