

## PERCEPTION OF PACKAGING IN 2024 BY THE FRENCH AND THE ALL4PACK COMMUNITY

Consumer perception of packaging has considerably changed in recent years, influenced by economic, environmental and socio-cultural factors. Manufacturers are therefore having to push the boundaries and continually innovate by incorporating sustainable practices and take account of ongoing regulatory changes.

In this context, **ALL4PACK EMBALLAGE PARIS**, the leading exhibition for sustainable packaging and intralogistics solutions, an essential catalyst for growth and competitiveness in the industry, is a genuine source of inspiration. The show spotlights the most responsible innovations, deciphering regulations and market developments.

Today, just a few months before its next edition (4 to 7 November in Paris-Nord-Villepinte), the show wanted to question its community (packaging suppliers and user industries) and consumers via two surveys to draw up a «health report» of the packaging sector in France in 2024.

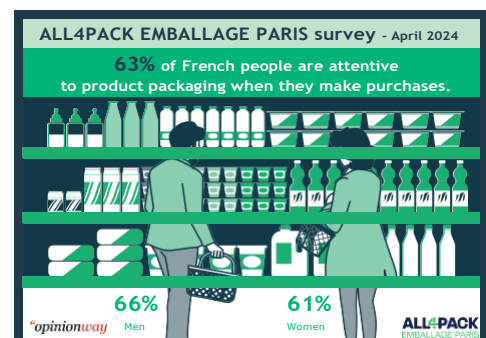
This confirms the ever-growing impact of environmental factors on consumer choices, who expect alternatives. It also sheds light on the expectations and initiatives of the **ALL4PACK EMBALLAGE PARIS** community with regard to the trade-offs envisaged to meet environmental, economic and regulatory challenges.

### AN ALL4PACK EMBALLAGE PARIS / OPINIONWAY SURVEY (APRIL 24): THE FRENCH AND PRODUCT PACKAGING

#### 1. THE FRENCH ARE ATTENTIVE TO PACKAGING:

The survey's results show that the majority of French people are attentive to the packaging on the products they buy. However, both for packaging and consumption in general, sensitivities in terms of aesthetics, functionality and environmental impact are related to age.

- **Nearly two thirds of French people (63%) are attentive to product packaging when they make purchases (66% of men and 61% of women).**
  - **The practical aspect of packaging** is particularly important for 70% of consumers.
  - **Environmental labels also play an important role:** just over half of French people (55%) read information on the ecological impact of packaging. For women, this number is nearly 57%.



Depending on age, the criteria expressed in terms of impact vary:

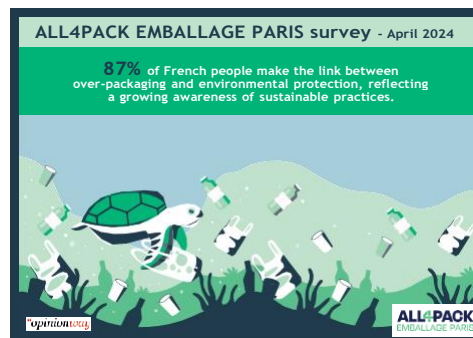
- The graphic aspect **plays a lesser role for French people over 50**, with less than half (41%) concerned about the **visual appeal of the packaging**.
- **However, Millennials**, i.e. people under 35 years old, attach greater importance to the **aesthetic dimension** of packaging, with 58% concerned about visual appeal and 56% about design.
- **Baby boomers**, aged 65 and over, give priority to the **practical aspect** of packaging (76%)

In terms of socio-economic categories, the **ABC1** category pays particular attention to the **environmental information** on packaging: 60% (vs. 57% in lower occupations and 50% among the unemployed).

- **In general, the majority of French people (87%) make the link between over-packaging and environmental protection, reflecting a growing awareness of sustainable practices.**

In addition, two thirds of French people have seen a significant improvement in packaging design in recent years, with a reduction in quantity and a choice of more environmentally friendly materials. Six out of 10 French people note that more and more brands are proposing reusable packaging (58%).

