

A rising preference for **SUSTAINABLE GLASS PACKAGING**

With an ever-increasing sensitivity to the reduction of our environmental footprint, **SUSTAINABLE GLASS PACKAGING** begins to emerge as the go-to option for consumers. Here, offering us a walkthrough of how recent studies indicate a decisive trend in this direction, O-I Glass Content Strategist Kelsey Lambers examines why more of them now favour brands that privilege recyclability.



Kelsey Lambers - Content Strategist, O-I Glass

In today's environmentally-conscious world, consumers are increasingly demanding sustainable packaging solutions - and they're willing to pay. New studies show that glass packaging stands out as a preferred consumer choice due to its recyclability and minimal environmental impact.

GLASS PACKAGING AS A SUSTAINABILITY AND HEALTH DECISION

Recent research consistently shows that consumers favour glass for its sustainable properties. Not only do they articulate a preference for it. They also pursue it while shopping and are even willing to spend more on products that use glass packag-

ing. Indeed half the respondents in a 2022 independent research survey carried out among over 4,000 consumers across 13 European countries, commissioned by FEVE for Friends of Glass, said they buy more products in glass specifically because it can be recycled more effectively than other packaging materials. And in a 2022 poll from the Glass Packaging Institute (GPI), consumers said they not only prefer glass packaging due to its environmental benefits but are also motivated to adjust their buying habits. According to the poll:

- 92 percent of respondents said they would feel positively toward a company that offered more glass packaging because of its lower environmental

76% OF CONSUMERS know that glass is infinitely recyclable

Source: CARAVAN Omnibus Survey, 2022



Consumer choices

- impact than other materials;
- 76 percent of respondents were familiar with the fact that glass is infinitely recyclable;
- 58 percent said knowing that glass was infinitely recyclable could make them change their purchasing behaviour;
- 73 percent of respondents said they wished more companies offered their food and beverage products in glass packaging.

In a 2022 poll from the Glass Packaging Institute (GPI), 76 percent of respondents were familiar with the fact that glass is infinitely recyclable. In addition, results from a 2023 Hart Research Online Survey from the Glass Packaging Institute (GPI) revealed that a majority of consumers prefer glass. The survey showed that when consumers are educated around the sustainability and health benefits of glass, they prefer glass packaging. When consumers are provided information about the sustainability benefits of glass

compared to plastic containers and aluminum cans that contain plastic liners, 73 percent said they prefer glass packaging. In a 2022 poll from the Glass Packaging Institute (GPI), 73 percent of respondents said they wished more companies offered their food and beverage products in glass packaging.

THE INCREASING TRACTION OF SUSTAINABLE PACKAGING BRANDS

Consumers aren't just choosing glass for themselves - but they're expecting brands to take the lead in offering sustainable packaging solutions.

"Consumers want products in glass, value the sustainability of glass, and want to buy from companies that offer glass packaging. Americans across the board are concerned with the environmental impact of their food and beverage packaging choices, and this poll is a signal to companies to take

note," said GPI President Scott DeFife in a news release.

A 2023 study conducted by McKinsey and NielsonIQ showed a clear correlation between consumer spending and sustainability-related claims on product packaging. The study looked at five years of U.S. sales data across 44,000 brands and found that products making ESG related claims averaged 28 percent cumulative growth, versus 20 percent growth for the products that made no such claims over the same time period. According to the 2022 survey commissioned by FEVE, four out of five consumers surveyed agreed that companies have a moral obligation to use sustainable packaging.

"As an industry we are constantly looking for ways to innovate to ensure glass continues to be a sustainable material that we can rely on to protect our health and that of the planet," said Adeline Farrelly, Secretary General of



CONSUMERS WANT MORE GLASS PACKAGING

About 3 in 4 consumers wish more companies offered their food and beverage products in glass packaging

Source: CARAVAN Omnibus Survey, 2022

FEVE, the European Container Glass Federation. “We’re happy to see consumers recognize these qualities and validate that glass is the packaging material that will see us into the future. Now it’s over to our favourite brands to pick up that challenge.”

In a 2022 poll from the Glass Packaging Institute (GPI), 92 percent of respondents said they would feel positively toward a company that offered more glass packaging because of its lower environmental impact than other materials.

GLASS AS SUSTAINABLE PACKAGING MATERIAL

For consumers and brands opting for more sustainable choices, glass packaging is the clear winner.

Glass is infinitely recyclable, meaning it can be recycled over and over again without a loss in quality. Recycled glass can be made into new glass bottles or jars in as little as 30 days. As the amount of recycled glass increases in the production process, the energy needs decline - every 10 percent of recycled glass used in

production leads to a 5 percent reduction in carbon emissions.

Glass is made from four simple, all natural ingredients - sand, limestone, soda ash and recycled glass. For the glass that doesn’t end up recycled - that means no harmful chemicals leaching into the earth, oceans or water supply. And when glass breaks down, it eventually returns to the earth instead of sitting in a landfill. Consumers are purchasing brands packaged in glass to reduce their environmental impact, support the circular economy and enjoy the quality and taste of their food and beverages. Proof positive that glass is the packaging material of the past, present and future. ■



92% OF CUSTOMERS feel positively about a company that offers glass packaging

Source: CARAVAN Omnibus Survey, 2022



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