

# PACKAGING TRENDS IN THE DAIRY INDUSTRY



Consumer Experts, Insight Driven

The following are based on our Q3 2019 Global Sustainability Survey - 26,000 respondents

# 63%

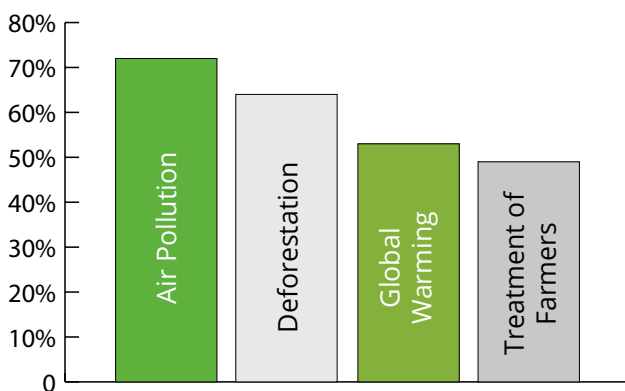
Of global consumers report that they are concerned about the state of the environment.



# 54%

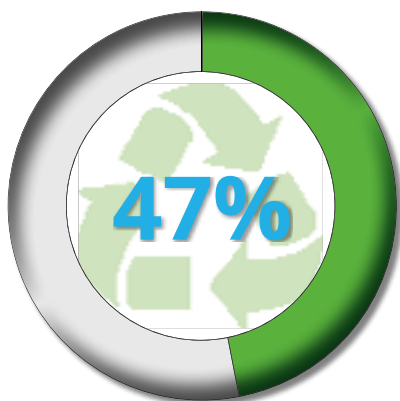
Of global consumers believe that the situation has worsened in the last two years.

## What are consumers biggest concerns?

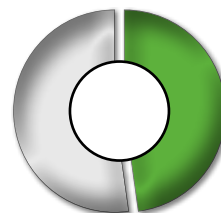


# 5 in 10

Consumers say that environmental claims are somewhat or very important in regards to dairy products.

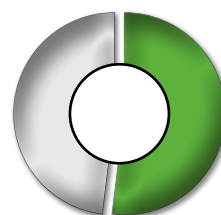


47% of consumers, who actively look for claims, say that they would like to see recycled packaging for dairy products



# 48%

Of consumers say that they find recycling difficult.



# 52%

Of consumers find it too time consuming.



FMCG GURUS



@FmcgGurus



FMCGGURUS.COM



+44 (0) 2039 502142



Info@fmcggurus.com