

# PLANET UNPACKED

[ Consumer Trends ]



There is no denying that **plastic has become public enemy number one** in 2018.

An omnipresent material that is cheap, light-weight and widely used across industries is now facing a **strong consumer rejection**.

We are **past the point** of spreading the word and educating the population and have reached a place where consumers are **exasperated** with the lack of action. They are aware of the **impact it has on the environment** and they are no longer willing to remain silent.



From Michelle Algazi (Consumer Insights Manager)



*"I'm trying my best to reduce my waste and go plastic free step by step, and I'm informing and talking some sense into my surroundings on the environmental emergencies and how much we have a role to play." (Instagram)*

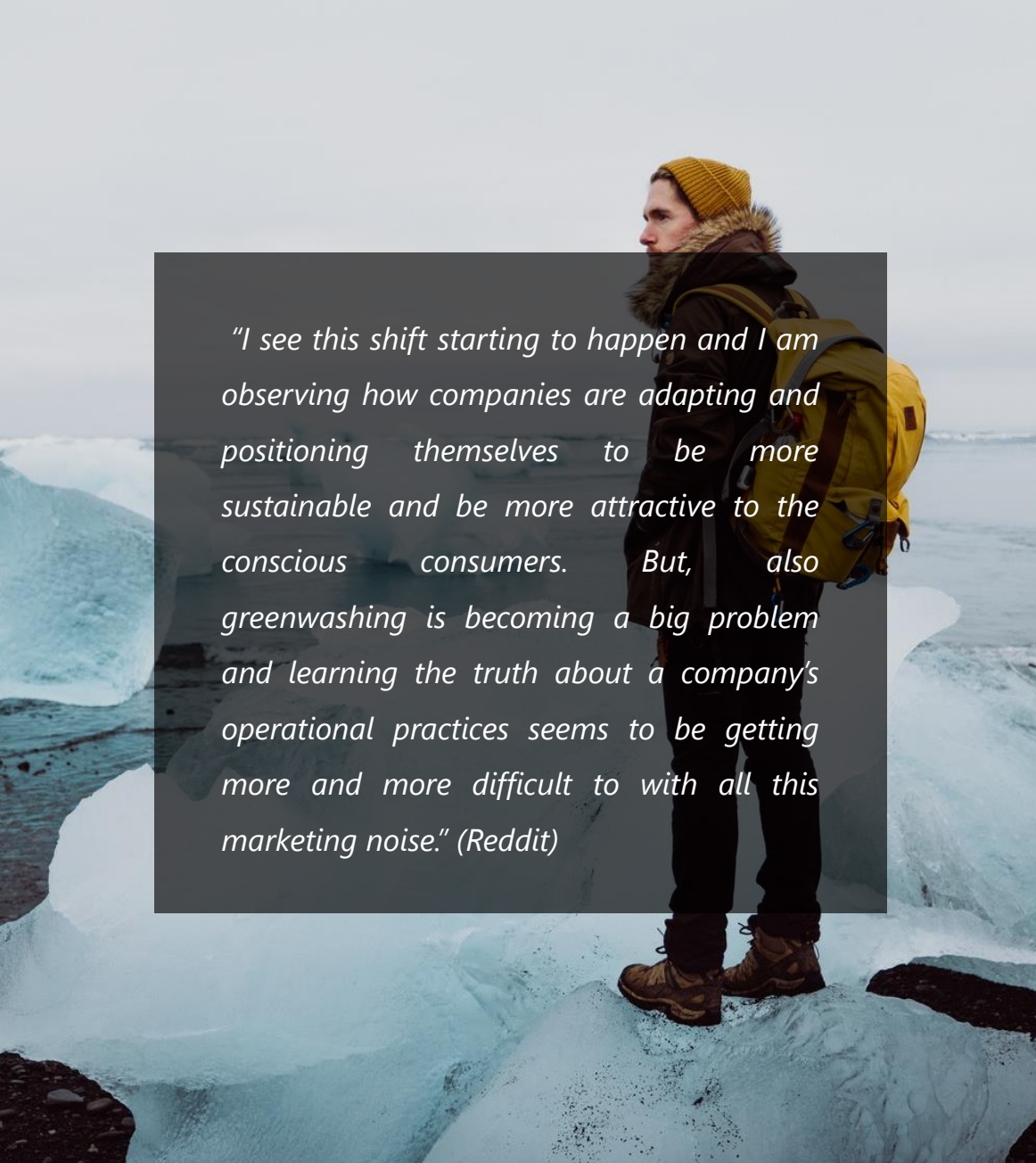
## Consumers put industries under pressure

In recent months, we have noticed more and more comments from consumers who express their **outrage** about manufacturers not taking the needed steps to **meet their need for less plastic**.

