



THE PLASTIC PROBLEM

A new global research study on the modern shopper & sustainability

February 2022

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A NEW GLOBAL CONSUMER RESEARCH STUDY

WHAT:

Quantitative study by Footprint
Fieldwork & analysis by Wunderman
Thompson

WHO:

N=5,000 adults

US, UK, France, Germany and the Netherlands

WHEN:

January 19th – 28th 2022

Fielded by our global Wunderman Thompson Data
market research team



PLASTIC IS AN EMOTIONAL ISSUE

Consumers' top 3 emotional responses to plastic packaging:

1

Guilty

2

Annoyed

3

Frustrated



CONSUMERS' ECO-ANXIETY IS GROWING



are anxious about
the impact of climate
change on future
generations

//

It's just the stress of growing
up with so much uncertainty
and always feeling this
looming threat over
your head.

Ivy Jaguzny, Zero Hour
Regeneration Rising: Sustainability Futures

CONSUMERS AGREE CLIMATE ACTION IS URGENT



agree it is urgent
that we all do all we can to
tackle climate change



believe there is a direct link
between how much plastic
packaging people use and
climate change

ALMOST ALL CONSUMERS CARE



I care personally about
protecting the planet



AND IT'S NOT JUST GENERATION Z

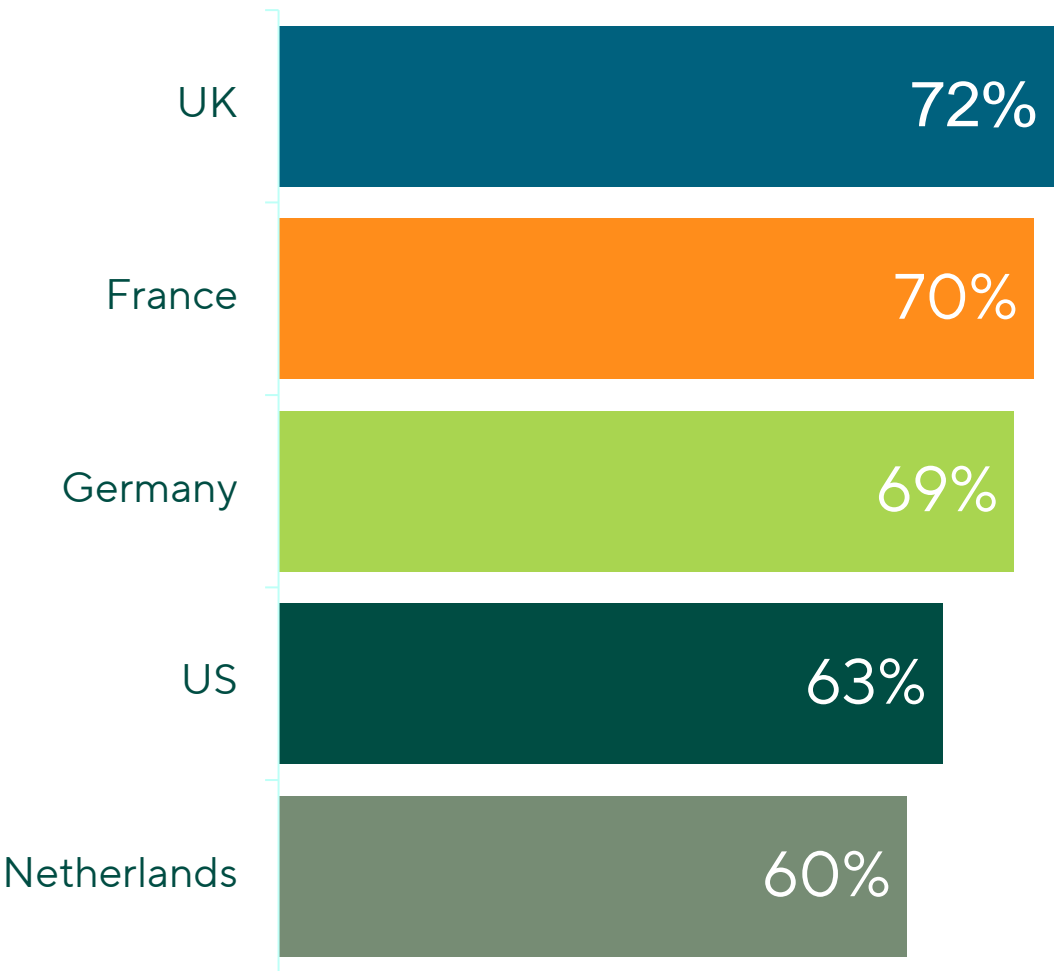
I care personally about protecting the planet



