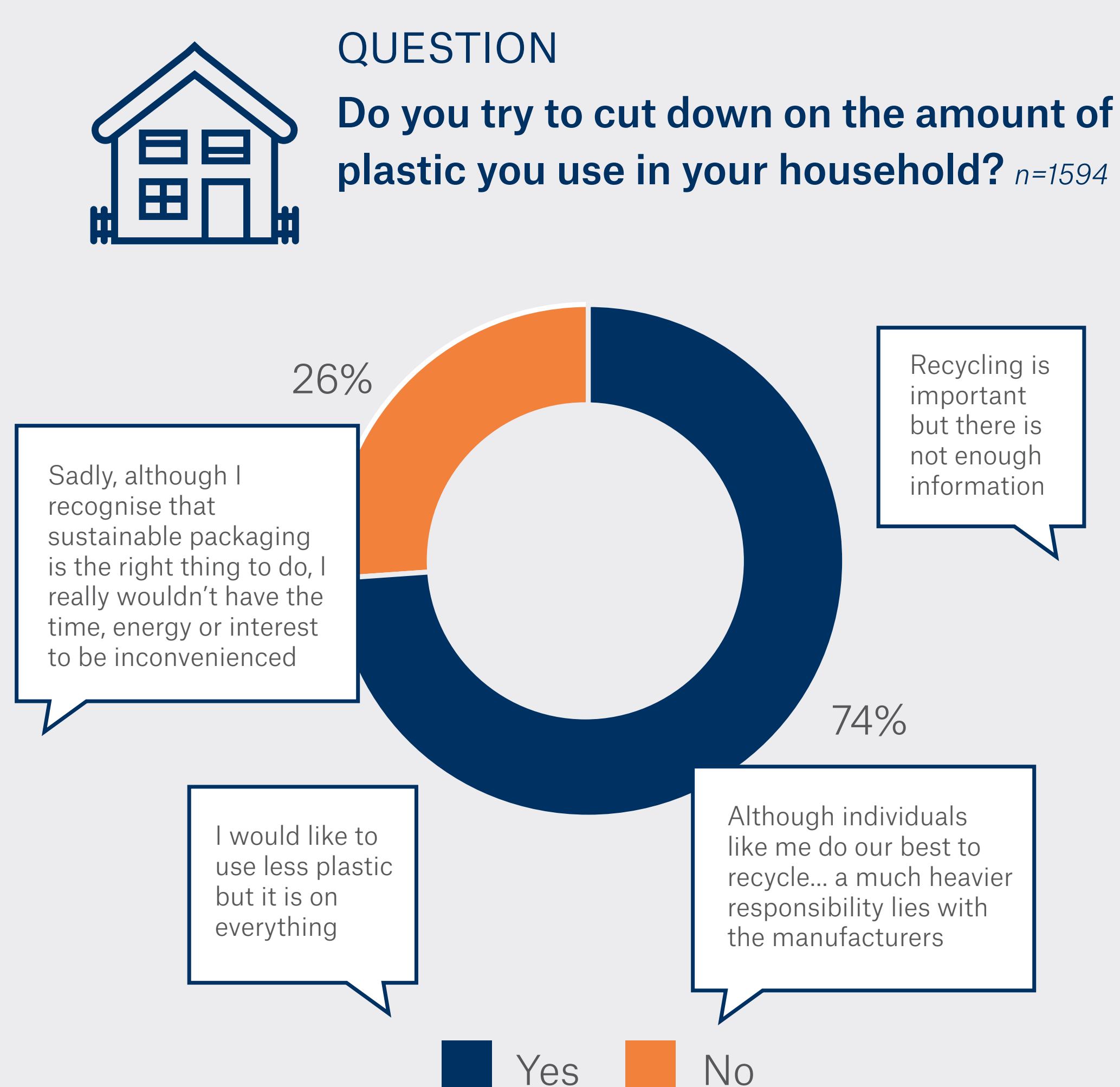


Stop making us feel guilty!

