

September 16-18, 2024 | Anaheim, CA

PACKAGING RECYCLING SUMMIT

PRESENTED BY

PACKAGING
WORLD.

Unpacking Consumer Behavior: Impact of Sustainable Packaging on Buying Decisions

Kasra Eskandari

Packaging Sales Director, NielsenIQ

NIQ



Your presenter today



Kasra Eskandari

Associate Sales Packaging Director,
NielsenIQ

Agenda

**Consumers are
trying to live
sustainably**

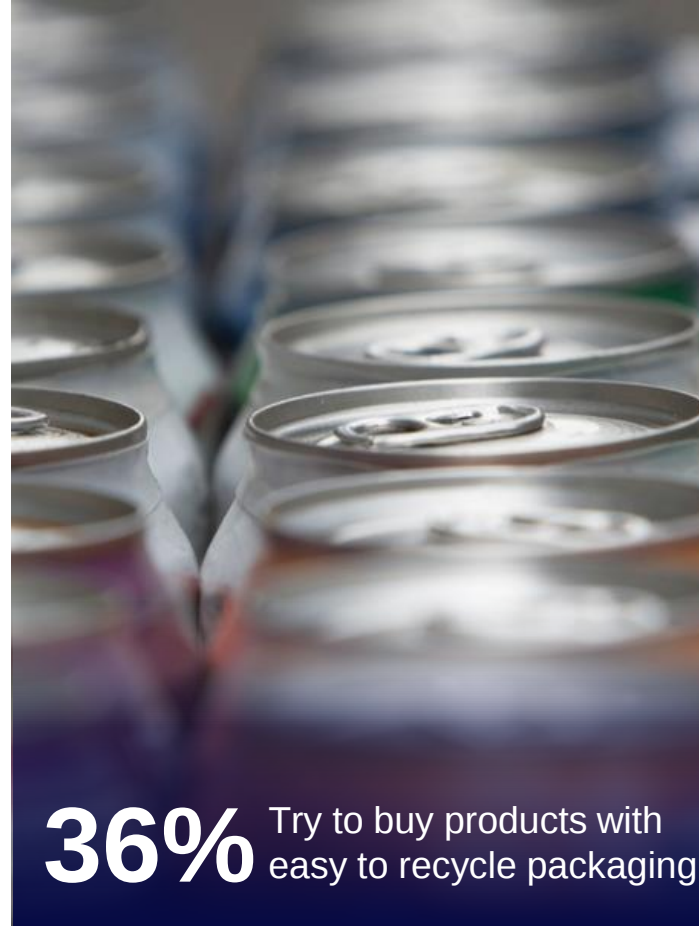
**Emerging trends
in sustainable
packaging claims
across the store**

**Case studies:
Breakfast of
Champions
& Bark-et Report**

Consumers are
trying to live
sustainably



Consumers are trying to live sustainably

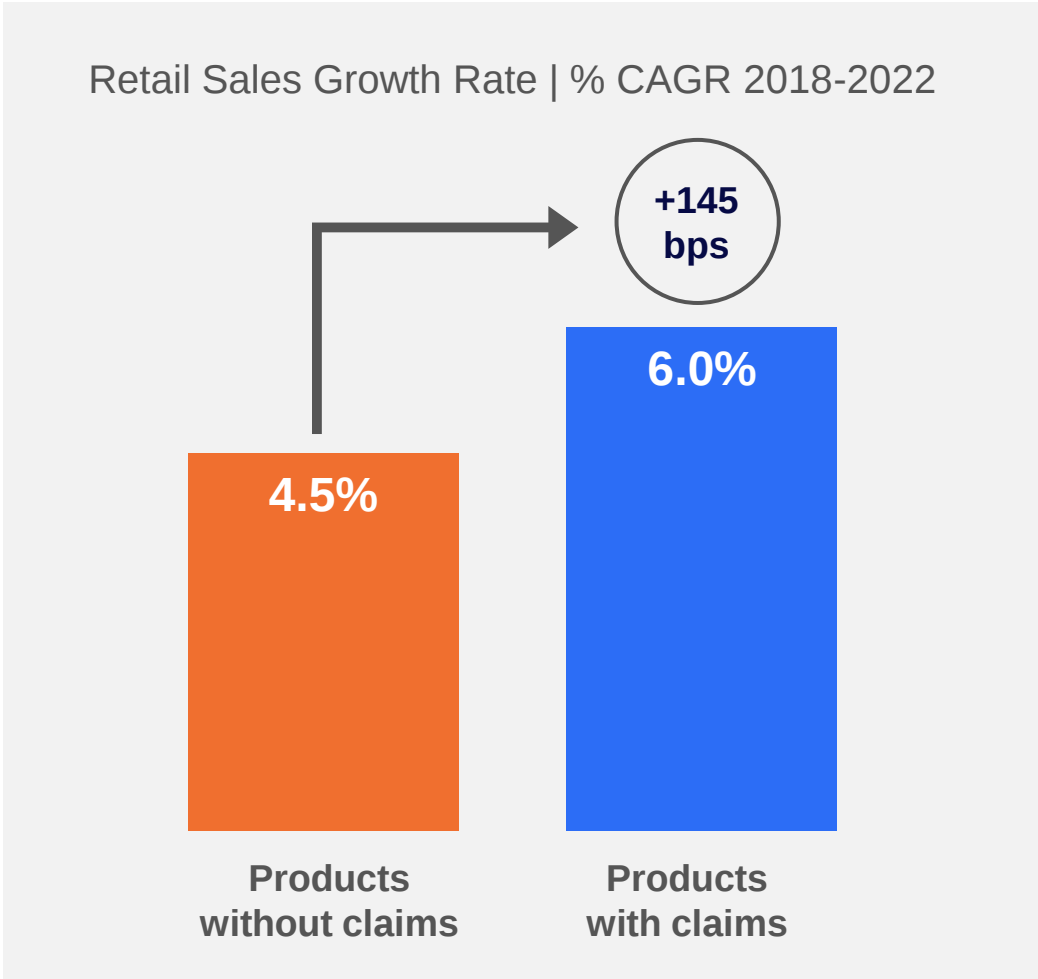


*Only **1 in 20** consumers say they take NO action to live sustainably*

Source: NielsenIQ 2023 Sustainability Report - What actions, if any do you currently do to live a sustainable lifestyle?

Sustainability is driving unprecedented growth and consumer loyalty

Consumers care about sustainability—and back it up with their wallets



61%

Agree *environmental issues* are having an *adverse impact* on their current and future health

34%

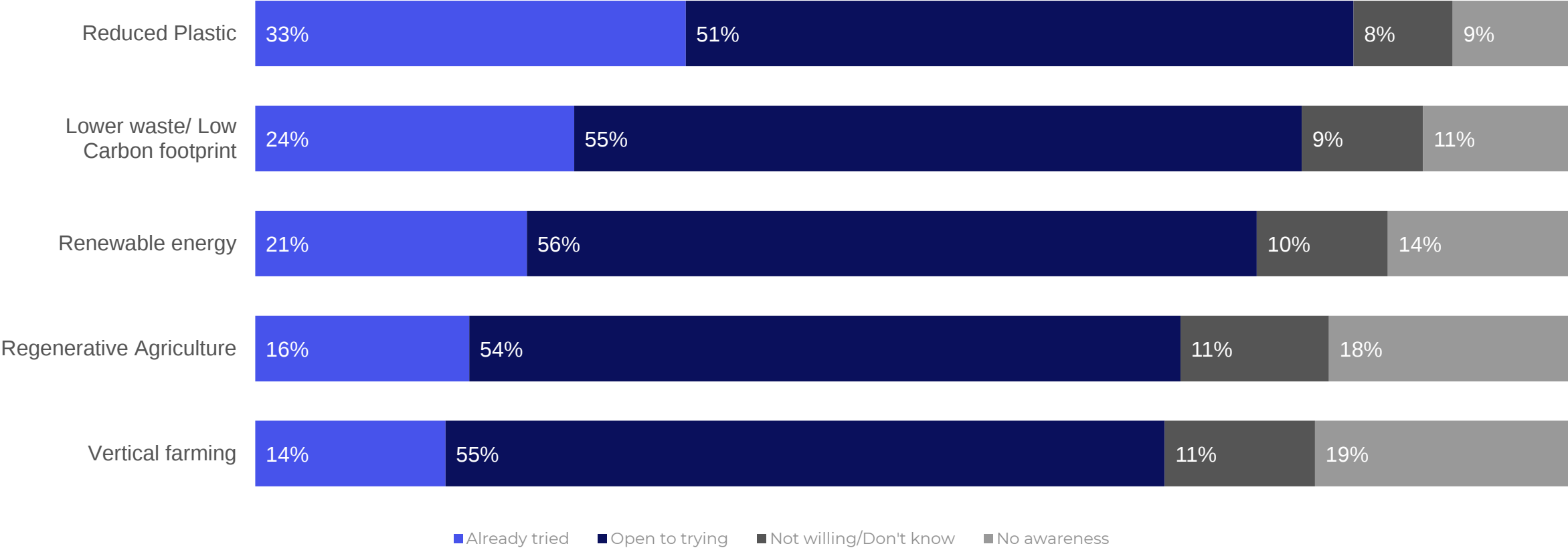
Repeat rate for brands with *>50% of sales from products with sustainability*