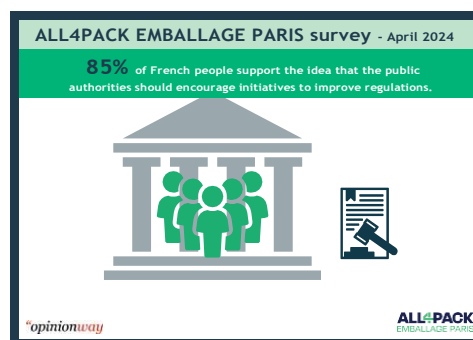
- **Young French people and families with children are more aware of brands' efforts to offer reusable packaging: 65% of young people compared to 55% of people over 35, just like families with children (67% compared to 51% for families without children).**



## 2. “ECO-CONSCIOUS” CONSUMERS EXPECTING CHANGE:

- The French, who are increasingly eco-conscious, think that packaging plays an important role in protecting the environment and therefore have expectations about this, particularly from the public authorities.

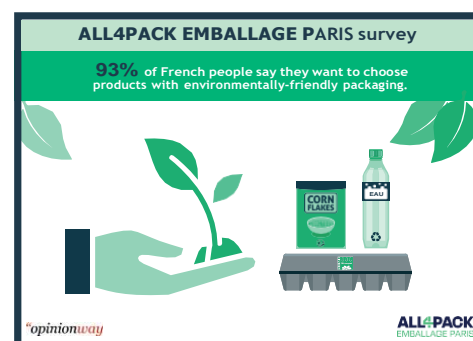
- ▶ **85% of French people support the idea that the public authorities should encourage initiatives to improve environmental regulations for packaging.**
- ▶ **82% often feel that there is excessive packaging** in their everyday purchases, while **79% consider that most of the packaging on products purchased is unnecessary and may deceive** the consumer as to the actual quantity of the products.
- ▶ **However, 67% of people questioned have seen an improvement in recent years** (less packaging, more environmentally friendly packaging) and 58% note that more and more brands are offering **reusable packaging**.



- Nearly all French people (**93%**) expressed the desire to choose **products with environmentally friendly packaging**, whether made from recycled, biodegradable or renewable materials. This desire manifests itself when the product meets their needs, regardless of the brand, and when the cost remains competitive compared to non-ecological alternatives. Each of these criteria received 41% of preferences.

Among them:

- ▶ **16% of consumers are positively influenced by the environmental reputation of brands**, and **14% would be inclined to choose eco-responsible options** if competing products were excessively over-packaged.
- ▶ **21% of French people say that they already give priority to this type of packaging**, whatever the product or brand, demonstrating a deep and practical commitment to sustainable consumer choices.



Depending on age, sensitivity to eco-responsible packaging solutions vary:

- ▶ **27% of people aged 50 and above are more inclined to choose better packaged products if the products are local**, compared to just 19% among those under 50.
- ▶ **Young people are more receptive to alternatives to over-packaged products:** 18% of people questioned under the age of 35 said they would choose such options, compared to 12% of people aged 35 and above.

## AN ALL4PACK EMBALLAGE PARIS SURVEY (MAY 24): PACKAGING SUPPLIERS AND USER INDUSTRIES, THE SHARED VISION OF MEMBERS OF THE COMMUNITY

Faced with many changes, in terms of consumption and regulations, packaging suppliers are aware of the need to develop their products to meet the expectations of user industries and distributors. This is all the more true given that both they and the user industries agree on the essential role played by packaging in the marketing of consumer goods:

**95% of people questioned think that packaging is essential.**

However, numerous criteria should be taken into account, such as production times, the cost of raw materials, compliance with health and safety standards, the product's impact on the environment, etc.

In this context, the ALL4PACK EMBALLAGE PARIS survey, conducted on 248 companies, mostly in France (user industries, packaging manufacturers and distributors), provides a number of insights into the state of mind of the members of this community.



### EXPECTATIONS IN TERMS OF TRANSITION

User industries and distributors expect packaging manufacturers to respond to their main concerns:

- **68%** want easy-to-recycle packaging;
- **50%** expressed a preference for packaging containing some recycled materials;
- Finally, **45%** want lighter packaging.

In addition, 46% of those questioned want functional innovations and greater practicality, while 38% want innovations to minimise waste by providing better information on use-by dates.