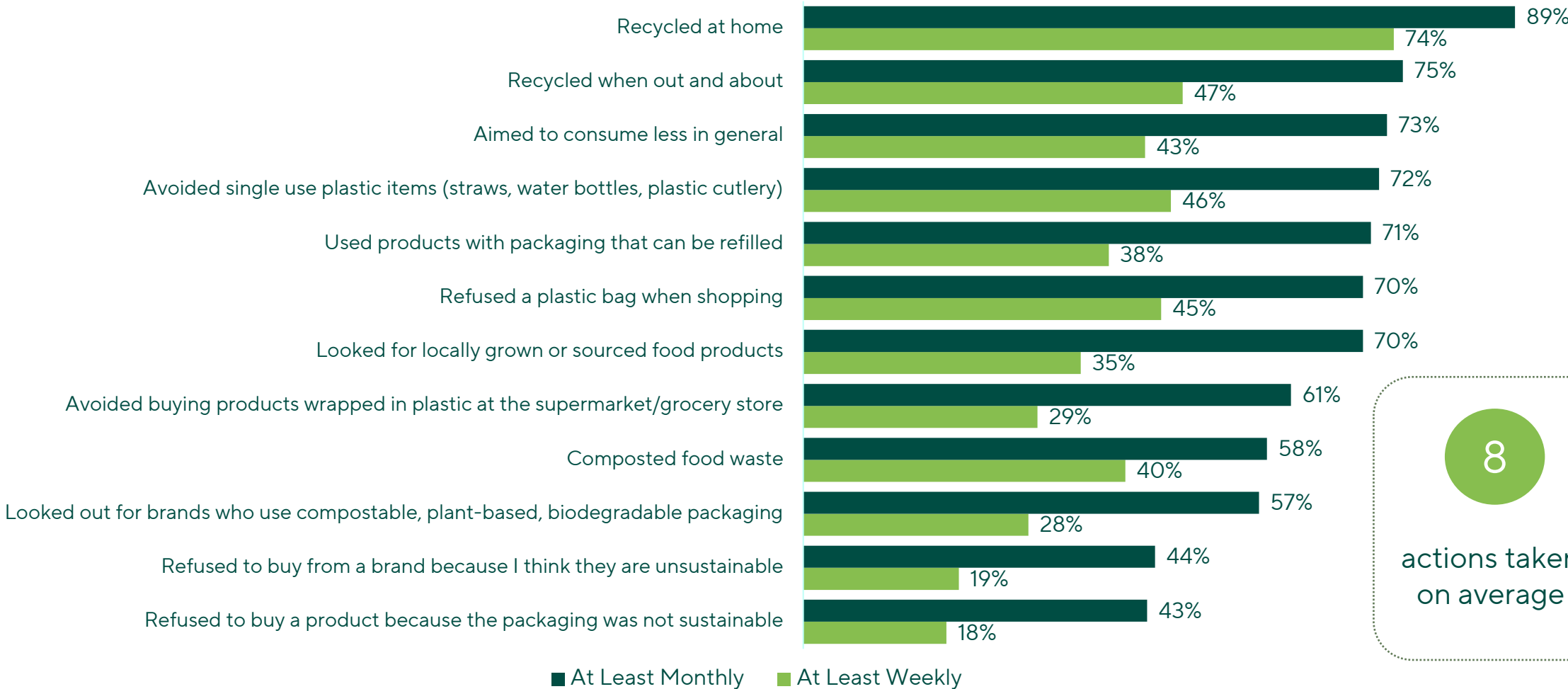
THE PANDEMIC INTENSIFIED ECO-CONCERN



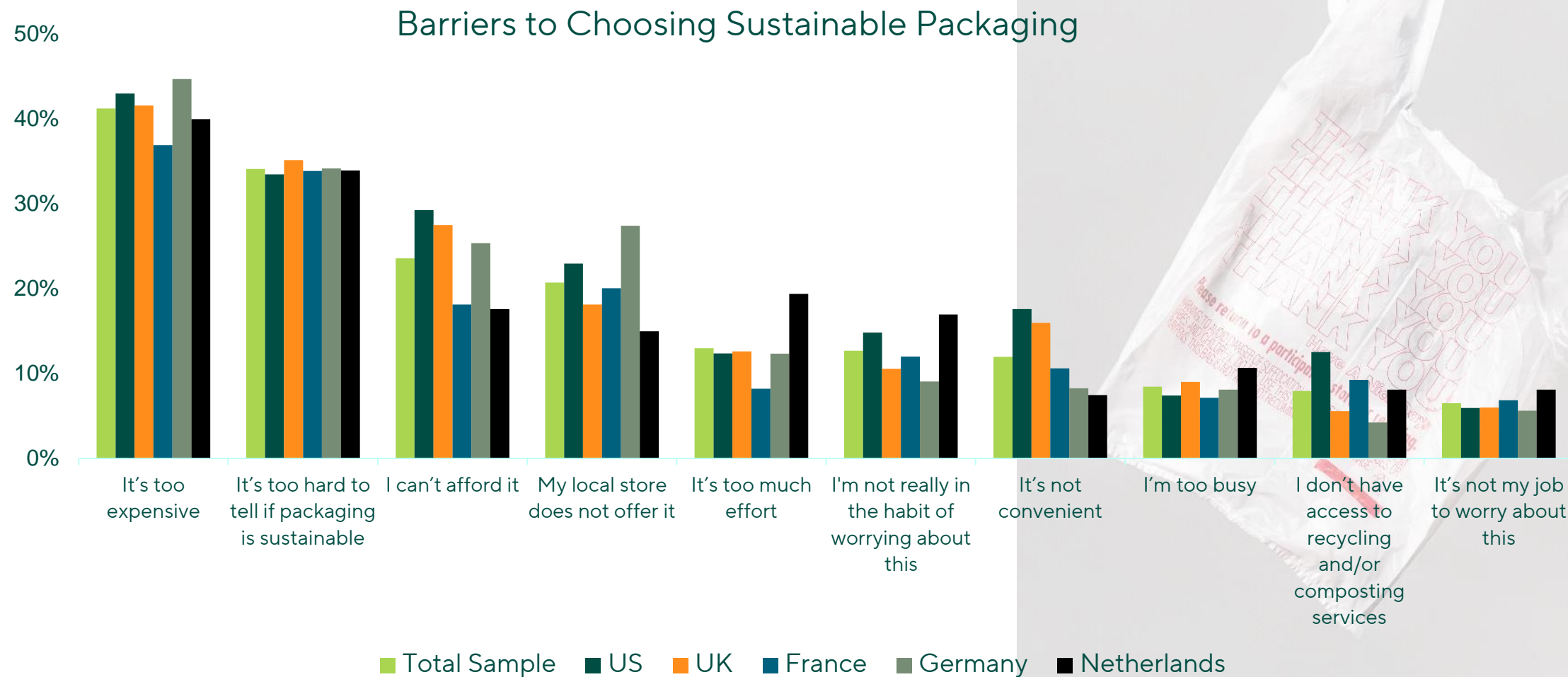
The pandemic has made
me more aware of the effect
humans have on
the planet's ecosystems