*"It's just so unbelievable we have been brainwashed to think that this is normal and how produce should be sold! Come on @marksandspencer you need to do better! There is no need for this #pointlessplastic" (Instagram)*

A wake-up call that **stems from the zero waste** movement but that **reaches a much larger population** is rapidly spreading on social media and shows no sign of slowing down.

*"It is more important than ever to seek plastic-free alternatives and to live in a more sustainable way." (Instagram)*



*"I see this shift starting to happen and I am observing how companies are adapting and positioning themselves to be more sustainable and be more attractive to the conscious consumers. But, also greenwashing is becoming a big problem and learning the truth about a company's operational practices seems to be getting more and more difficult to with all this marketing noise." (Reddit)*

## Don't mess with Millennials

Millennials are ready for change...but don't mess with them.

They have become **true conscious consumers** that see beyond brands' **marketing noise**. Millennials believe **brands are to blame** for the sustainability crisis and **earning back their trust** should be top priority.

*"Take comfort in knowing that the worst parts of the sustainability crisis belong to businesses more than the individual." (Instagram)*

There is no chance that this generation will tolerate the status quo. Millennials are willing to do their part but also expect **radical change from the industries**. If this change doesn't happen, they will be the creators of a new industry: an industry that is authentic, conscious and ethical.



*"The philosophy behind zero waste living is eliminating hyper consumerism and living sustainably. A lot of items you already have can be upcycled, peanut butter jars, pasta sauce jars can be transformed to mason jars and you can take them with you to the farmers market to buy things in bulk."  
(YouTube)*

## A life less plastic: The movement has started

Consumers across markets are making it clear they are ready for a **new era of packaging**: sustainable packaging.

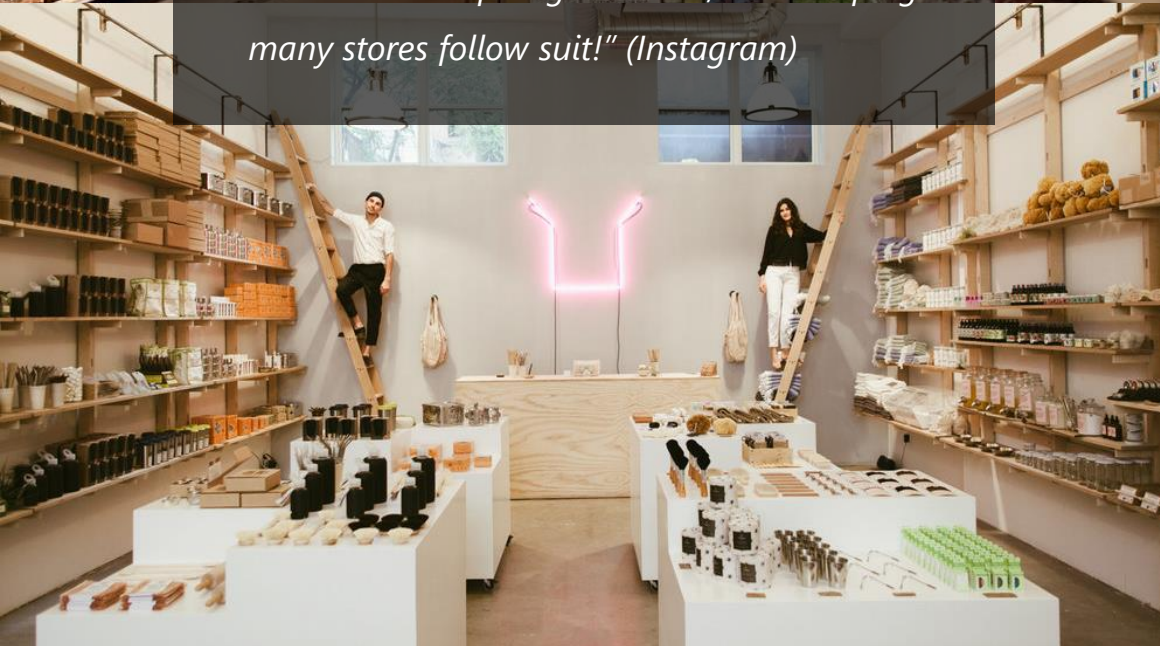
They are starting to realize the power they possess and are prepared to use it, even if it means **boycotting** as much as possible.