Source: NielsenIQ Retail Measurement Services, NielsenIQ Product Insight, powered by Label Insight, Total Store; Total US xAOC; 52 weeks W/E 12/31/22 vs 4YA

Consumers embrace sustainability innovations

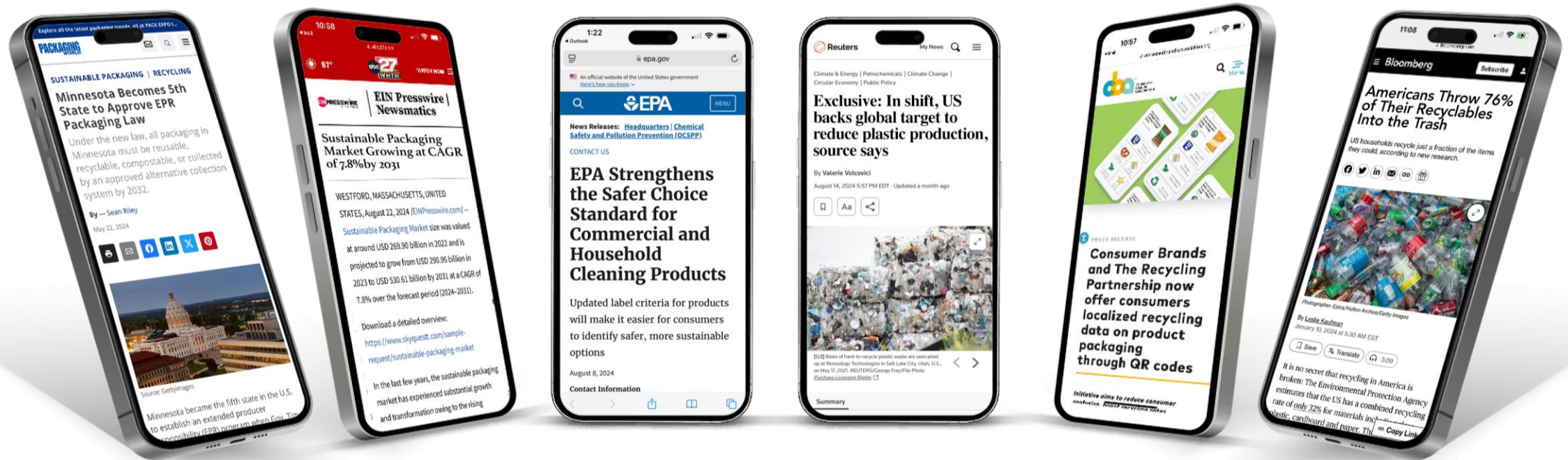
Early Signs of Adoption: Awareness and Willingness to Try

Willingness to trial new innovations



Source: NielsenIQ Leading Edge Report – Q. Please select what best describes your awareness and willingness to trial about this innovation

Government initiatives meet growing consumer sustainability concerns



10 States have introduced legislation on EPR for packaging in 2024

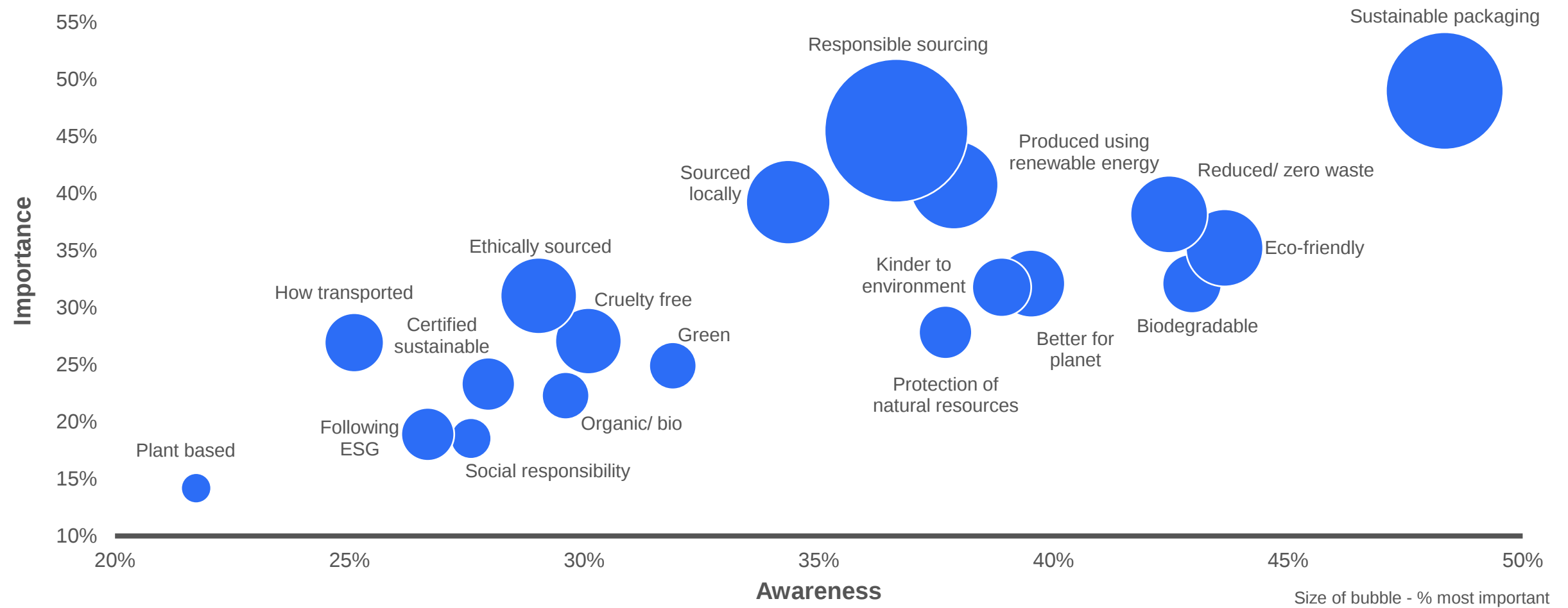
5 EPR for packaging bills have passed in the U.S.

SPC <https://epr.sustainablepackaging.org/>

Opening up sustainability claims, trends, and commitments

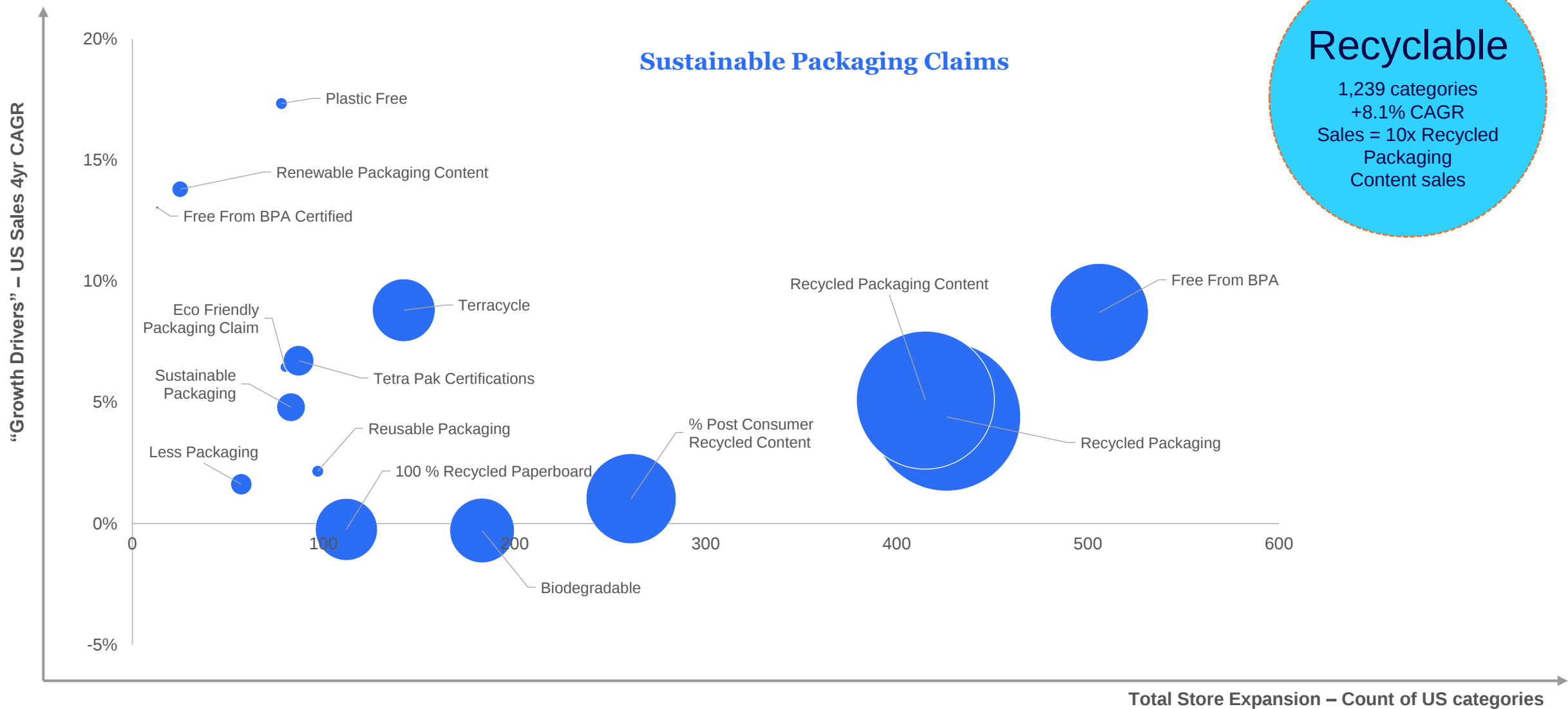
What makes a brand sustainable?

