

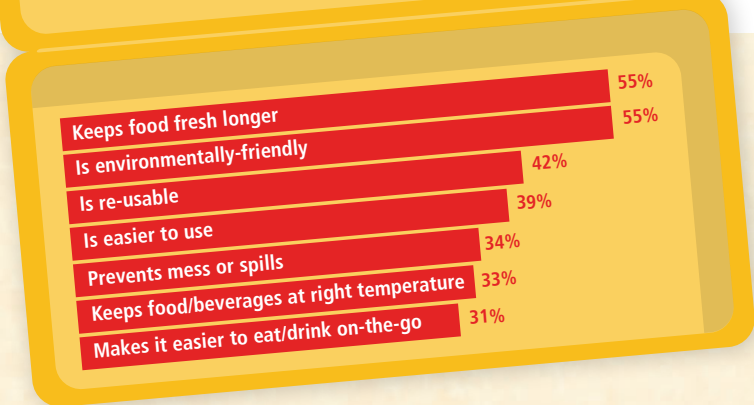
Global Consumers Willing to Fork Out More for Fresh and Sustainable Packaging

When asked which food and beverage packaging features they would be willing to pay more for, global consumers overall were most likely to say "Packaging that keeps food fresh longer" and "Packaging that is environmentally-friendly."

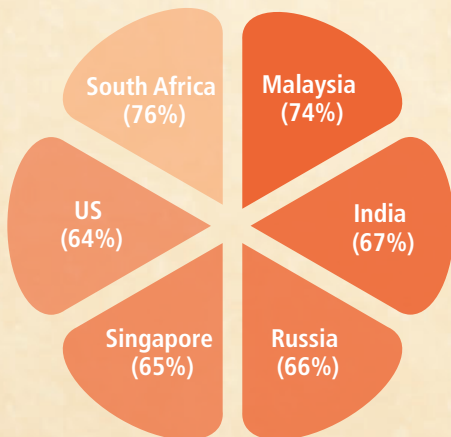
Following fresh and sustainable packaging features, global consumers say they would be willing to pay more for packaging that is re-usable (can use the package for other purposes when they are finished with the product) and packaging that is easier to use (for example: easier to open, hold or pour).

Countries Most Willing to Pay More for Fresh and Sustainable Packaging

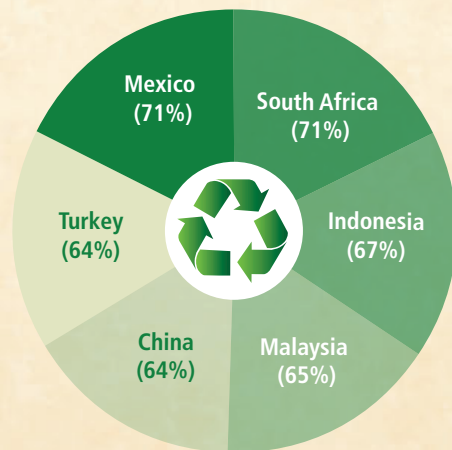
Certain countries were more likely to say they would pay more for fresh and sustainable packaging – as were highly-educated consumers.



Countries Most Interested In Packaging that Keeps Food Fresh Longer



Countries Most Interested In Packaging that Is Environmentally-Friendly



SOURCE: Findings are from a study conducted by Ipsos InnoQuest via the Ipsos Global @dvisor Omnibus. 19,883 adults across 26 countries were interviewed.