

Attitudes towards Sustainable Packaging - China - March 2020

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“Eco-consciousness is rising quickly through regulatory efforts and media communications. Chinese consumers are starting to take waste problems seriously, hidden behind the boom of fast fashion, online shopping and delivery services.”

– Yuxi Shao, Associate Research Analyst

This report looks at the following areas:

- **Eco-chic trend in reusable packs**
- **Convenient waste collection system**
- **Fun and customised experience of refill station**

Instead of pushing the problems to the brands, most consumers have been making efforts to avoid single-use items and are reusing packaging. New ideas in sustainable packing, such as creating eco-chic trends, building convenient collection systems for recycling, and offering fun and customised experiences, can effectively engage consumers with brand activities, and also benefit the long-term brand-customer relationship. Finally, it is extremely important for brands to interactively communicate the goals and processes of sustainable approaches with consumers, to avoid them being seen as marketing gimmicks.

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