Claims that make a brand sustainable



Source: NielsenIQ 2023 Sustainability Report - Q: Coming back to grocery brands, which of these claims do you believe make a brand “sustainable”?

Packaging claims are growing across the store



Bubble size denotes total sales in L52 week All attributes represent claims STATED on package unless indicated by an * symbol
Source: NIQ, Retail Measurement Services, NIQ Product Insight, powered by Label Insight, Total US xAOC; Total Store; # of Categories selling, 4-yr CAGR (\$); 52 weeks ending December 30, 2023

20

of the largest FMCG manufacturers have committed to **100% recyclable packaging by 2030¹**

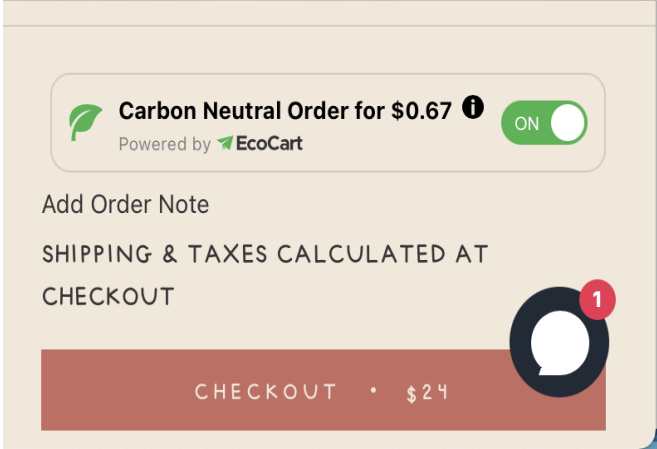
Sustainable packaging presents opportunities throughout the store

		\$ % Chg YA	4-yr CAGR (\$)	\$ Volume
	Total Store ²	+3.4%	+6.8%	
	All Sustainable Packaging	+1.2%	+6.2%	\$71.9B
Proven trends	Recycled Packaging	+0.4%	+4.5%	\$39.9B
	Free from BPA claim certification	+2.2%	+8.5%	\$17.5B
	100% Recycled paperboard	+0.0%	+1.7%	\$8.7B
Growing trends	Terracycle	+4.8%	+8.7%	\$7.1B
	TetraPak product claims	+9.8%	+8.7%	\$1.8B
	Less packaging	-0.5%	+1.6%	\$0.8B
Developing trends	Renewable packaging content	-1.9%	+14.1%	\$0.5B
	Plastic Free	+2.1%	+19.9%	\$0.2B
	Eco friendly packaging claim	+2.0%	+7.0%	\$0.2B

'Stated' claims on package. Does not represent all available sustainable packaging attributes.

Source: NielsenIQ Retail Measurement Services, NielsenIQ Product Insight, powered by Label Insight, Total Store; Total US xAOC; 52 weeks W/E 02/25/23 vs 3YA
 1 - Consumer Brands Association, 20
 2 - Total Store = Food & Beverage, Alcohol, Baby, Healthy & Beauty Care, Household Care, Pet Care

Sustainability concerns spark innovations

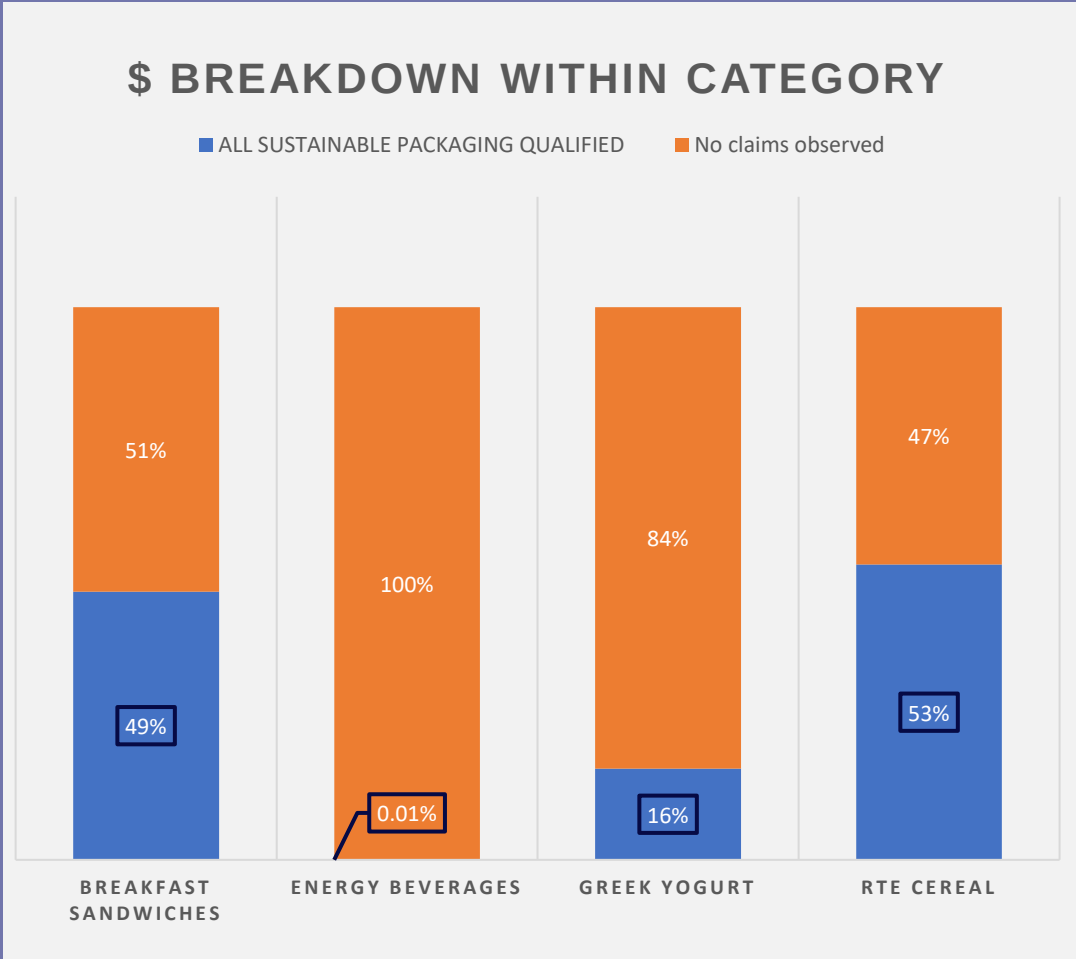


Claims case study: Breakfast of Champions



The amount of sustainable packaging claims differs significantly per category

Only national brands are making sustainable packaging claims



Overview % of total sales Brands vs. PL

	% of cat
BREAKFAST SANDWICHES	
NATIONAL BRAND	73%
PRIVATE LABEL	27%
	% of cat
ENERGY BEVERAGES	
NATIONAL BRAND	99.95%
PRIVATE LABEL	0.05%
	% of cat
GREEK YOGURT	
NATIONAL BRAND	91.57%
PRIVATE LABEL	8.43%
	% of cat
RTE CEREAL	
NATIONAL BRAND	92.92%
PRIVATE LABEL	7.08%

