

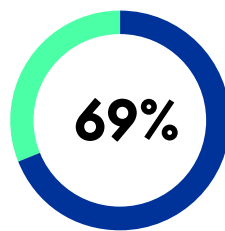


Consumer 2020: Perceptions on beverage packaging and impacts to the environment

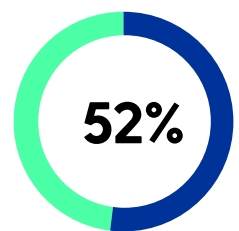


Toluna surveyed 1,000 US consumers. We found them to be concerned about the environmental impact of beverage packaging. Of those surveyed, 69% were very concerned and many were taking steps to reduce their personal impact.

COVID-19 has increased consumer concern for the environment



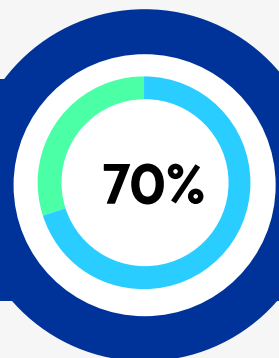
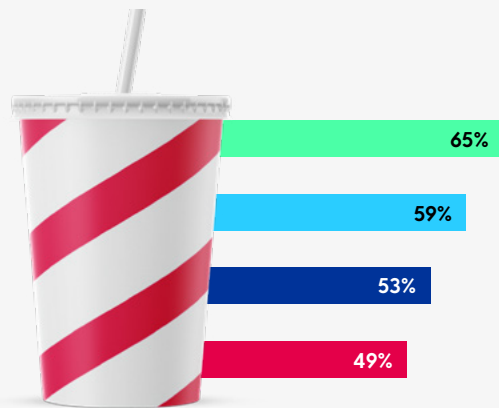
I am very concerned about the impact that beverage packaging has on the environment



COVID-19 has made me even more concerned about the environment

They are taking steps to reduce their personal impact on the environment

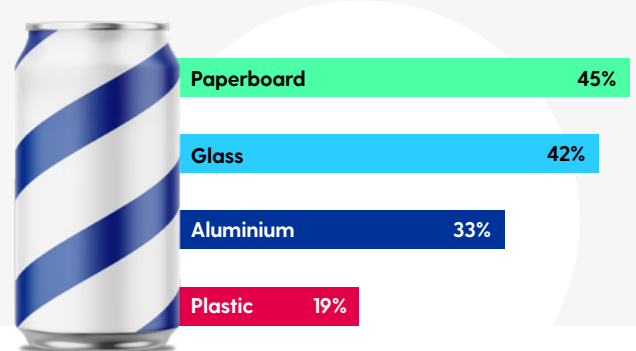
- I am trying to use less plastic in my everyday life
- I am more likely to buy beverage brands that use sustainable packaging
- I seek out brands that care about the environment
- I am willing to pay more for beverages that come in biodegradable packaging



Expect brands to demonstrate what they are doing to help

Companies need to show what they are specifically doing to protect the environment.

Paperboard and glass are seen as the most environmentally friendly beverage packaging materials - plastic is least



Best materials for taste

Brands need to balance the best perceived material for taste with perceived environmentally friendly materials.

	Carbonated soft drinks	Pre-packaged still/non-carbonated water	Fruit juice/juice drinks	Sports drinks	Flavor enhanced water	Pre-packaged ready-to-drink coffee drinks	Pre-packaged ready-to-drink iced tea
Glass	56%	49%	51%	29%	36%	59%	45%
Plastic	14%	38%	25%	55%	49%	14%	30%
Aluminum	25%	8%	6%	10%	7%	11%	16%
Paperboard	5%	6%	17%	6%	8%	16%	9%