### PLASTIC IN QUESTION

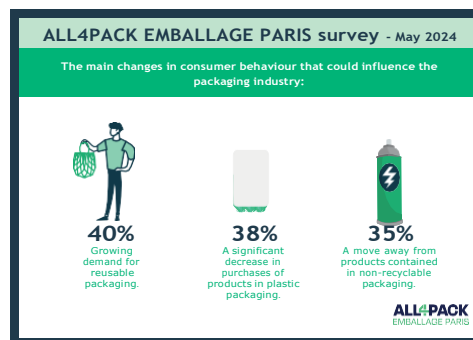
The majority of the ALL4PACK EMBALLAGE PARIS community is aware of the need for a transition and is questioning the use of plastic in terms of its environmental impact and envisaging more sustainable alternatives:

- **65%** of manufacturers and distributors questioned want packaging manufactures to offer alternatives to plastic;
- **54%** of manufacturers say that the use of plastic should be reduced in the next two years, thanks to innovations and possible substitution by other materials;
- **60%** think that the use of recycled plastic or bio-sourced plastic will be omnipresent and **44%** are moving towards fibre composites containing less and less plastic.

## MULTIPLE INNOVATION FACTORS

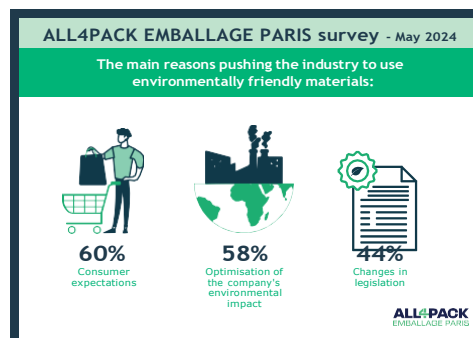
Among the factors driving innovation, changes in consumer behaviour can have an undeniable impact on the industry:

- Growing demand for reusable packaging (**40%**);
- A significant decrease in purchases of products in plastic packaging (**38%**);
- A move away from products contained in non-recyclable packaging (**35%**).



In addition, faced with environmental issues, the packaging industry says it has several sources of motivation to use environmentally friendly packaging materials:

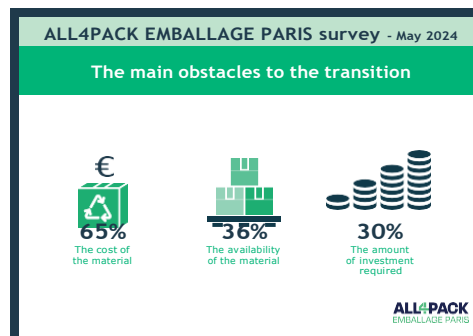
- Consumer expectations (**60%**);
- Companies' objectives to optimise CSR impact (**58%**);
- Changes in legislation forcing them to do so (**44%**).



## OBSTACLES ON THE PATH TO TRANSITION

Despite their desire to reduce the use of plastic in their solutions, user companies, distributors and packaging manufacturers are faced with three main obstacles:

- The cost of the material (**65%**);
- The availability of the material (**36%**);
- The amount of investment required (**30%**).



*More information on request.*

### About ALL4PACK EMBALLAGE PARIS

An international generalist trade show held every two years, ALL4PACK EMBALLAGE PARIS is a true reference in the Packaging and Intra-logistics eco-system.

Today, the show's mission is to support professionals in responding to an unprecedented revolution and rising to the new ecological challenges that they are facing. To do so, it brings together all the innovations, trends, and expertise at the service of user industries. It offers a global approach for specific, sustainable, and responsible solutions to the performance issues of professionals in the sector: packaging, machines, logistics. This unique exhibition brings together the top decision-makers from 11 industrial sectors: Food, Beauty & Hygiene, Consumer Goods, Capital Goods, Beverages & Liquids, Distribution and e-commerce, Luxury goods, Pharmacy & Health, Services, Transport & Logistics, other multi-industries...

In 2022, the show played host to 1,100 exhibitors of which 51% from outside France, and 45,000 professionals, of which 32% from abroad.

More information at: [www.all4pack.com](http://www.all4pack.com)

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