Breakdown of sustainable claims brand vs private label within category

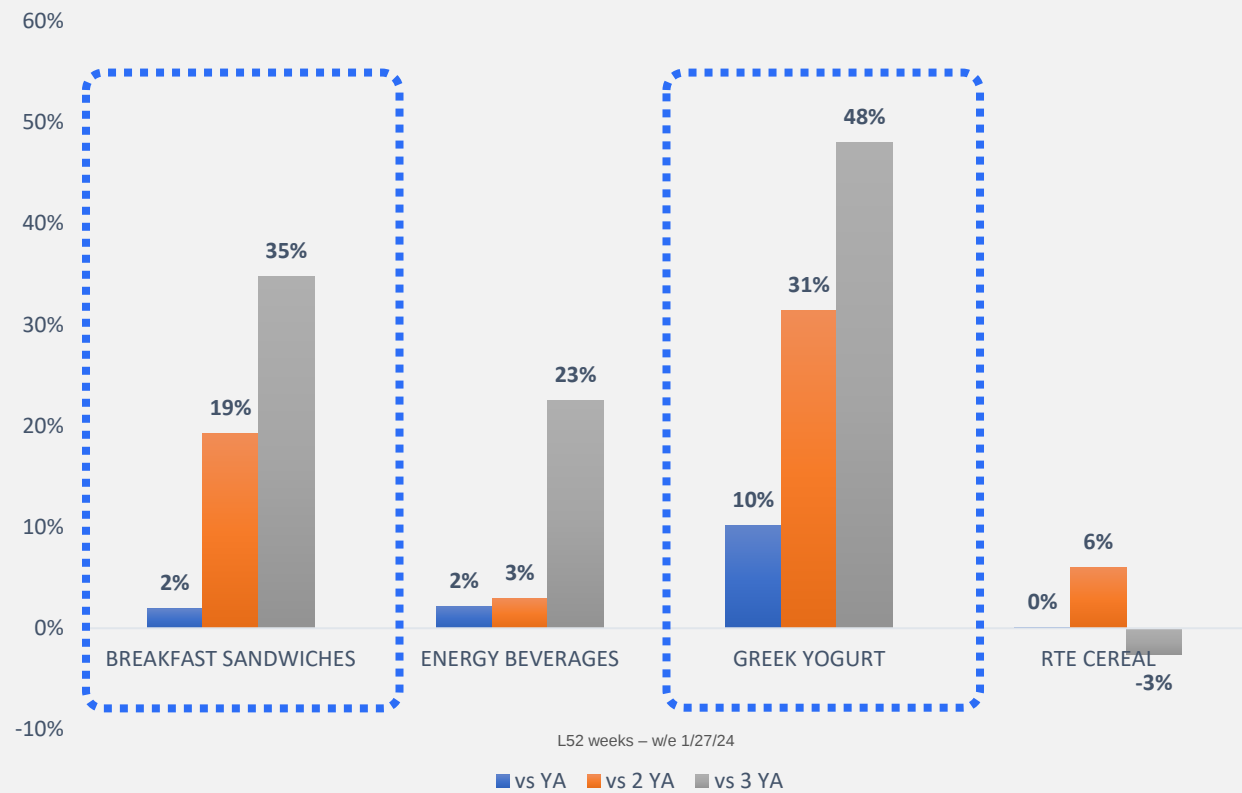
	% Sustainable packaging claims within category
BREAKFAST SANDWICHES	
NATIONAL BRAND	100%
PRIVATE LABEL	0%
ENERGY BEVERAGES	
NATIONAL BRAND	100%
PRIVATE LABEL	0%
GREEK YOGURT	
NATIONAL BRAND	100%
PRIVATE LABEL	0%
RTE CEREAL	
NATIONAL BRAND	99%
PRIVATE LABEL	1%

Dataset: NielsenIQ Retail Measurement, NielsenIQ Product Insight, powered by Label Insight | US NIQ Total Store Inc Fresh - 444 - Monthly (Synd) | 52 weeks, W/E 1/27/24 | Excluding combination packs

Sustainable packaging claims vs non-observed claims growth vs YA, 2YA, 3YA

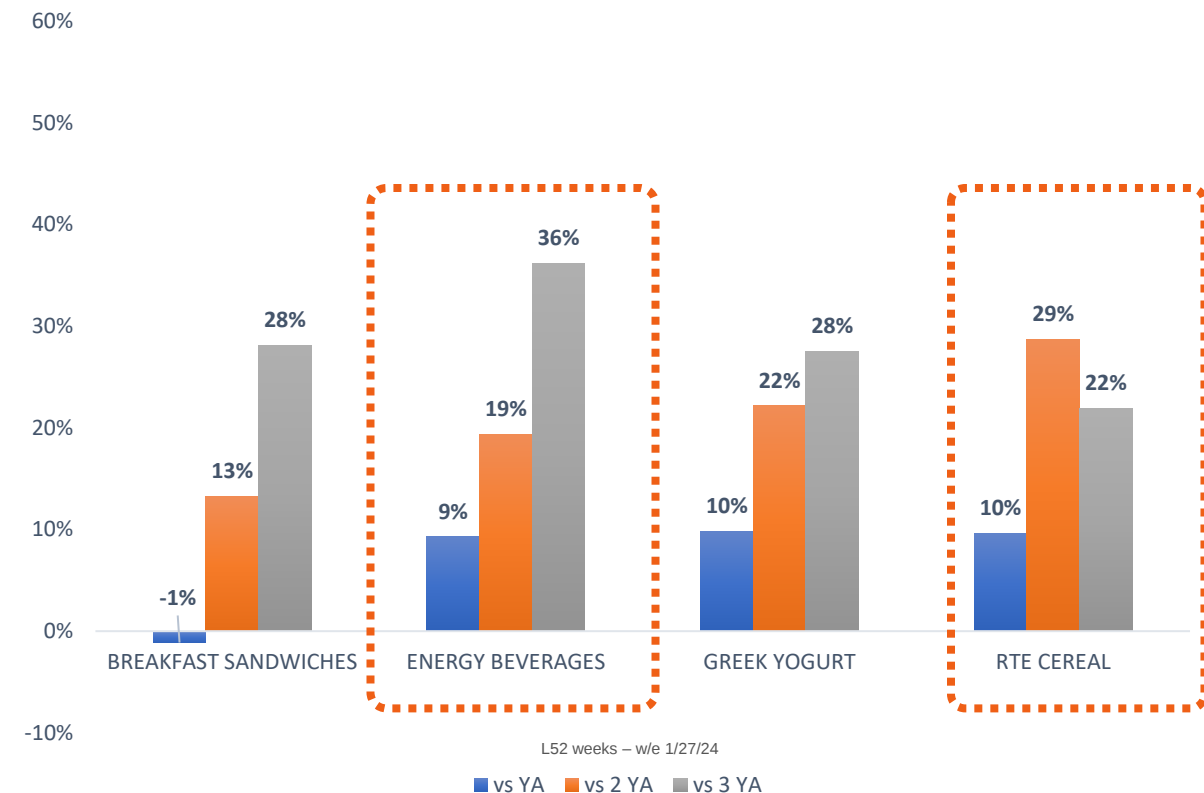
Sustainable packaging claims keep increasing YoY

Sustainable Packaging claims / \$ % change vs YA, 2 YA, 3 YA



No claims observed packaging

No claims observed / \$ % change vs YA, 2 YA, 3 YA



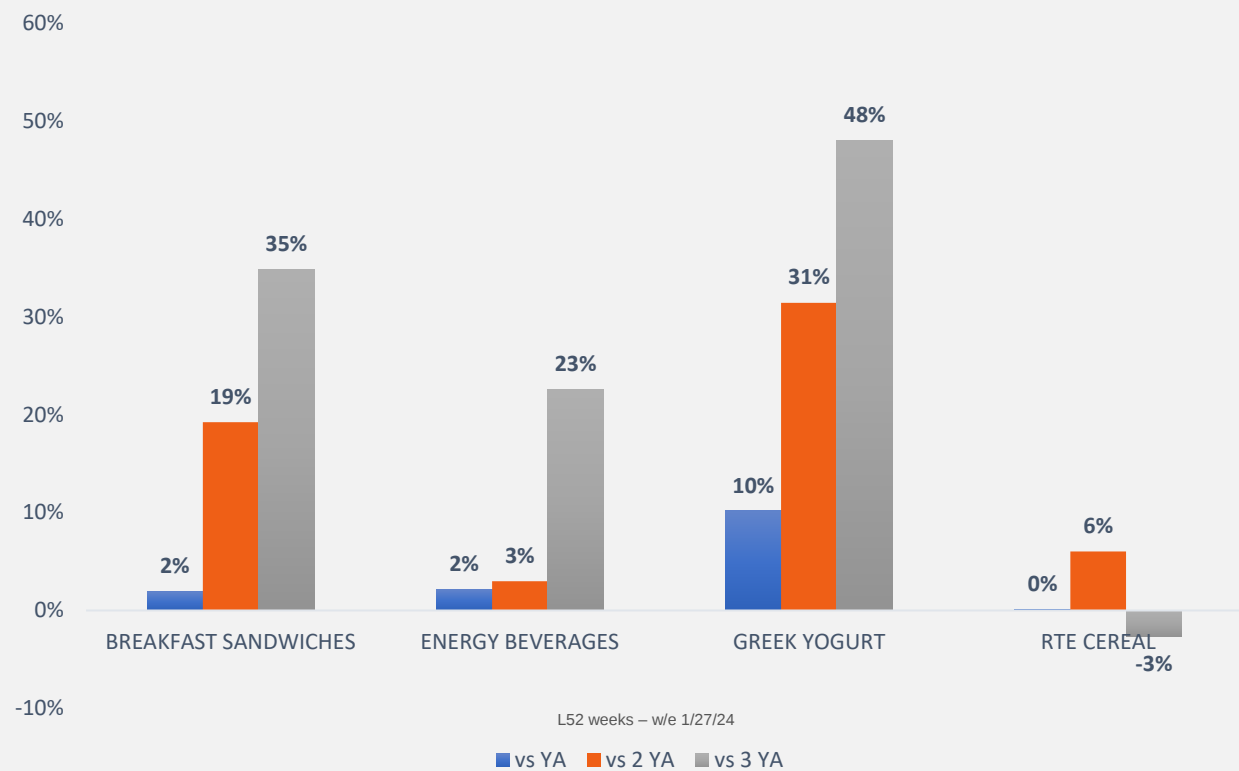
Dataset: NielsenIQ Retail Measurement, NielsenIQ Product Insight, powered by Label Insight | US NIQ Total Store Inc Fresh - 444 - Monthly (Synd) | 52 weeks, W/E 1/27/24 | Excluding combination packs