CONSUMERS TAKING ACTION THEMSELVES



BEHAVIOR GAP: BETWEEN INTENT AND ACTION



CONSUMERS NEED MORE HELP

//

Companies put too much responsibility on the consumer to properly manage end-of-life waste.

It is difficult practicing a low-impact life when our society, government and corporations don't provide us with the tools to do so.

Female, 26, Wunderman Thompson Research



CONSUMERS THINK BRANDS SHOULD STEP UP

Attitudes to brands and business tackling societal challenges

Companies and brands have a responsibility to protect the planet and its people

87%

Companies and brands should play a major role in solving sustainability because they are the ones causing the problems

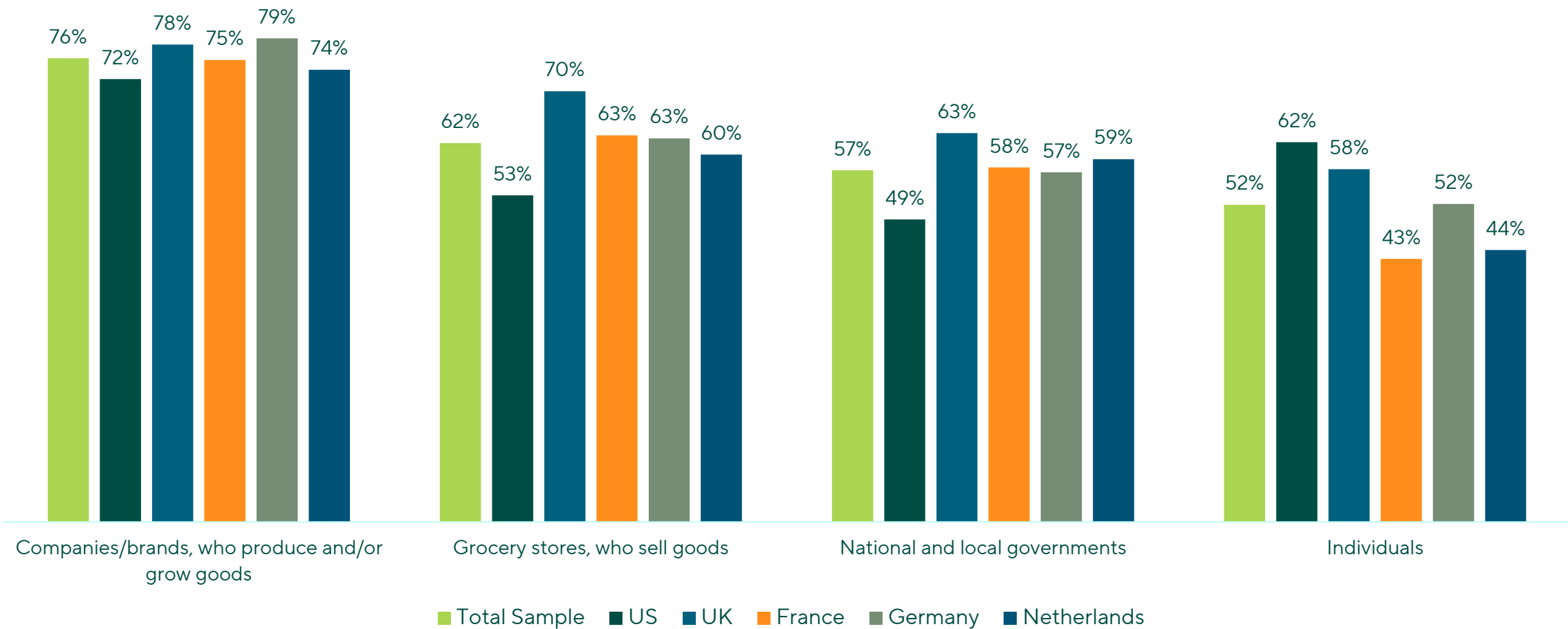
85%

I don't think that companies and brands are doing enough to protect our planet today

