

# Global Consumers Willing to Fork Out More for Fresh and Sustainable Packaging

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## Global Consumers Willing to Fork Out More for Fresh and Sustainable Packaging

**New York, NY** – When it comes to food and beverage packaging, consumers are most likely to pay more for value-added features that relate to freshness and sustainability. This is the latest finding from a global study conducted by Ipsos InnoQuest.

Consumers from around the world were given a list of potential packaging features and asked which ones they would be willing to pay more for. On a global basis, consumers were most likely to say they would pay more for “Packaging that keeps food fresh longer” (55%) and “Packaging that is environmentally-friendly” (55%).

Following freshness and environmental benefits, consumers said they were likely to pay more for packaging that is re-usable (42%) and easier to use (39%). Interestingly, more sophisticated packaging features were less likely to motivate consumers to spend more: packaging that prevents mess or spills, keeps food and beverages at the right temperature, and makes it easier to eat and drink on-the-go ranked lowest (34%, 33% and 31%, respectively).

“Packaging plays a key role in consumer packaged goods innovation, whether marketers are introducing new products or trying to invigorate existing brands” ,” says Lauren Demar, Global CEO, Ipsos InnoQuest. “As a key driver in the consumer’s decision to buy, packaging features can often be leveraged to charge a premium. Our latest findings indicate that

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consumers place the most value on packaging that preserves freshness and offers environmental benefits. For marketers, there may be an opportunity to win over consumers and increase revenues through innovative package designs that deliver sustainability of freshness as well as sustainability of the planet.”

The survey also revealed that certain countries were more likely to say they would pay more for fresh and sustainable packaging:

- South Africa, Malaysia and India were most likely to say they would pay more for packaging that keeps food fresh longer
- Mexico, South Africa and Indonesia were most likely to say they would pay more for environmentally-friendly packing

Complimentary access to the data in this report for each of the 26 countries is available upon request from Ipsos InnoQuest.

*These are the findings from a study conducted by Ipsos InnoQuest via Ipsos Global @dvisor, an online survey of citizens around the world. A total of 19,883 adults from 26 countries were polled between August 7<sup>th</sup> and August 21<sup>st</sup>. The countries included Argentina, Australia, Belgium, Brazil, Canada, China, France, Germany, Great Britain, Hungary, India, Indonesia, Italy, Japan, Malaysia, Mexico, Poland, Russia, Saudi Arabia, Singapore, South Africa, South Korea, Spain, Sweden, Turkey and the United States of America.*

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