

New Packaging Demands

Sustainable Innovative Informative



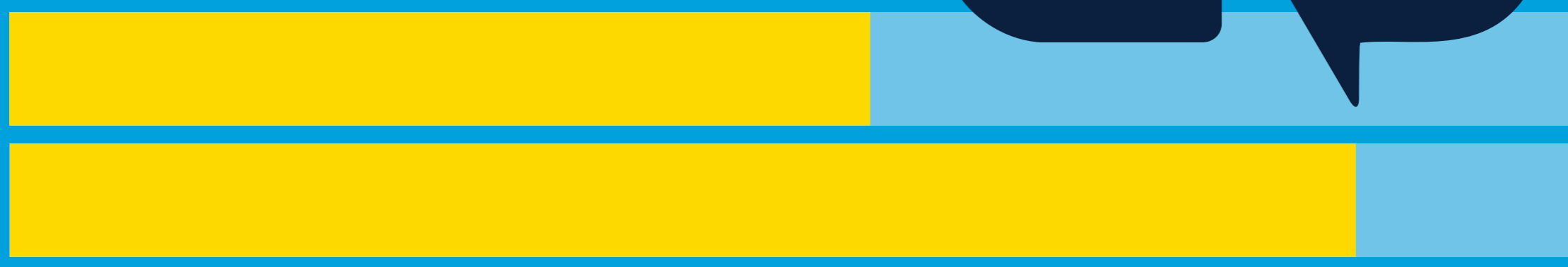
“Now, more than ever, the sustainability agenda is driven by consumers.”

ARCO BERKENBOSCH
Vice President of Innovation and Development
Smurfit Kappa

Sustainability is a driving factor in purchasing decisions – and packaging is on the frontline

55%

of consumers have bought a product in the past six months specifically because it had reusable or biodegradable packaging



Brands are getting on board

86%

of businesses have used recycled materials in their products and packaging in the past two years



But can they give customers what they want?

68%

of companies say that packaging materials are their biggest sustainability challenge

Some are finding that corporate sustainability is opening the door to innovation

About **1 in 3**

companies say sustainability is driving R&D and new product development

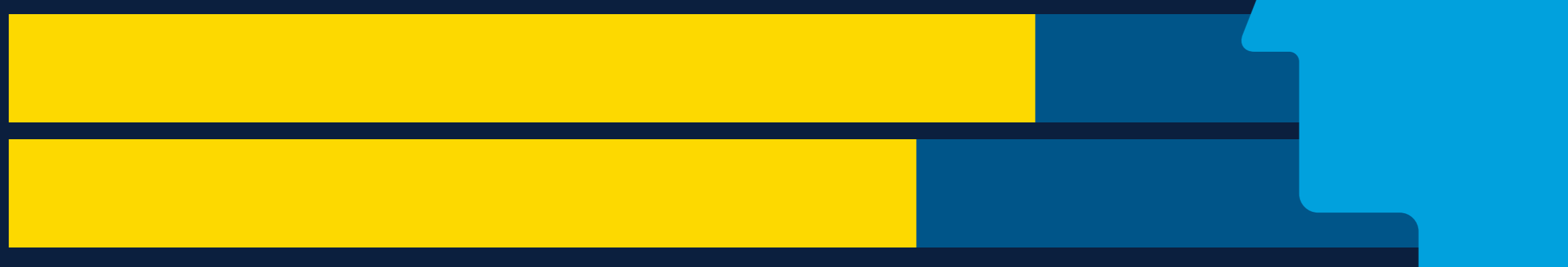
“Innovation strategy and sustainability strategy are two sides of the same coin.”

IOANNIS IOANNOU
Associate Professor of Strategy and Entrepreneurship
London Business School

But good intentions and greater innovation won't be enough if customers don't know which brands are sustainable

69%

of consumers don't know which brands have adopted sustainability practices



So brands need to get better at communicating what they're doing in this area

61%

of consumers expect the brands they buy from to have clear sustainability practices

Do this well, and their customers will be happier



90%

of businesses say sustainability practices are having a positive effect on customer satisfaction