*"The solution at our level is simple: boycott as much as possible, stop consuming plastic and use our consumer power. We cannot longer wait for honest and invested politicians or laws that force industries to act or for such industries to apply these laws. The change will be initiated by consumers." (Forum)*

**Continue reading to see how some industries are already taking initiatives into a more sustainable future.**



"Nice work! Inspiring initiative, we're hoping many stores follow suit!" (Instagram)



# No packaging, no problem

Ethical shopping has become the latest consumer trend and the new generation of supermarkets are right on track.

## ☑ The first plastic-free aisle

Ekoplaza supermarket in Amsterdam has launched the world's first aisle free from plastic packaging and consumers are raving about it.

*"I always make sure to buy my groceries at Ekoplaza even if my budget is limited because I do not want stores like you to close!! I am proud of companies like you!" (Instagram)*

## ☑ Package-free shops

New York, London, Paris...cities around the world are jumping on the package-free bandwagon with supermarkets entirely free from any packaging that allow their customers to buy everything in bulk.

*"Love being able to buy unpackaged bulk goods to save money and reduce packaging waste!" (Instagram)*



*"I really hope this concept does amazing and spreads all over the world to get rid of plastic waste." (Instagram)*

## Making packaging disappear one bottle at a time

Plastic bottles, straws, cutlery and other single-use plastics are quickly becoming big 'no-nos' leading some manufacturers to think outside the box and create innovative materials.

### **Edible packaging**

London-based start-up Skipping Rocks Lab created the first edible water pod made entirely of seaweed.

### **Naturally-sourced packaging**

Sugar-cane 'plastic' and mushroom packaging also represent great eco-friendly alternatives and consumers are eager to adopt them.

*"Another try with my mycelium mushroom packaging, a natural resource and a good alternative for Styrofoam." (Instagram)*

*"What do you think about sugar-cane based packing material? It looks like plastic, but it isn't! This green material leaves a minimum footprint!" (Instagram)*



*"Cosmetics are plastic central, aren't they?! I'm really not sure what I'm going to do when I need a new mascara." (Forum)*

*"There are currently solid shampoos, soaps and toothpaste – and not liquid – which do not need any packaging. What a great invention to reduce plastic waste." (Blog)*

*"So excited to ditch the cotton balls and start the day with washable, reusable unpaper cloths." (Instagram)*

## The beauty industry gets a makeover

The Personal Hygiene & Beauty industries are also starting to make some strides into a more sustainable future as both of these industries are often considered **the culprit of the plastic catastrophe**.

### ☑ Solid products

Personal care products in solid format are becoming popular among users who wish to reduce their packaging waste.

### ☑ Guilt-free Glitter

Biodegradable and compostable glitter represents a plastic-free alternative to this cosmetic favorite.

### ☑ Reusable pads

The end of single-use beauty items such as cotton and makeup remover wipes is near since users prefer products that can be used indefinitely.



*It won't take much time for me to build momentum, eventually rolling through frivolous consumerism and towards deliberate acquisition. (Instagram)*

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**#UNDERSTAND** your audience. **#KEEPPACE** with your consumers



# Go one step further

Plunge into the **Sustainability Revolution**



[Learn more](#)

**Explore everything there is to know about green packaging (FR, US & UK markets)**

Access the **full study** to learn how the green packaging movement can affect brands in the near future:

- **Trend** evolution
- **Profiles**
- **Motivations**
- Consumer **experience**
- Consumer **perception**



[Learn more](#)

**Discover more about the sustainability revolution that is completely transforming industries (FR, US & UK markets)**

Dive into the **current rebellion** against traditional packaging.

Learn about the evolution of consumers' **needs** & **expectations**.

Get valuable insights on **innovation opportunities**.

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