

**November 2024**

## New survey shows: Flexible packaging convinces European consumers with protection and sustainability

The results of a recent consumer survey on the use of flexible packaging commissioned by Flexible Packaging Europe (FPE) reveal some interesting results. The representative survey was conducted by the global market research institute Censuswide in the six major European markets of France, Germany, Italy, Spain, Great Britain and Poland in 2024 and recorded the responses of a total of 6,000 consumers.

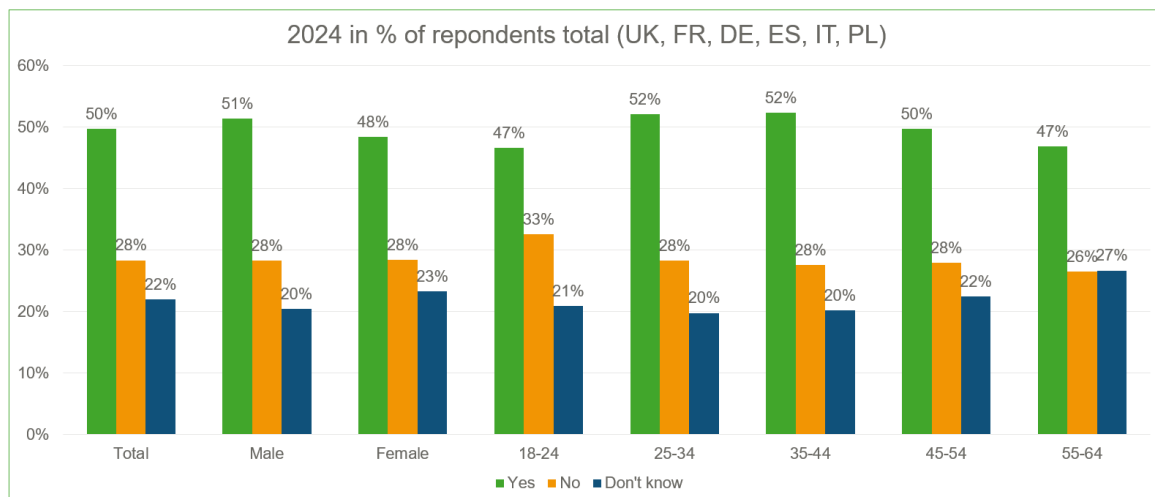
According to the survey, European consumers particularly value flexible packaging for its very good protective and preservative properties (46%), its ease of use (45%) and its low weight (42%). Flexible packaging enjoys above-average popularity, particularly among younger consumers and in countries such as Poland and France. In Poland, a total of 28% of consumers are in favour of flexible packaging, followed by 25% in France.

With regard to sustainability, half of all respondents answered that they perceive flexible packaging as recyclable. While there are some differences between countries, e.g. 65% in Spain, 58% in Italy, 40% in Germany and 38% in Poland, the differences between age groups and genders are only marginal.

### Recyclability of flexible packaging



Do you think that flexible packaging (pouches, wraps, sachets) is easy to recycle?



Source: Survey 2024 by Censuswide in 6 countries (UK, FR, DE, ES, IT, PL) by FPE

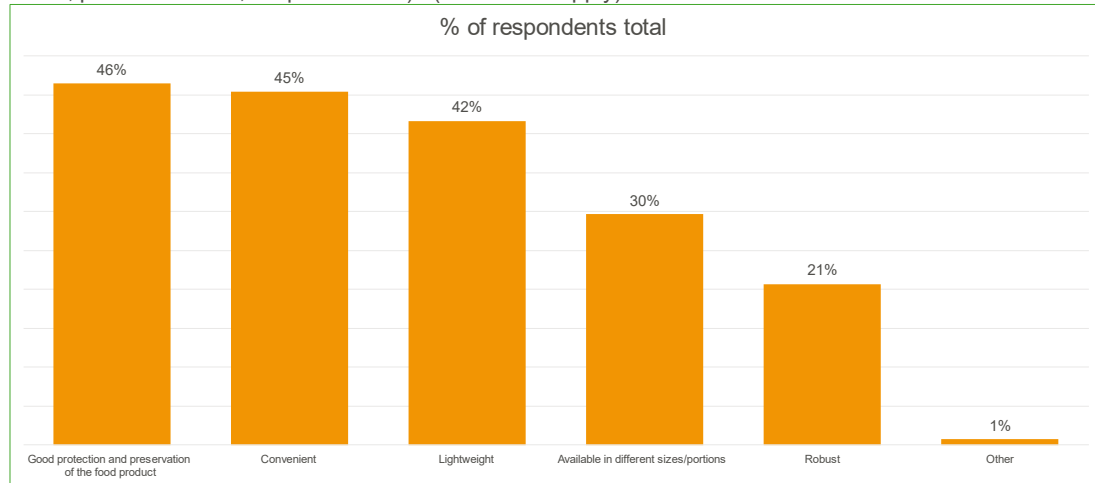
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When asked about opportunities to reduce the environmental impact of food, 44% responded with avoiding food waste, followed by 41% with recycling the packaging and 31% with reducing the use of packaging materials. The latter characteristic in particular is unique to flexible packaging.

