



## **PRESS RELEASE**

### **A THROWAWAY WORLD**

#### **8 in 10 believe manufacturers should be obliged to reduce packaging waste**

**November 19, 2019** - A new global Ipsos survey finds 80% of people around the world saying that manufacturers should be obliged to help with the recycling and reuse of the packaging that they produce.

This sentiment is shared by a majority of consumers in each of the 28 countries covered in the research. Agreement tops 80% in 18 of these countries and it is particularly widespread in Serbia (93%), Peru and Russia (both 88%).

People say they are ready for change. Three in four global consumers (75%) now agree they want to buy products with as little packaging as possible, a figure which rises to 81% in Great Britain, Hungary and Peru and 86% in Serbia.

Meanwhile, 71% globally believe that single use plastic products should be banned as soon as possible, and support for such a move breaks the 7 in 10 barriers in 19 of the countries surveyed. People in the US show lower levels of approval, with 57% favouring a ban.

The survey points to potential benefits awaiting manufacturers who make the switch: 75% of global consumers (71% in the United States) say they feel better about brands which make changes to achieve better environmental outcomes.

At the same time, the research also points to limits to what people may be willing to do personally to decrease the amount of plastic they use. Across all the 28 countries in the survey, 63% say they would be willing to change where they shop if it meant they would use less packaging. But this figure falls to under 60% in many of the world's wealthiest markets, and in the US the proportion ready to change their regular shopping routine stands at 49%.

The survey finds big variations in people's assessments of the local household recycling service in the area where they live. In Russia and Serbia, less than a quarter are satisfied (24% and 22% respectively), while in Sweden and Canada it stands at 70%.

A similar international variation can be seen when it comes to the clarity of the rules for household recycling locally: these are rated particularly highly by people living in Belgium and Germany, where the proportion agreeing that the services are "good" stands at 72% and 70% respectively. At the other end of the spectrum are the assessments of the local recycling services in Serbia and Russia, which stand at 22% and 21% respectively.



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Looking across the 28 countries, it's the British who are most aware of the limits of recycling, with only a quarter (24%) believing that all plastics can be recycled, compared to a global average of 55% and more than two-thirds in Poland (67%), Serbia (69%) and Peru (74%).

**Ian Payne, Global Head of Packaging Innovation**, said: *"Brands which deliver more sustainable packaging without compromising benefits or price, will be rewarded a competitive advantage. Our poll shows that positive outcomes are more likely when people are incentivised with systems that support behaviour. Packaging which is more easily sorted and disposed of will nudge virtuous behaviours, with tangible outcomes for the whole community."*

### About the Study

These are the findings of a 28-country Ipsos survey conducted via Ipsos's Global Advisor online survey platform between July 26 and August 9, 2019.

For this survey, Ipsos interviewed a total of 19,515 adults aged 18-74 in Canada, Malaysia, South Africa, Turkey, and the United States; and 16-74 in all other markets.

The sample consists of 1,000+ individuals in each of Australia, Brazil, Canada, China (mainland), France, Germany, Great Britain, Italy, Japan, Spain, and the United States, and 500+ in each of Argentina, Belgium, Chile, Hungary, India, Malaysia, Mexico, The Netherlands, Peru, Poland, Romania, Russia, Saudi Arabia, Serbia, South Africa, South Korea, Sweden and Turkey.

The survey data have been weighted so that each market's sample composition best reflects the demographic profile of the adult population according to the market's most recent census data. Data collected each month are also weighted to give each market an equal weight in the total "global" sample.

Online surveys can be taken as representative of the general adult population under the age of 75 in Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, Italy, Japan, The Netherlands, Poland, South Korea, Spain, Sweden, and the United States. Online samples in Brazil, Chile, China (mainland), India, Malaysia, Mexico, Peru, Romania, Russia, Saudi Arabia, Serbia, South Africa and Turkey are more urban, more educated and/or more affluent than the general population and the results should be viewed as reflecting the views of a more "connected" population.



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Sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error. The precision of the Ipsos online polls is measured using a Bayesian Credibility Interval. The credibility interval around percentages based on single-month data is of +/- 3.5 percentage points for markets where the monthly sample is 1,000+ and +/-4.8 points for markets where the monthly sample is 500+. [Click here](#) for more information on the Ipsos use of credibility intervals.

Where results do not sum to 100 or the “difference” appears to be +/-1 more/less than the actual value, this may be due to rounding, multiple responses, or the exclusion of don't knows or not stated responses.

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### ABOUT IPSOS

Ipsos is the third largest market research company in the world, present in 90 markets and employing more than 18,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 business solutions are based on primary data coming from our surveys, social media monitoring, and qualitative or observational techniques.

“Game Changers” –our tagline –summarises our ambition to help our 5,000 clients navigate with confidence our world of rapid change.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

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