Sustainable packaging claims keep growing

And, brands with claims charge higher avg. prices

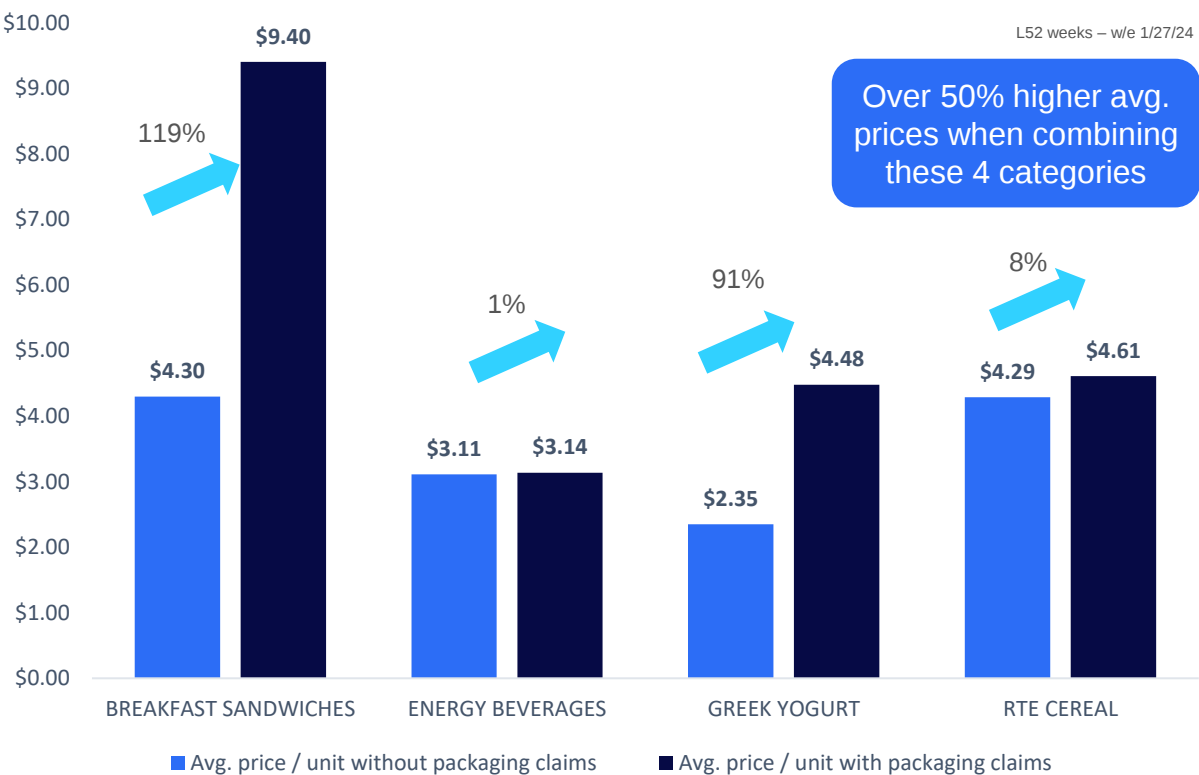
Sustainable packaging claims keep increasing YoY

Sustainable Packaging claims / \$ % change vs YA, 2 YA, 3 YA



Avg. prices are higher with sustainable packaging claims

Avg. prices are higher when sustainable packaging claims are made



Top environmental claims per category / L52 weeks \$ sales

BREAKFAST SANDWICHES
100 PERCENT RECYCLED PAPERBOARD
SUSTAINABLE FORESTRY INITIATIVE
CERTIFIED SOURCING
PLEASE RECYCLE
100 PERCENT RECYCLABLE PLASTIC
FSC MIX PACKAGING FROM RESPONSIBLE SOURCES
CERTIFIED 100 PERCENT RECYCLED PAPERBOARD
RECYCLE IF CLEAN AND DRY
CERTIFIED FIBER SOURCING
RECYCLABLE WHERE RECYCLING FCLTS EXST
MADE FROM RECYCLED PAPER BOARD
BPA FREE
GOOD FOR THE EARTH
RECYCLE
CARTON IS MADE FROM 100 PERCENT RECYCLED CONTENT
PRINTED ON 100 PERCENT RECYCLED PAPER
WE ARE COMMITTED TO SUSTAINABILITY
PLEASE RECYCLE THIS PACKAGE
PLEASE RECYCLE THIS CARTON

Over 50% of claims have
a variation of “recycle”

ENERGY BEVERAGES
PLEASE RECYCLE
RECYCLE
LEGENDS RECYCLE
PLEASE RECYCLE THIS CAN
RECYCLE CANS
SUSTAINABLE FORESTRY INITIATIVE
100 PERCENT RECYCLED BOTTLE
BOTTLE IS RECYCLABLE
100 PERCENT RECYCLED RPET PLASTIC BOTTLE
100 PERCENT RECYCLED PLASTIC BOTTLE
BPA NI
RECYCLE PLEASE
RECYCLABLE ALUMINIUM
LOVE THE INSIDE RECYCLE THE OUTSIDE
PLASTIC BOTTLE WIDELY RECYCLED
PLEASE RECYCLE CAN
TERRACYCLE RECYCLE ME
RECYCLABLE
RECYCLE THE LIZARD
NON BPA PACKAGING
100 PERCENT RECYCLABLE
RECYCLE OR BECOME EXTINCT
RECYCLE IF CLEAN AND DRY PLASTIC WRAP
THIS ALUMINUM CAN IS 100 PERCENT RECYCLABLE
TERRACYCLE
EMPTY AND REPLACE CAP
BOTTLE PLASTIC WIDELY RECYCLED

Over 80% of claims have
a variation of “recycle”



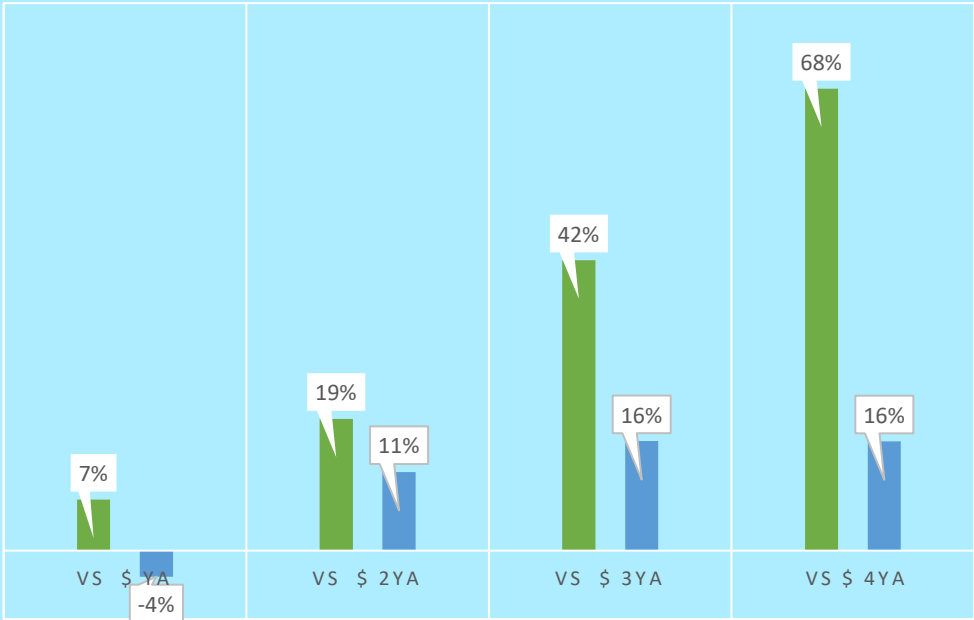
Dataset: NielsenIQ Retail Measurement | US NIQ Total Store Inc Fresh
- 444 - Monthly (Synd) | Entire Dataset | Excluding combination packs

Taking a deeper dive on packaging shape and material

Cans still growing higher over bottles. Within bottles glass gaining slightly last year in growth over plastic

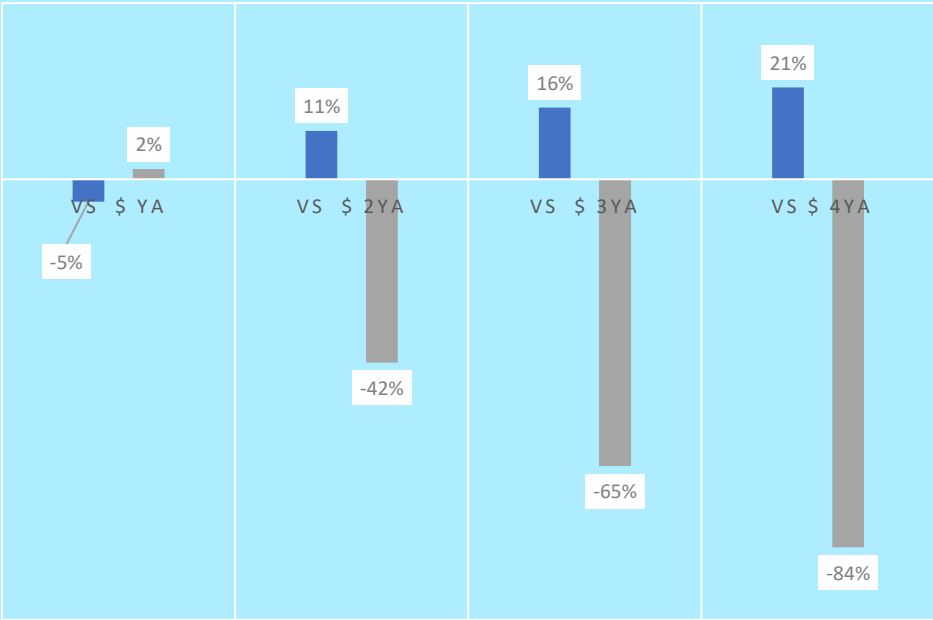
ENERGY BEVERAGES CAN VS BOTTLE

CAN BOTTLE



ENERGY BEV / BOTTLES PLASTIC VS GLASS

PLASTIC GLASS



Top environmental claims per category / L52 weeks \$ sales – Greek Yogurt

GREEK YOGURT
100 PERCENT RECYCLED PAPERBOARD
TEAR OFF LABEL AND RECYCLE CUP
PLEASE RECYCLE
TEAR OFF LABEL AND RECYCLE BOTTLE
RECYCLE ME
WE ARE COMMITTED TO SUSTAINABILITY
CERTIFIED 100 PERCENT RECYCLED PAPERBOARD
REUSE RECYCLE
DISCARD SEAL EMPTY AND REPLACE LID PLASTIC JAR
CERTIFIED PLASTIC NEUTRAL PRODUCT
PLEASE RECYCLE OR REUSE
BPA FREE
RECYCLABLE
SUSTAINABLE PACKAGING
RECYCLE
TEAR OFF LABEL TO RECYCLE CUP
EASY BPA FREE PORTABLE PACKAGE

