



# Press Release

## The Third Moment of Truth: Why sustainable packaging became a corporate necessity.

Ipsos presents *the Third Moment of Truth*, explaining why **sustainable packaging is no longer a choice for brands, but a corporate necessity.**

Fifty years on from the birth of the recycling symbol, sustainable packaging is becoming a greater concern to consumers. **Eight in 10 people feel we are heading for an environmental disaster** unless we change our habits quickly.

Furthermore, four of every five US adults agreed with the statement “I think manufacturers should actively support recycling initiatives for the products they sell,” showing that a large majority believe responsibility to lie with the manufacturers rather than themselves.

There are clear rewards for brands who demonstrate leadership on the issue of sustainable packaging. For example, 48% of 18-34-year olds in the United States say they are more favourable to Starbucks, after the brand announced it will remove plastic straws from its store by 2020. Similarly, Unilever, Coca Cola and L’Oréal are some of many companies that have pledged to eliminate any ‘unnecessary or problematic’ plastic by 2025.

With hard discount brands posing an increasing threat, it is clear that sustainable packaging is now more than an alternative for private labels, it is a necessity to stay on top.

Ian Payne, Global Service Leader, Pack Testing at Ipsos, argues: “Fifty years on from the birth of the recycling symbol, we’re at a metaphorical tipping point where fundamental attributes of packaging design are increasingly questioned.

“But necessity is the mother of invention and those companies who grasp the opportunity to take leadership have the potential for great reward. In a world of flat CPG growth, it is packaging which offers manufacturers real opportunity to develop meaningful differentiation, driving distinctiveness, salience and ultimately influencing choice.”

**London, UK, 20 February 2019**

### GAME CHANGERS

« Game Changers » is the Ipsos signature.

At Ipsos we are passionately curious about people, markets, brands and society.  
We make our changing world easier and faster to navigate and inspire clients to make smarter decisions.



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We deliver with security, speed, simplicity and substance. We are Game Changers.

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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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