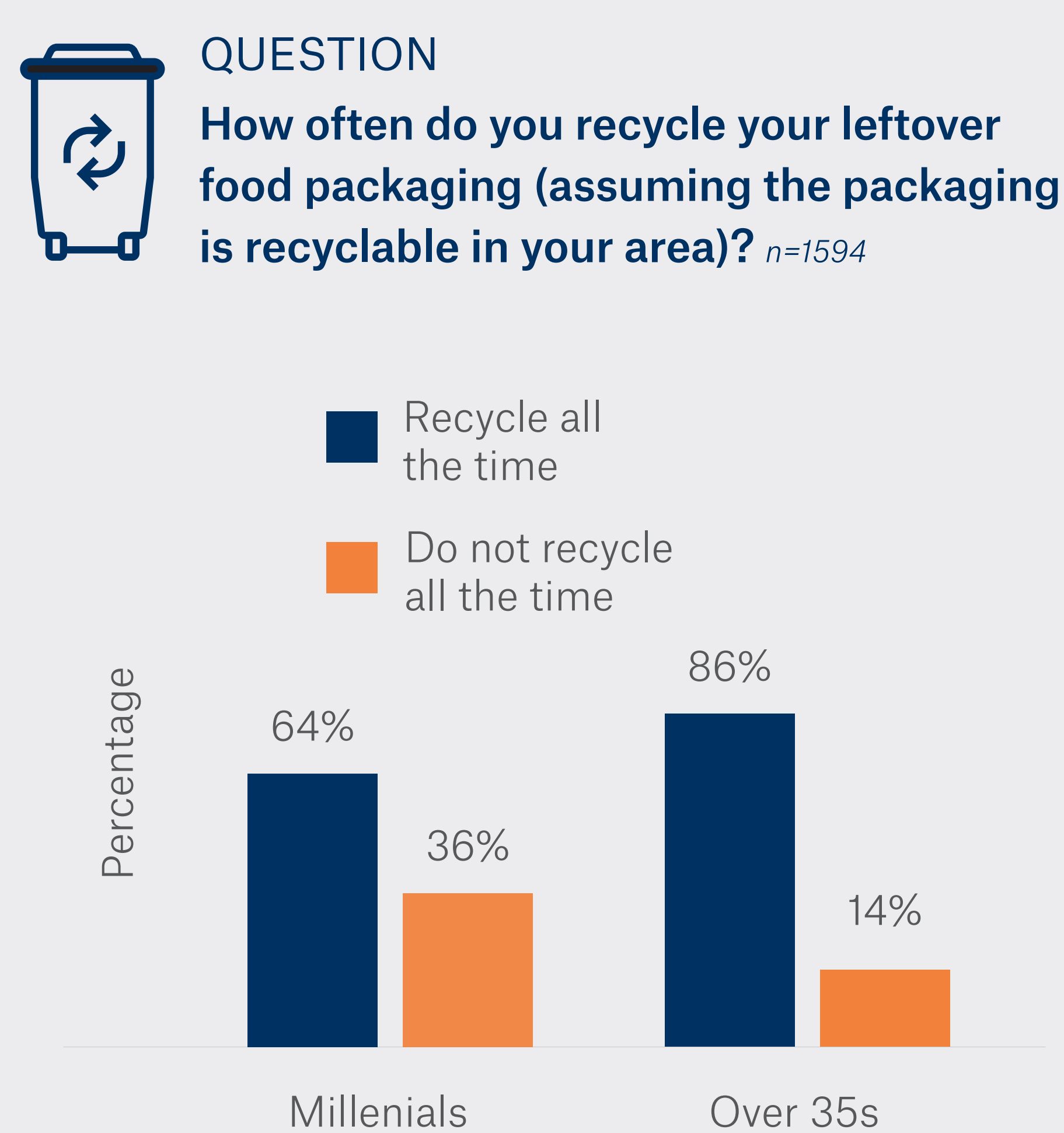
Consumers call for manufacturers to take more responsibility in the war on plastic

We all know plastic is a growing concern. As more companies make eco-friendly pledges, such as signing up to the UK Plastics Pact, we wanted to know what consumers think about this issue. Are consumers actively looking for products packaged with less plastic?