## Properties of Flexible Packaging



Which properties do you attribute to flexible packaging (e.g. vacuum pack for ground coffee, pouches for rice, wraps for butter)? (Tick all that apply)



Source: Survey 2024 by Censuswide in 6 countries (UK, FR, DE, ES, IT, PL) by FPE

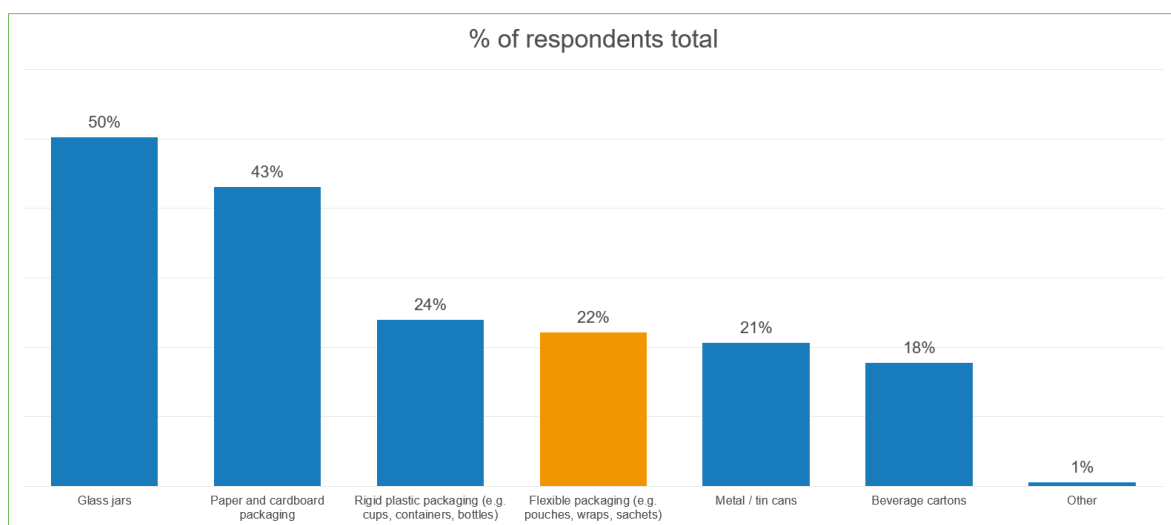
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As expected, the strongest preferences were for the individual types of packaging, with glass and paper packaging mentioned by 50% and 43% of respondents respectively. This was followed at some distance by rigid plastic and flexible packaging with 24% and 22% of mentions respectively, but still ahead of metal packaging and beverage cartons.

## Preference of packaging type



Which kind of packaging would you prefer? (tick all that apply)



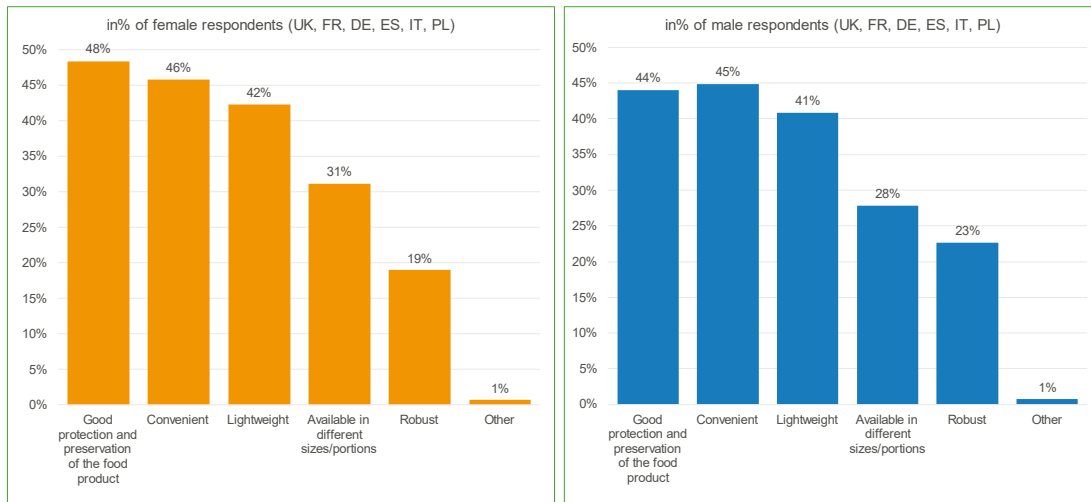
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When asked about individual benefits such as product protection, convenience, low weight, availability in different sizes and stability of flexible packaging, women showed a slightly higher level of agreement

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## Future prospects despite challenges

"Despite the challenges facing flexible packaging in certain markets, the results of the survey also offer clear challenges and opportunities," says Guido Aufdemkamp, Executive Director of Flexible Packaging Europe. "Even though the appreciation of the protective and convenience properties is already good, we naturally want to raise awareness of these further, as flexible packaging is not an end in itself, but must optimally protect the respective product until it is consumed. In particular, the perception of recyclability and its practical implementation must be further promoted across Europe. Our goal remains to make consumers even more aware of the benefits of flexible packaging, such as resource efficiency."

### Further information:

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### About Flexible Packaging Europe

Flexible Packaging Europe Flexible Packaging Europe (FPE) is the industry association that represents the interests of more than 80 small, medium-sized companies and multinational manufacturers. They employ more than 57,000 people at more than 350 locations across Europe. The member companies account for more than 85% of European sales of flexible packaging made from different materials, mainly plastic, aluminium and paper. More than half of all food products sold on European retail markets are packaged in flexible packaging. More information at [www.flexpack-europe.org](http://www.flexpack-europe.org)