Over 64% of claims have a variation of “recycle”



Room for Standardization

43 out of 75 Sustainability Claims in the Ready To Eat Cereal Category reference some variation of the word 'Recycle'

Certified 100 Percent **Recycled** Paperboard • 100 Percent **Recycled** Paperboard • **Recycle** If Clean And Dry Store Drop Off Plastic Bag • Please Follow Your Municipality's Instructions For **Recycling** • Minimum 35 Percent Post-Consumer Content • Please **Recycle** • 100 Percent **Recycled** Fiber • This Paperboard Carton 100 Percent **Recycle** • **Recycle** If Clean And Dry Store Drop Off Plastic Pouch • 100 Percent **Recyclable** Paperboard • Please **Recycle** Again • **Recycle** • This Carton Is Made From 100 Percent **Recycled** Paperboard • This Carton Is Made From 100 Percent **Recycled** Cardboard • **Recycle** If Clean And Dry • This Carton Md Using 100 Percent Wind Energy • Carton Made From 100 Percent **Recycled** Paperboard • Bag Inside This Carton Is USDA Certified Bio Based Packaging • **Recyclable** • This Carton Is Made From 35 Percent **Recycled** Cardboard • Please **Recycle** This Box • Empty Before **Recycling** Coated Paper Carton • FSC **Recycled** • **Recycle** Me • **Recycle** Ready • FSC **Recycled** Packaging Made **Recycled** Material • Plant Based Liner Inside • **Recycle** If Clean And Dry Store Drop Off Plastic Wrap • Carton Made From 100 Percent **Recycled** Paperboard • We Proudly Use 100 Percent **Recycled** Materials For Our Cartons • Upcycled Certified • We Are Committed To Sustainability • Please **Recycle** Paperboard Carton • Empty And Lid • BPA Free • 100 Percent **Recycled** Fiber with min 35 Percent Post Consumer Waste Paper • Plastic Free • This Container Made From 50 Percent Post-Consumer **Recycled** Material • This Carton Is Made With 100 Percent **Recycled** Cardboard • 100 Percent **Recyclable** Carton • This Is A **Recyclable** And Compostable Box • This Carton Is **Recyclable** • Terracycle • Made From At Least 35 Percent Post-Consumer Content • Protect The Environment Dispose Of Properly • Package Made From Plants • This Box Helps Save Trees • Package Made From **Recyclable** Plastic • No BHT In Packaging • Environmentally Friendly • Printed On **Recycled** Paperboard • No Plastic • Packed In Cardboard **Recycling** • Please Reduce Your Footprint **Recycle** Reuse This Box • Earth First Pla Film • Carton Made From 100 Percent **Recycled** Paper • Earth Friendly • **Recycle** This Carton • Please **Recycle** Cardboard Box • 100 Percent Renewable Energy • **Recycled** Paperboard • Packaged In A Protective Atmosphere • Please **Recycle** This Carton • Made Using Renewable Energy • Corrugated **Recycles** • 10 Percent **Recycled** Paperboard • Carton Made From 100 Percent **Recycled** Material • This Box Is Made Of 100 Percent **Recycled** Paper • Carton Made from At Least 90% **Recycled** Fibers • Canis • Canister Contains 55 Percent **Recycled** Material • Eco Pac • **Recycling** Programs For This Package May Not Exist Your Area • Box Made From 100 Percent **Recycled** Fibers • Sustainable Forestry Initiative

Sales by Sustainable Packaging Claims by US State

Top 5 \$ contributors of sustainable packaging claims across all states

BREAKFAST SANDWICHES		
Texas	6.91%	57.09%
New York	5.41%	55.32%
California	4.43%	44.38%
Florida	4.35%	39.44%
North Carolina	2.77%	61.50%
Louisiana	1.40%	66.07%
ENERGY BEVERAGES		
California	18.70%	0.04%
New York	7.78%	0.03%
Florida	7.05%	0.02%
Texas	2.73%	0.01%
North Carolina	2.70%	0.01%
Louisiana	0.51%	0.01%
GREEK YOGURT		
New York	17.42%	15.59%
California	5.22%	13.99%
Florida	4.54%	18.13%
Texas	4.21%	19.36%
Pennsylvania	3.14%	19.46%
Louisiana	0.36%	14.30%
RTE CEREAL		
New York	14.07%	56.55%
California	5.26%	51.69%
Texas	4.75%	53.47%
Florida	4.05%	55.16%
Pennsylvania	2.67%	57.20%
Louisiana	0.70%	54.90%

Example: within total sustainable packaging claims across all states in Breakfast Sandwiches, Texas contributes 6.91%

Top 5 states sorted on sustainable packaging claims contribution within total state sales only

BREAKFAST SANDWICHES		
Iowa	0.23%	73.87%
Minnesota	0.87%	68.12%
Nebraska	0.13%	68.01%
Maryland	1.27%	67.47%
Louisiana	1.40%	66.07%
ENERGY BEVERAGES		
Minnesota	1.61%	0.07%
Maryland	1.12%	0.06%
Connecticut	0.54%	0.05%
California	18.70%	0.04%
Utah	0.27%	0.04%
Louisiana	0.51%	0.01%
GREEK YOGURT		
Maryland	1.46%	19.71%
Pennsylvania	3.14%	19.46%
Texas	4.21%	19.36%
New Jersey	2.52%	18.39%
Florida	4.54%	18.13%
Louisiana	0.36%	14.30%
RTE CEREAL		
Iowa	0.24%	63.94%
Nebraska	0.11%	60.10%
West Virginia	0.09%	59.12%
Michigan	2.14%	58.67%
Wisconsin	1.02%	57.72%
Louisiana	0.70%	54.90%

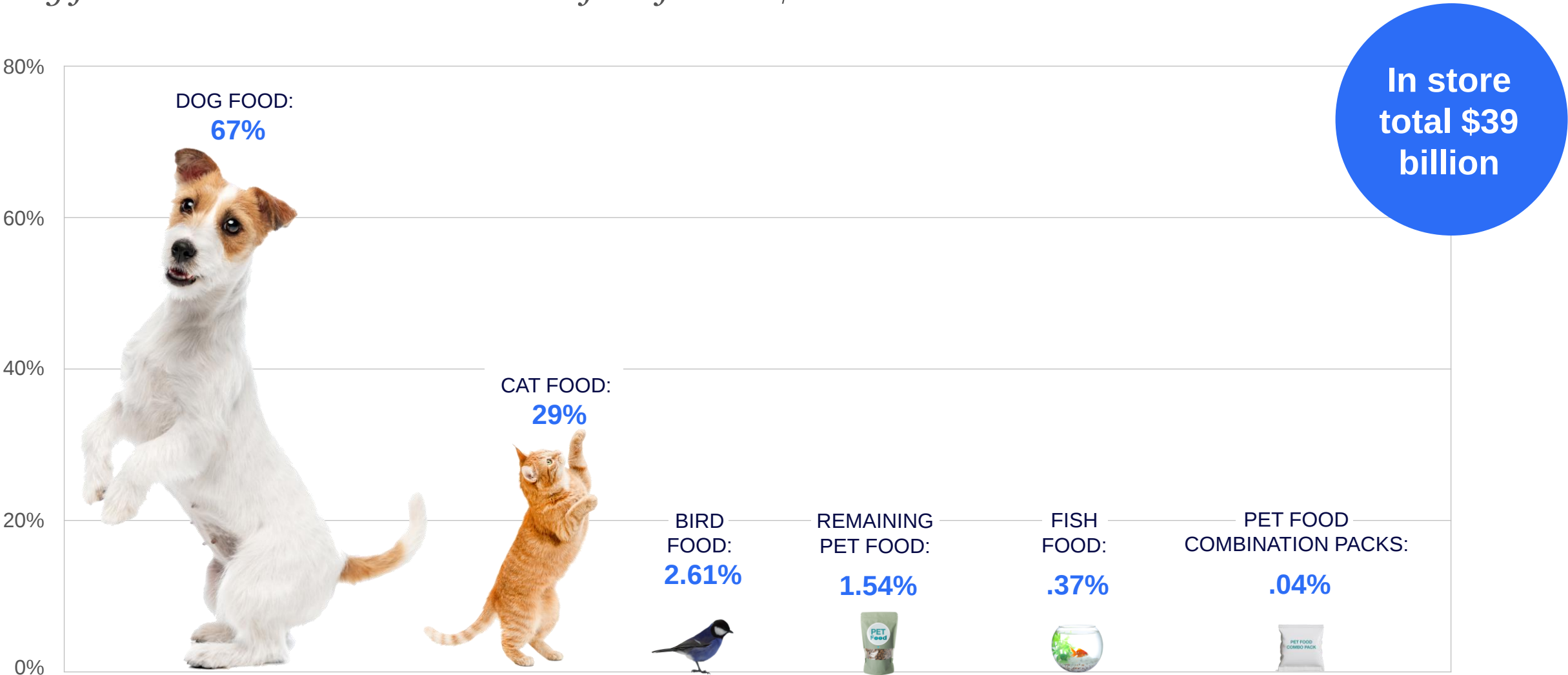
Example: Within total Iowa sales for breakfast sandwiches, 73.87% of these sales make sustainable packaging claims