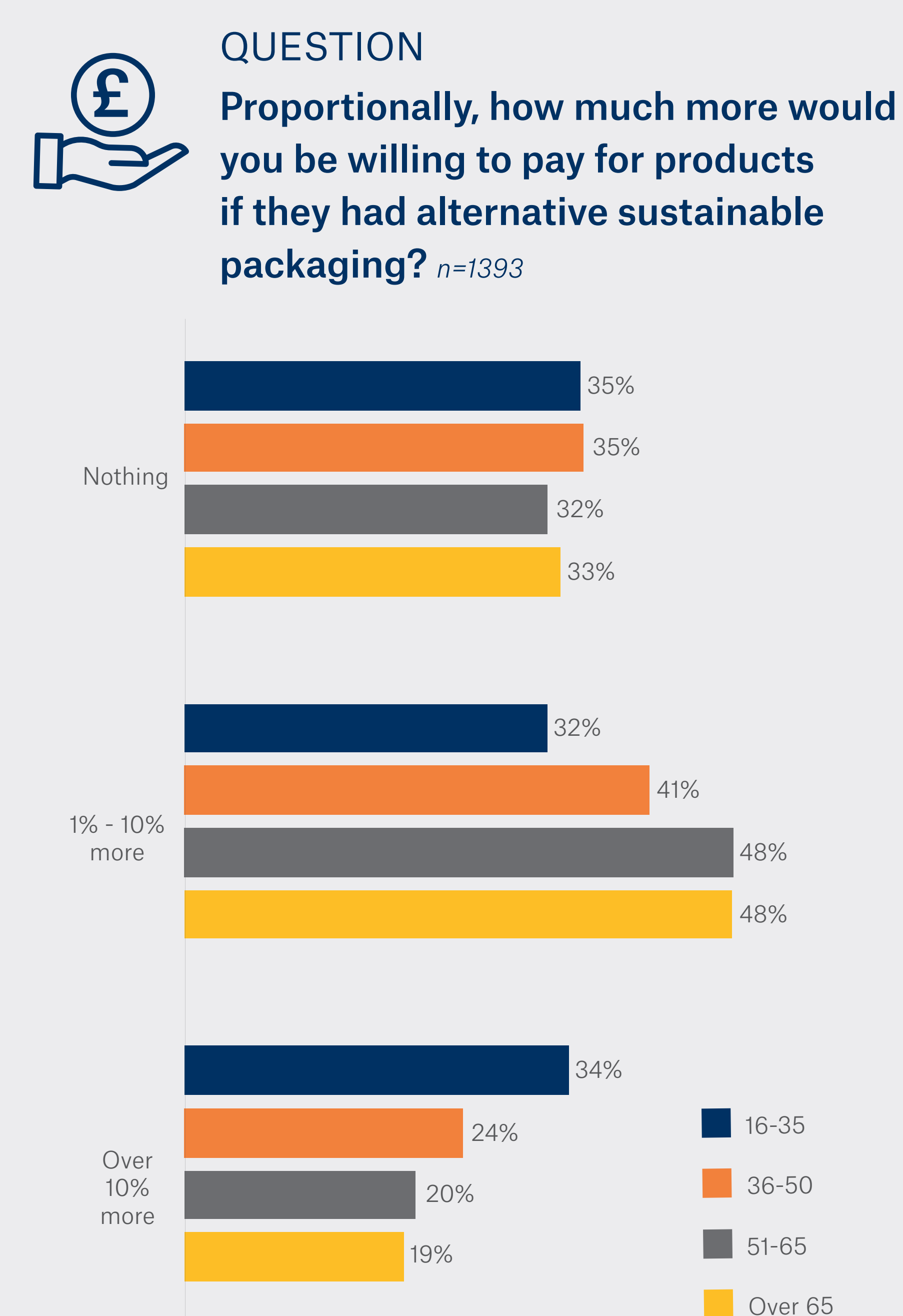
Leatherhead Food Research conducted a quantitative survey with UK consumers to understand people's attitudes towards plastics, recycling and more sustainable forms of packaging.



While 74% of people are trying to cut down on the amount of plastic in their household, there is an overriding feeling amongst consumers that it is not their problem to deal with — there is only so much one can do, and there is so much plastic on our shelves, that it is hard to find products which do have alternative packaging.



86% of over 35s recycle whenever possible, whereas only 64% of millennials make this claim. The convenience seems to be a far greater issue to this younger group, who would even be willing to pay more to keep an easier lifestyle while still feeling good about doing their bit for the planet, provided the sustainability message and reasoning is clear.



Overall, people do want to do their bit but they are finding that they are not being given a chance at the moment. There is a lack of information being given about recycling plastic — 88% of 1594 UK consumers admitted they had no idea which plastic types were considered safe and easy to recycle. There is also a feeling that there is simply too much plastic around to avoid it.

Convenience plays a big part in people's choices, and the willingness of the millennial group in particular to pay a more premium price for products with sustainable packaging could open opportunities for NPD and innovation.