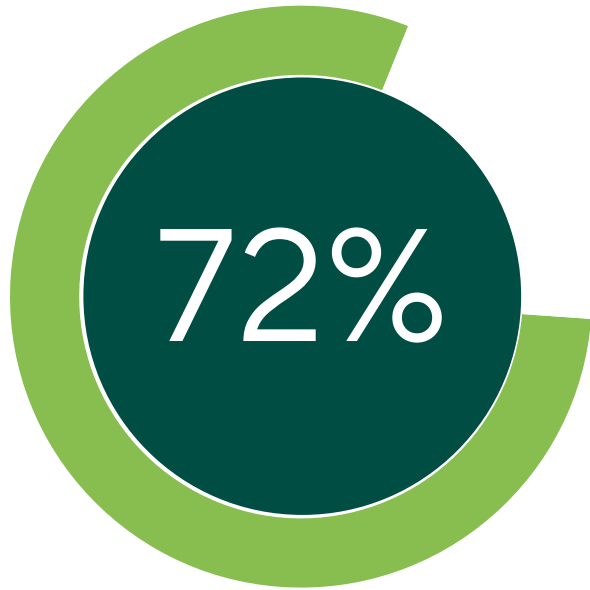
78%

WHO SHOULD BE RESPONSIBLE FOR PLASTIC WASTE?

Responsibility for Reducing Plastic Packaging Waste



THEY ARE HOLDING BUSINESS ACCOUNTABLE



I am dissatisfied with the amount of plastic food-related packaging waste that I end up with at home

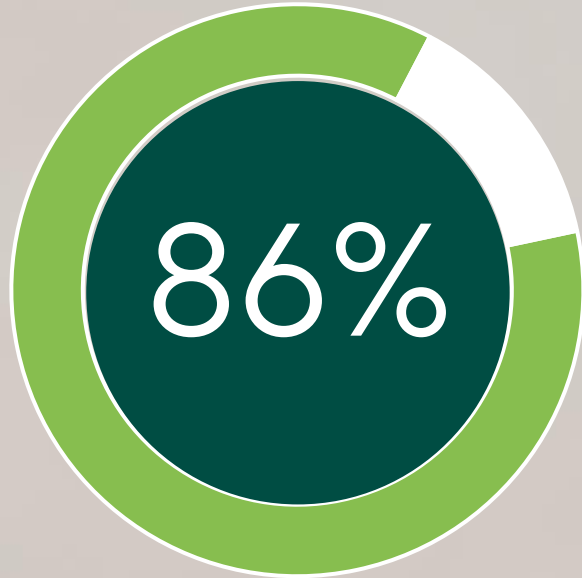


Takeaway restaurants need to act faster to get rid of plastic packaging and utensils

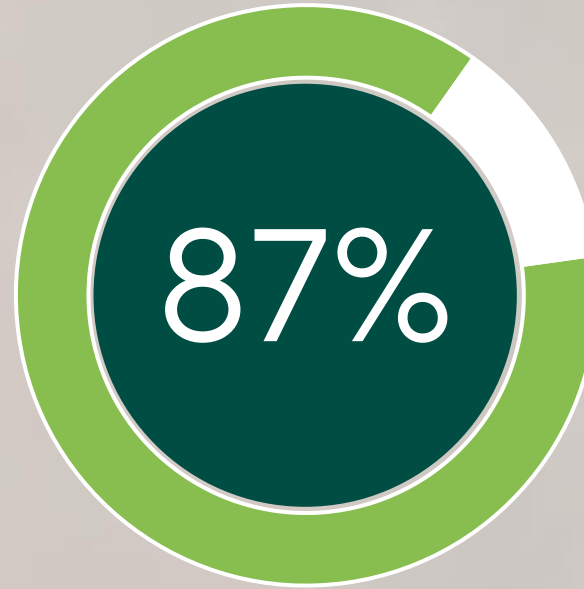


Grocery stores should do more to reduce the amount of plastic packaging that is sold in their stores

STOP THE GREENWASH



It's hard to tell which companies are truly committed to sustainability and which ones just say they are



It's important to me that a company doesn't just talk about sustainability for PR purposes, but is actually doing something positive too

THERE'S NO STANDOUT LEADERS ON SUSTAINABILITY IN THE FOOD SECTOR

"[X] is a company that cares
about me"
% agree

"[X] is a company that cares about
the planet"
% agree

17%

Average UK/US
(all 25 companies)

