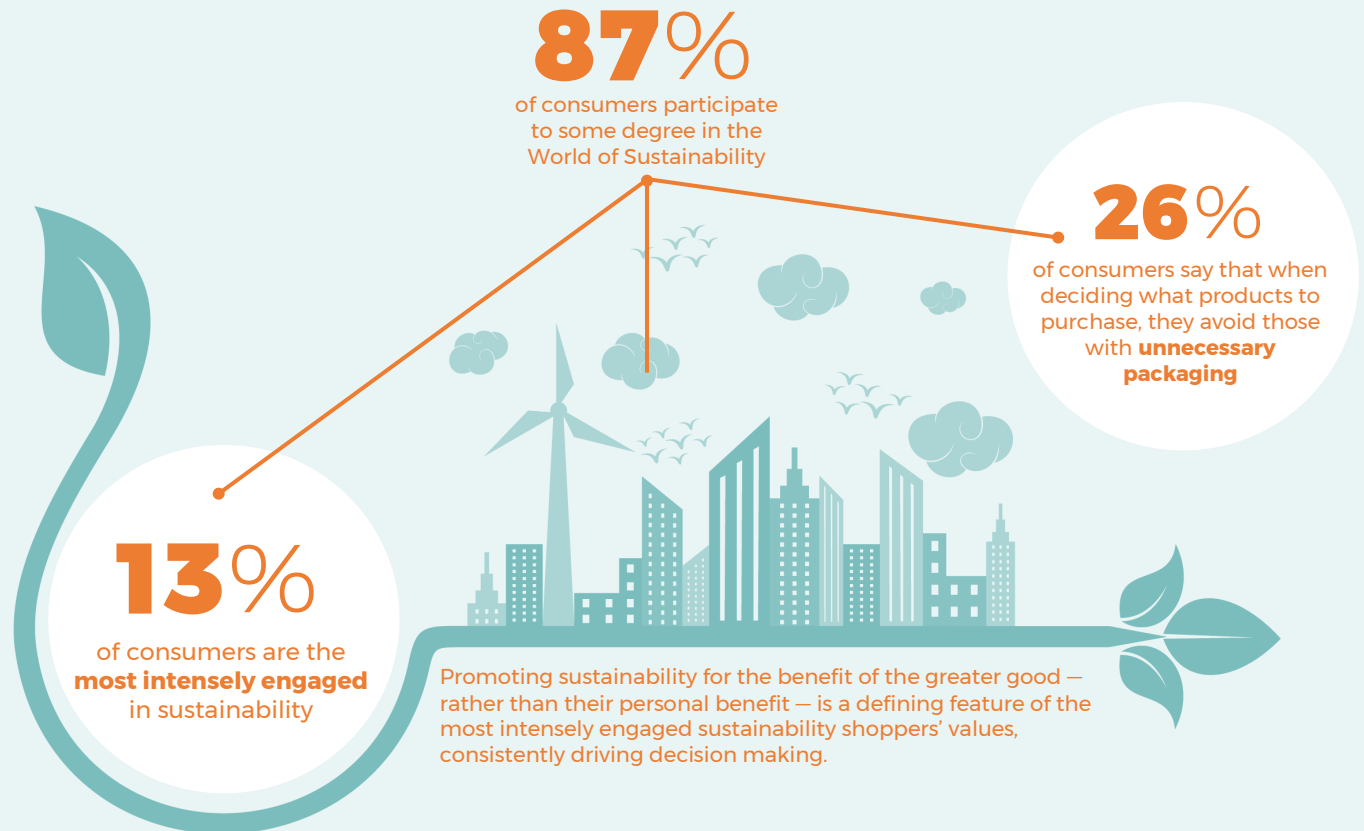


The MOST ENGAGED SUSTAINABILITY SHOPPERS: CONCERNS ABOUT PACKAGING

Since awareness of packaging is so personally tied to the daily lives of consumers in terms of use and disposal, it follows that individuals understand sustainable packaging primarily in term of its back-end environmental impacts (what happens to the packaging after they use the product at home). Sustainability trends emanate from an influential segment of consumers – the most engaged sustainability shoppers – and are adopted more pragmatically by the other segments. The most engaged sustainability shoppers strive to reduce their impact on the earth and are focused on packaging that aligns with their beliefs and priorities.



The most engaged sustainability shoppers scrutinize packaging for attributes they prioritize.



92%

of the most engaged sustainability consumers are **avid recyclers**



84%

of the most engaged sustainability consumers **avoid products with excessive packaging**



59%

of the most engaged sustainability shoppers want a company's **responsibility efforts stated on product packaging**



48%

of the most engaged sustainability consumers tend to be **skeptical of a company's sustainability claims** on packaging

Source: *Sustainability 2017* report

The Hartman Group has been tracking consumer attitudes and behaviors surrounding sustainability and related issues in the U.S. since the 1990s. *Sustainability 2017* tracks and investigates how consumers understand, prioritize and connect four zones (personal, social, environmental and economical), exploring differences between consumer demand for and actual purchasing of sustainable products, and attitudes toward corporate transparency issues.

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