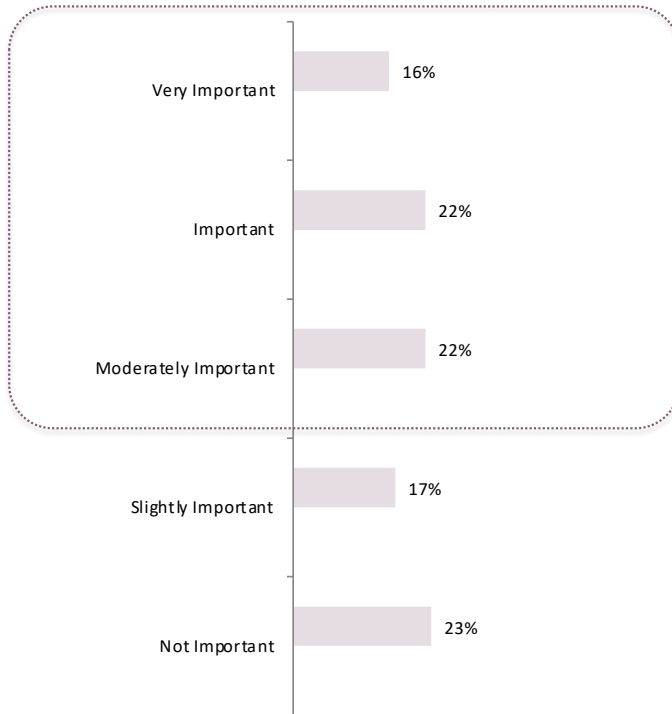




60% find packaging important in their purchase decision, while 60% also consider recycled packing important

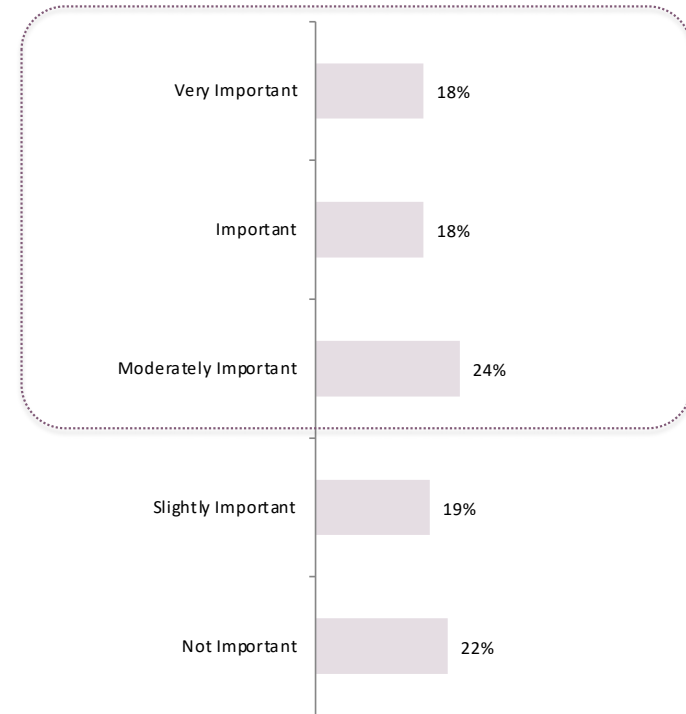
### Importance Recycled/Compostable Packaging

How important is it that the packaging used is recycled, or is compostable or recyclable?



### Importance of Packaging

How important is the packaging used by the brand or retailer in the purchase decision?



Survey February 2025

Survey February 2023