vs

27%

Top scoring
company UK/US

18%

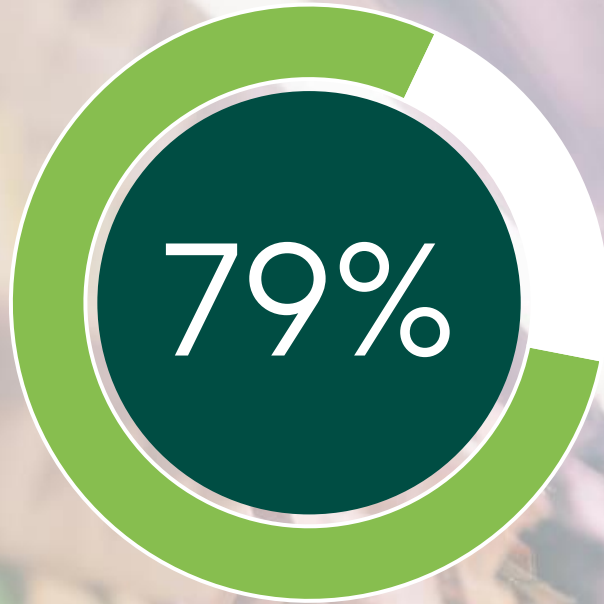
Average UK/US
(all 25 companies)

vs

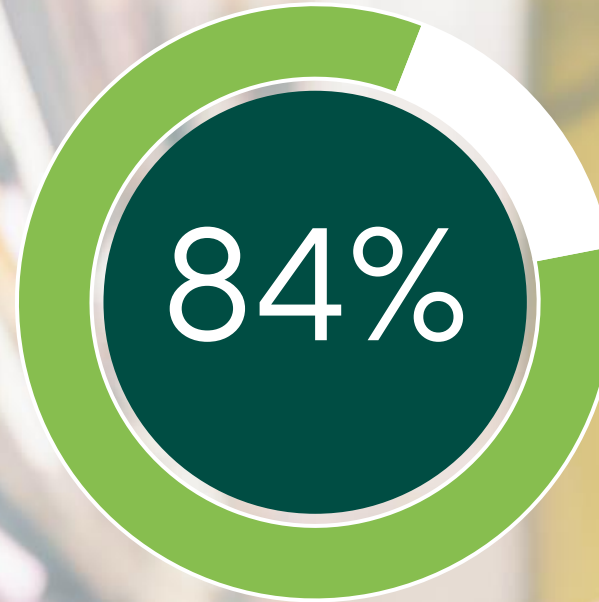
27%

Top scoring
company UK/US

STOP THE CONFUSION

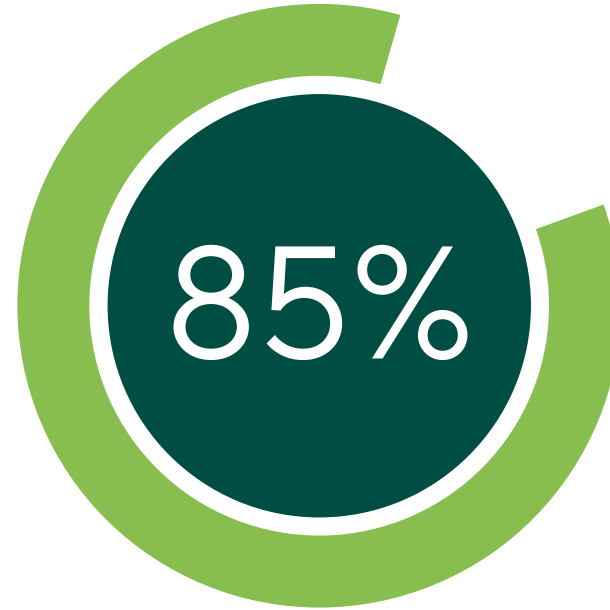


When shopping, it's almost impossible to tell which products have plant-based or compostable packaging



I wish products had some type of logo or label to show when they are made with plant based or compostable packaging

MAKE IT EASY

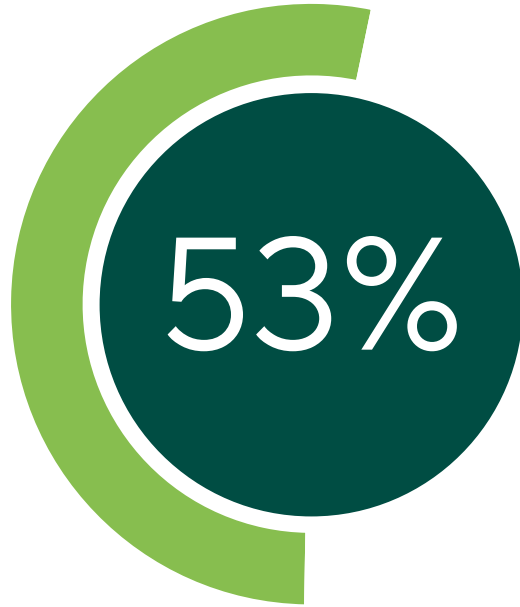


I like the idea of a sustainable/plastic-free packaging option for takeaway/takeout



I like the idea of a plastic-free shopping aisle

CONSUMERS DRIFTING ONLINE



I prefer to shop for groceries online because its easier to tell if product comes in sustainable packaging



I like the idea of a sustainable/plastic free shopping search option for online grocery

THE REWARD: COMPETITIVE ADVANTAGE



77%

are more likely to buy products if they could be sure they were sustainably packaged



68%

are more likely to choose a brand, store, or restaurant that uses sustainable packaging



