The Environmental Packaging Claims Consumers Want to See

Product Type: Interactive Model (2 pages)
Product Code: CM00223-007
Published by: Datamonitor
Published on: 09 July 2012
Single user price: $10000.00
Multi-user price: $25000.00

The era of sustainability is well and truly here, and this is reflected in the myriad claims relating to the sustainability of product packaging. However, not all claims are equal. Consumers have different interpretations as to the validity of claims, and they resonate differently depending on market, gender, and age.

Scope of this research

- Access propriety data from Datamonitor's 2011 consumer survey, covering 28,541 consumers in 20 global markets.
- Use the interactive model to visualize the data the way YOU want to view it.
- Perform a country deep-dive or a claim-specific global overview. Customize the demographics to view your target audience.

Research and analysis highlights

Datamonitor has identified eight packaging benefits that consumers relate to sustainability: biodegradable; less wasteful packaging; lower weight packaging; recyclable; recycled; refillable/reusable; uses renewable resources; and uses unbleached paper.

There were 28,541 respondents to Datamonitor's 2011 global consumer survey, which took place in 20 markets: Australia; Brazil; Canada; China; France; Germany, India, Italy, Japan; Korea; Netherlands; Russia; Saudi Arabia; Singapore; South Africa; Spain; Sweden; UAE; the UK; and the US.

There are four "dashboards" in this interactive model, allowing you to select your preferred analysis: by individual market; global overview; gender comparison; or age comparison.

Key reasons to purchase this research

- What do consumers think of when they think of sustainable packaging?
- How important are the various sustainability claims?
- In which countries do consumers identify most with each claim?
- How does the impact of claims vary by age and gender?

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