

# Consumer Food Packaging - UK - January 2010

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## What is this report about?

Food packaging has been facing an increasing number of environmental issues. EU directives putting pressure on governments to reduce the waste being sent to landfill sites have put manufacturers under increased pressure to greatly reduce or eliminate packaging.

Increased recycling of traditional packaging materials, paper, glass, plastic and metal has been emphasised as a means of making efficient use of the material resources.

A major obstacle that consumers currently face is the lack of a consistent recycling policy across the different local authorities in the UK; in addition there are differences across the local areas of what is recyclable.

## What have we found out?

- Easy to recycle (biodegradable) packaging is the top packaging attribute sought by 23 million consumers.
- Consumers appear to consciously attach less importance to the way packaging looks, as only 1.2 million consider stylish packaging to be an important packaging attribute.
- Food packaging design should factor in multi-functional uses as 18.5 million consumers re-use plastic containers and bottles.
- 4.4 million consumers claim to be fighting back against excess food packaging, and say they leave it behind at the grocery store.
- Three-quarters of the UK population feel that food packaging should have guidelines on how best to recycle it.
- The provision of recycling facilities sometimes falls short of consumers' needs. Two-fifths of consumers would recycle more if there were adequate facilities near their home and a tenth of consumers are not recycling food packaging due to inadequate local facilities to dispose of them.

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