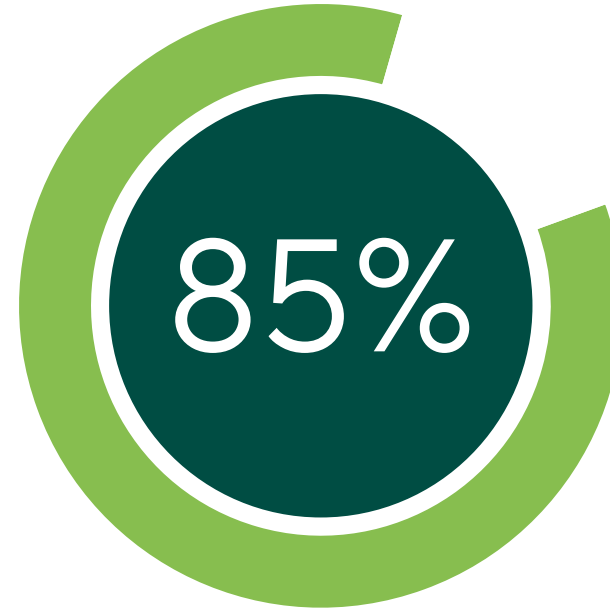
65%

would switch from their regular store if they knew that a grocery store was committed to sustainable packaging

SUSTAINABLE IS “BETTER FOR PLANET & PEOPLE”



A healthy planet is linked
to a healthy population



Plant-based packaging is better for
people and the planet than plastic
packaging

THE HAPPY SHOPPER

Consumers' top 3 emotional response to sustainable packaging:

1

Happy

2

Reassured

3

Relieved



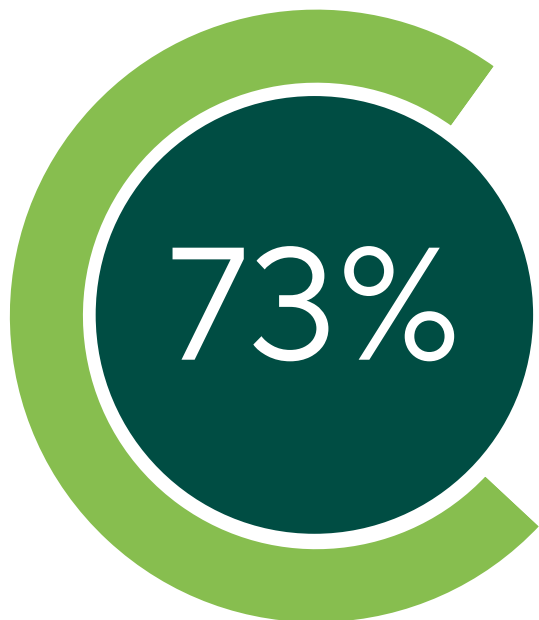
FOOTPRINT

Which of the following words, if any, describe how you feel when you buy products that have sustainable packaging? (Ranked by % selected)
Wunderman Thompson Data Global Consumer Survey January 2022



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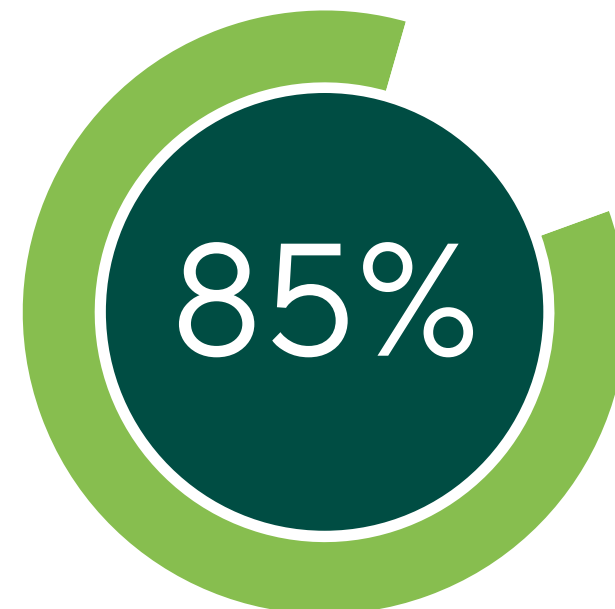
WHAT IT MEANS FOR TAKEOUT RESTAURANTS



Will go out of their way to avoid using single use plastics when ordering takeout/takeaway or grocery shopping

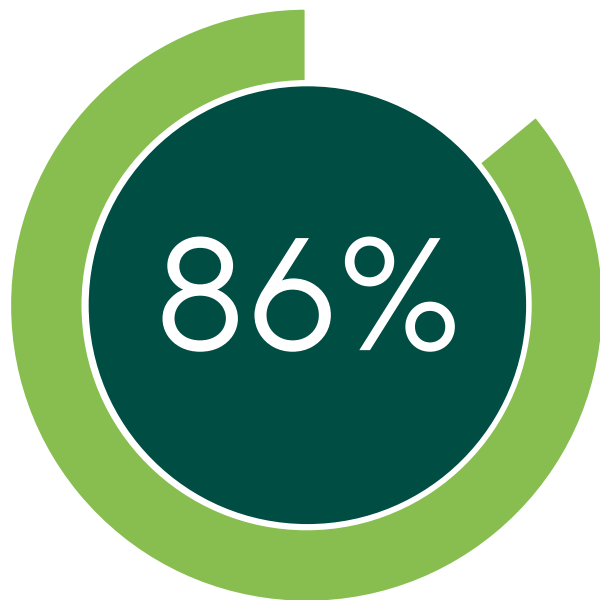


Think takeaway/takeout restaurants need to act faster to get rid of plastic packaging and utensils