Claims Case Study: Bark-et Report



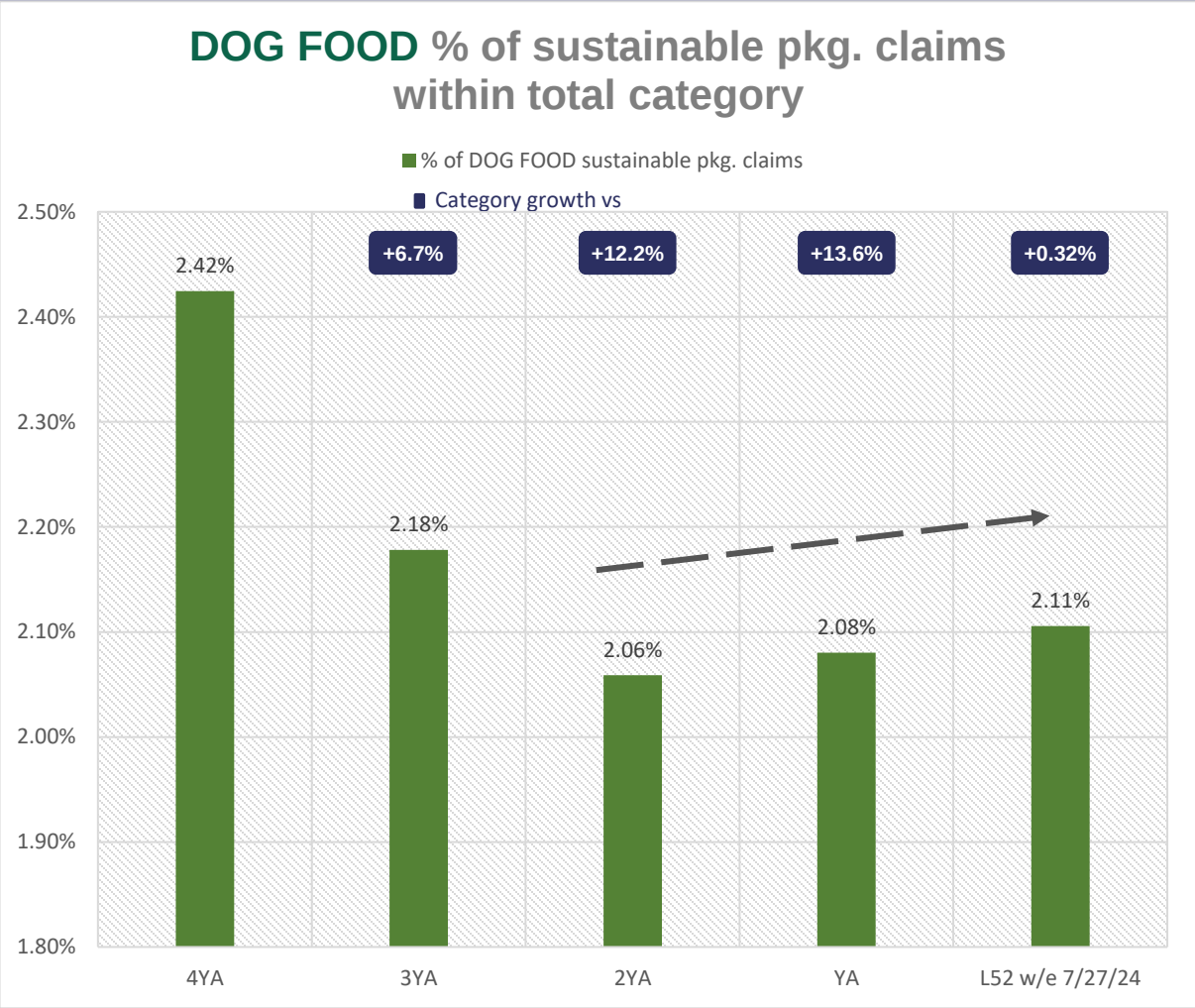
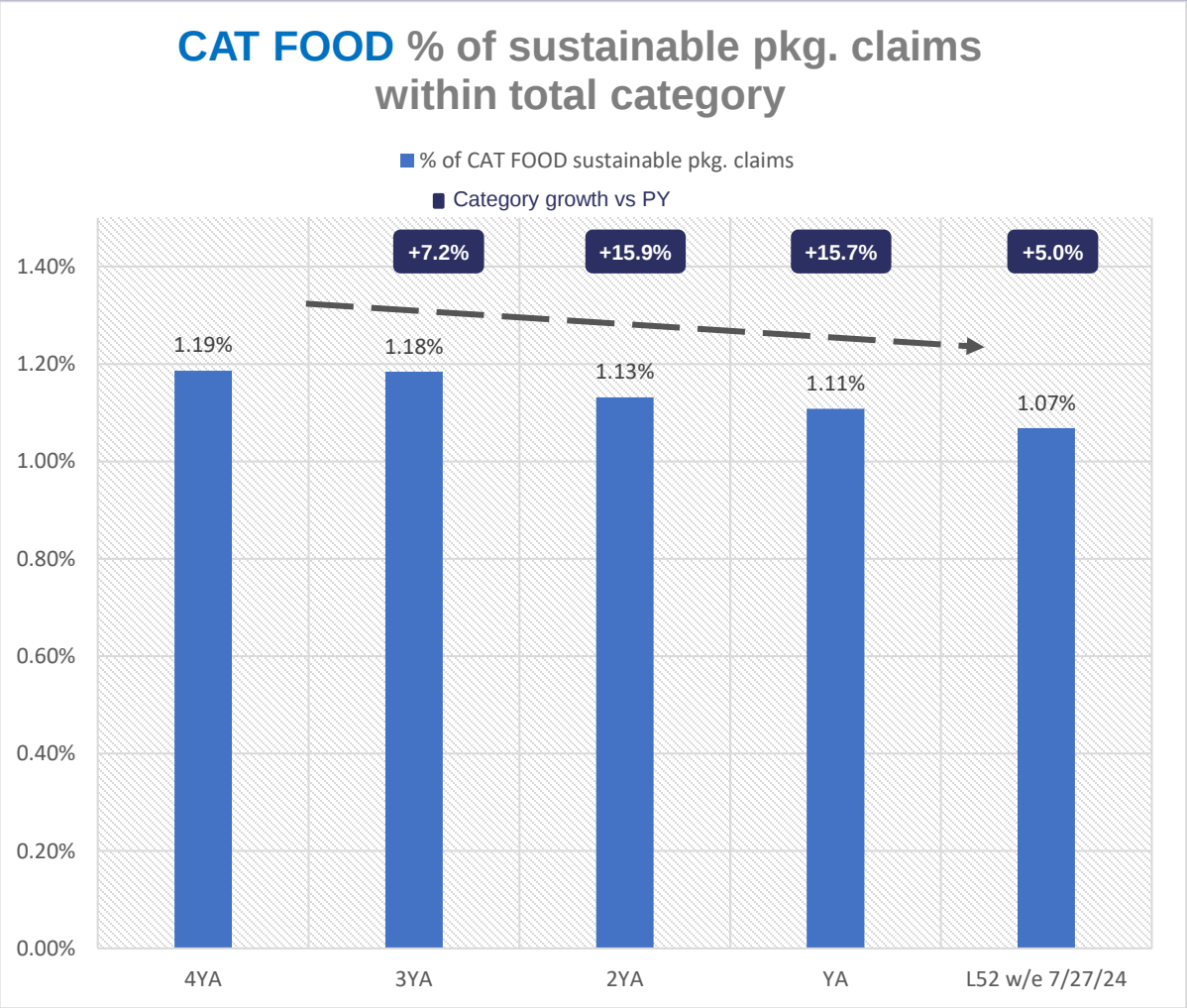
Dog and cat food sales make up 96% of the total pet food category

Dog food is more than twice the size of cat food in \$ sales



Dog Food category has a higher % in sustainable claims than cat

% of sustainable claims within the cat food category have been declining over the last 4 years



Dataset: NielsenIQ Retail Measurement, NielsenIQ Product Insight, powered by Label Insight | US NIQ Total Store excluding Fresh - 445 - Weekly (Synd) | 52 weeks, W/E 7/27/24