Like the idea of a sustainable/plastic-free packaging option for takeaway/takeout

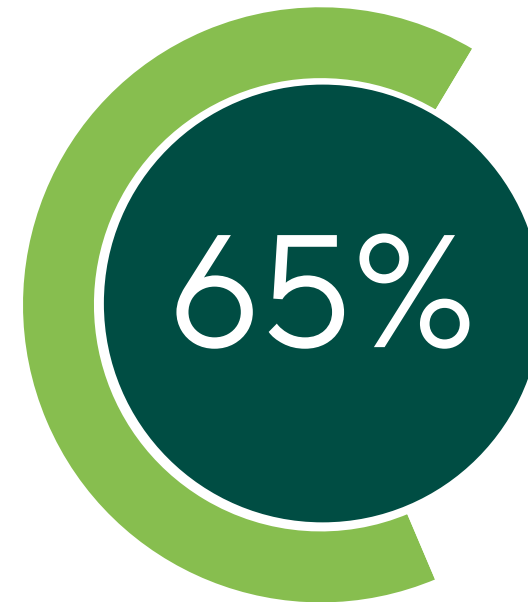
WHAT IT MEANS FOR GROCERY STORES



Think supermarkets/
grocery stores should do more to
reduce the amount of plastic
packaging that is sold in their
stores



Think supermarkets/
grocery stores should be
accountable for ensuring that
everything they sell is as
sustainable as it can be



Would switch from their regular
store if they knew that a grocery
store was committed to
sustainable packaging instead of
plastic

THREE THINGS TO REMEMBER

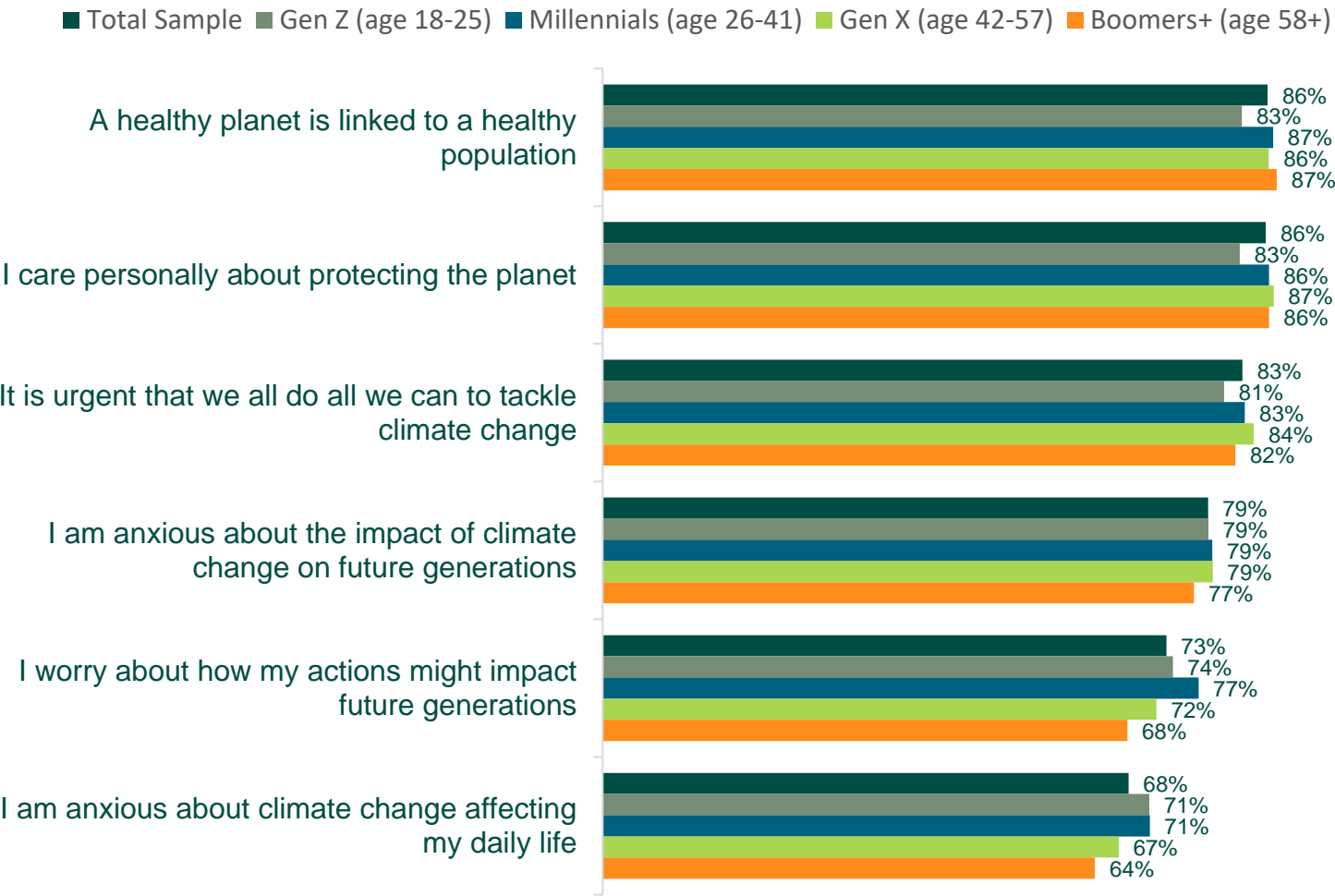
- Plastic packaging is burdensome for consumers
- They want food producers, manufacturers and retailers to tackle this issue
- Companies and brands have a powerful opportunity to show leadership & win hearts



APPENDIX

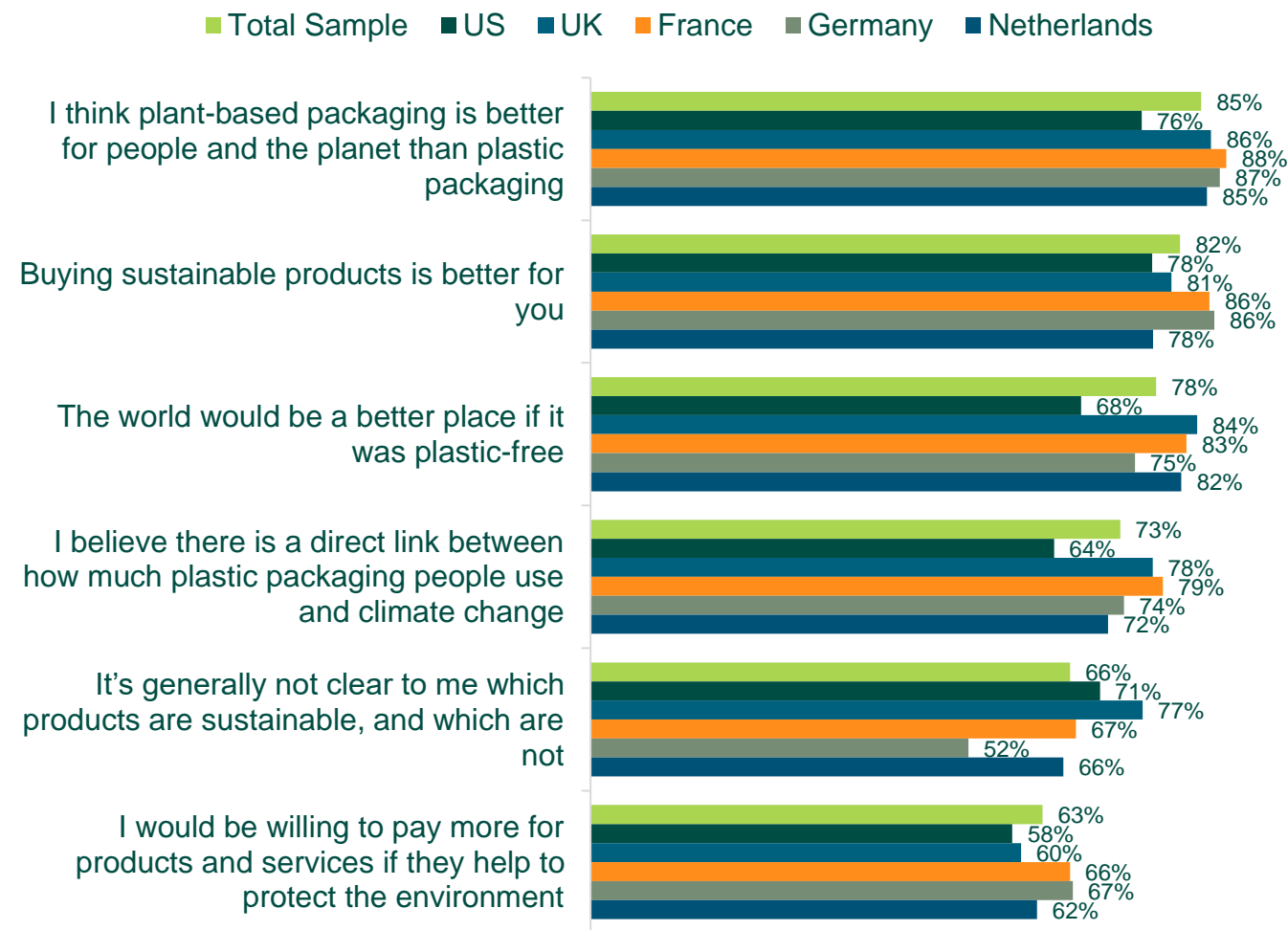
ATTITUDES TOWARDS CLIMATE CHANGE/PROTECTING THE PLANET

All generations care strongly about protecting the planet and feel it is urgent that we do all we can to tackle climate change.



ATTITUDES TOWARDS SUSTAINABLE PRODUCTS

Consumers, particularly those in Europe, tend to believe that plant-based packaging is better for people and the planet than plastic packaging and that the world would be a better place if it was plastic-free.





FOOTPRINT[®]

HEALTHY PLANET, HEALTHY PEOPLE

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