The Spectrum of Sustainability Claims: Dry Dog Food Packaging

Examples of 58 claims on dry dog food packaging

Total 162
observed claims
for dog food

Recyclable • Made With Recycled Materials • Please Recycle This Paperboard Carton • This Package Can Be Recycled • BPA Free • Please Recycle • Recycle Me Please • Bag Made With Up To 30 Percent Plant Based Plastic • Recyclable Bag • Ecologically Friendly Bag • USDA Certified Biobased Product Package 30 Percent • Recycle If Clean And Dry • USDA Certified Biobased Product Package 44 Percent • USDA Certified Biobased Product Packaging 30 Percent • Minimum 20 Percent Post Consumer Recycled Content • Sustainable Packaging • Resealable • Recycle Where Facilities Exist • Recyclable Pack • 100 Percent Recycled Plastic • Degradable Sustainable Packaging • Ecologically Friendly Packaging • Bag Made With 30 Percent Minimum Recycled Material • 40 Percent Post Consumer Recycled Material • 100 Percent Compostable Packaging • Recycled Plastic Packaging • Recyclable Container • Terracycle • Sustainable Forestry Initiative • 25 Percent Recycled Plastic • Plant Bag • SFI Certified Sourcing • Green Partnerships • Eco Friendly • Made With Post Consumer Recycled Materials • This Box Made With Partial Post Consumer Recycled Material • Susta Pak • Bio Flex • Ecologically Sustainable • Earth First PLA Film Ingeo • 35 Percent PCR • Sustainable Forestry Initiative Certified Sourcing • Pouch Is Made From 13 Percent Recycled Plastic • 10 Percent Recycled Material • Degradable • 96 Percent Of This Pckg Md Rnwbl Mtrls • Made With 50 Percent Wind Energy • Recycle If Clean And Dry Store Drop Off Plastic Bag • Recycle If Clean And Dry Store Drop Off Plastic Pouch • Recyclable Where Facilities Exist • Certified Earth Friendly • Rcycl Prgrm Ths Pckg May Not Exst Yr Ar • Protective Atmosphere • • Love Your Planet • Originative Sourcing • Please Dispose Of Thoughtfully • Good For Earth • Earth Friendly

● Clear Claims and Instructions

● Partially Clear Claims and Instructions

● Unclear Claims and Instructions

The Spectrum of Sustainability Claims: Wet Dog Food Packaging

Examples of 55 claims on wet dog food packaging

Metal cans are the predominant packaging type and material in this category

Please Recycle • Please Recycle Can • This Package Is Recyclable • Recyclable Pack • BPA Free • Recycle Me Please • Non BPA Lining • Recyclable • Recyclable Aluminum • Non BPA Liner • Recycle These Cans • Made From 70 Percent Paper • Please Recycle Steel • FSC Mix Board • Recycle • BPA Free Can • BPA Free Lining • Printed On Recycled Material • Convenient And Environmentally Friendly Green Package • Enviro Friendly • Please Recycle When Empty • Recycle If Clean And Dry • Non BPA Package • Recycle These Steel Cans • Made With 69 Percent Renewable Material • Recyclable Container • Please Recycle Steel Cans • Recycled Steel • Recycled • Label Printed On 100 Percent Post Consumer Waste • Recyclable Steel • Please Recycle Corrugated Tray Inside • Please Recycle Me • Sustainable Forestry Initiative • Eco Friendly • Made From Up To 70 Percent Paper Rnwbl Rsrc Mnml Envrn Impct • Terracycle • Epoxy Free Can • Corrugated Recycles • Sustainable Forestry Initiative Certified Sourcing • Recycle If Clean And Dry Store Drop Off Plastic Bag • Green Partnerships • 100 Percent Of Epoxy Free • Ecologically Sustainable • Eco Friendly Packaging • Recycle If Clean And Dry Store Drop Off Plastic Wrap • Recycled Materials • FSC • FSC Mix Packaging • Recyclable Only Where Facilities Exist • 100 Percent Epoxy Free • Please Dispose Of Thoughtfully • Rinse And Insert Lid Metal Can • The Recycled Material • The Recycled Materials

● *Clear Claims and Instructions*

● *Partially Clear Claims and Instructions*

● *Unclear Claims and Instructions*

The Spectrum of Sustainability Claims: Dog Food Treats Packaging

Examples of 92 claims on dog food treats packaging

Please Recycle • Recycle • Printed On 100 Percent Recycled Material • Please Be Environmentally Friendly And Recycle • BPA Free • Recyclable • Card 100 Percent Recycled Fiber • Please Recycle This Bag • Recycle This Bag • 100 Percent Recyclable • Printed With Soy Ink • Every Bag Sold Plants One Tree • This Box Made From 100 Prent Rcycl Mtrl • Carton Made With 100 Percent Wind Energy • Sustainable Recycled Packaging • Packaging Made From Rice Paper • 100 Percent Recyclable Paperboard • 100 Percent Recycled Paperboard • Non BPA Package • Recycled Packaging • This Bag is 100 Percent Recyclable • Please Recycle Me • Box Is 100 Percent Recyclable • Recycle Me • Jar Made From 100 Percent Recycled Plastic • This Tub Is Made From Recycled Or Renewable Materials • Please Recycle This Paperboard Carton • Recycle This Package • 100 Percent Recycle Paperboard • Recycled Plastic Packaging • Sustainable Forestry Initiative • Sustainable Forestry Initiative Certified Sourcing • Minimum 35 Percent Post Consumer Content • Terracycle • 35 Percent Post Consumer Waste • FSC Mix Packaging • Recycle If Clean And Dry Store Drop Off Plastic Pouch • Remove Paper Label Before Recycling Plastic Wrap • Plastic Neutral • Reduce Recycle Reuse • Sustainable Packaging • Packaging Made With 20 Percent Post Consumer Recycled Cntnt • Recycle If Clean And Dry Store Drop Off Plastic Bag • Environmentally Responsible • Certified Plastic Neutral Product • Reusable • Minimum 20 Percent Post Consumer Recycled Content • Responsibly Sourced • Environmentally Conscious • Made From 100 Percent Recycled PPRBR • Recyclable Package • This Box Is Made From Recyclable Materials • This Pouch Was Made With Recycled Plastic • Recyclable Bag • 25 Percent Bag Made From Recycled Plastic Bottles Milk Jugs • Packaging Contains Post Consumer Recycled Material • Packaging Made With 25 Percent Post Consumer Recycled Cntnt • Recycle If Clean And Dry • Every Bag Sold Helps Plant A Tree • Sustainably Packaged • Earth Friendly • Recyclable Where Facilities Exist • Renewable Compostable Packaging • Reusable Plastic • Please Recycle This Package • Upcycled Certified • Recycled Material • 35 Percent PCR • Earth Saving Packaging • 30 Percent PCR • Made With Recycled Materials • 33 Percent Post Consumer Recycled Packaging • Biodegradable Packaging • Eco Friendly Package • Recycle If Clean And Dry Store Drop Off Plastic Wrap • Corrugated Recycles • Packaging Contains Post Cnsmr Rcycl Mtrl • Certified Sourcing • Bag Made With Recycled Plastic Bottles • Carton Made With Wind Energy • Bio Flex • Reusable Container • Reuseable • We Are Committed To Sustainability • Bag Made With Recycled Milk Jugs • Please Dispose Of Thoughtfully • 100 Percent Recycled • Discard Seal Empty And Replace Lid Plastic Jar • Love Your Planet • Reduce The Carbon Pawprint • Save The Earth • Good For Earth

● Clear Claims and Instructions

● Partially Clear Claims and Instructions

● Unclear Claims, Empty Claims or Unclear Instructions

Case study comparisons of Breakfast and Pet



	RTE Cereal	Dog Food
Total category	\$9.7 Billion	\$26 Billion
% of sustainable packaging claims	57%	2%
Number of observed claims	75	162
Number of manufacturers making a sustainable packaging claims	67	73

Dataset: NielsenIQ Retail Measurement, NielsenIQ Product Insight, powered by Label Insight | US NIQ Total Store excluding Fresh - 445 - Weekly (Synd) | 52 weeks, W/E 8/10/2024
Dataset: NielsenIQ Retail Measurement, NielsenIQ Product Insight, powered by Label Insight | US NIQ Total Store Inc Fresh - 444 - Monthly (Synd) | 52 weeks, W/E 1/27/24

Arising questions from category comparisons

- What's driving more sustainability in packaging for Breakfast foods over Pet?
- Are consumers of breakfast foods more sustainable than Pet owners?
- Regardless, packaging EPR legislation will equalize all FMCG categories towards compliance for more sustainable packaging practices



Takeaways

Consumers want to be sustainable but need manufacturers to educate on the environmental impacts of their products

As U.S. States enact EPR legislation, standardized language and regulation will accelerate compliance and action

Our packaging data goes deep and can help support tracking and measuring your sustainability goals

September 16-18, 2024 | Anaheim, CA

PACKAGING
RECYCLING
SUMMIT

PRESENTED BY **PACKAGING
WORLD.**

Thank You

Kasra Eskandari
Associate Director, Sales Packaging
Kasra.Eskandari@niq.com
602-486-2101



niq.com





We deliver the *Full View*,
Accelerating sustainable packaging through consumer insights