



Findings from international consumer survey: views and attitudes towards food packaging materials, food shopping and food waste.

The survey was commissioned by Kemira and conducted in April 2019 by a third-party research partner (Taloustutkimus) in the USA, China, Germany and Finland.

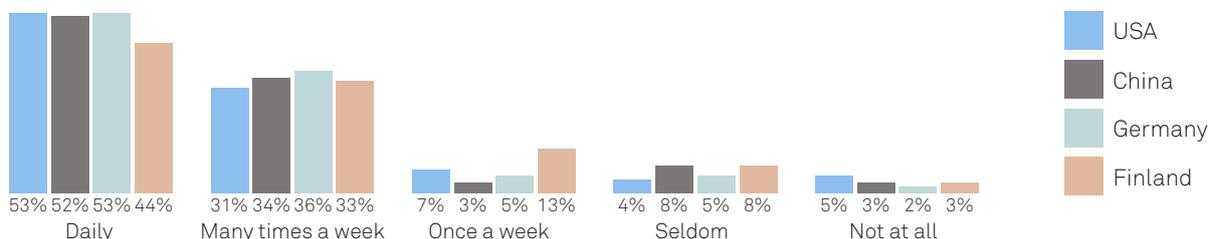
The survey was conducted among adult-age citizens. For the USA, Germany and Finland, the sample is representative of each country's population with regards to age, gender and region. For China, the same applies regarding age and gender, but the sample is formed from Guangzhou, Shanghai and Beijing regions.

4,044 respondents

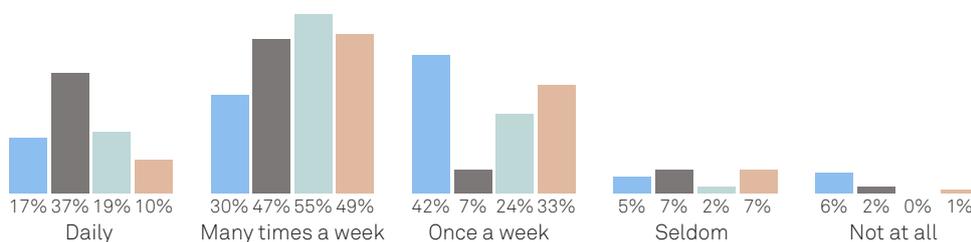
USA 1,018 **Germany 1,018**
China 1,008 **Finland 1,000**



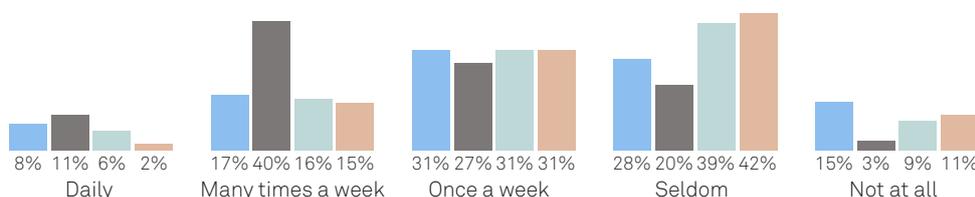
COOKING AT HOME



SHOPPING FOR GROCERIES



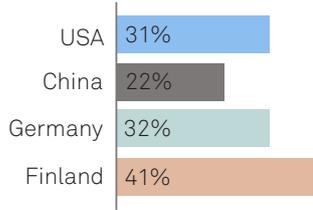
BUYING READY-MADE MEALS



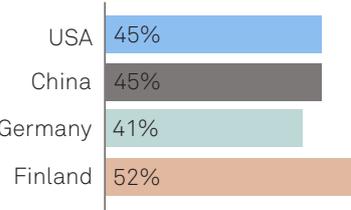
Due to the rounding of decimal percentage values, totals can be between 99% and 101%.
 Kemira Oyj, consumer survey 2019, page 1/2
 Data copyright (please quote): Kemira Oyj

REASONS FOR NOT PURCHASING A FOOD ITEM FROM THE GROCERY STORE

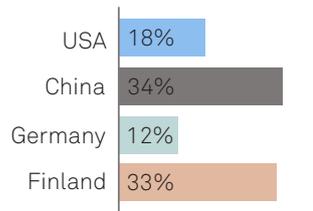
The amount of food inside the packaging is too big



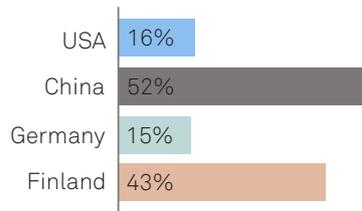
The price is too high



The food inside the packaging is not protected enough



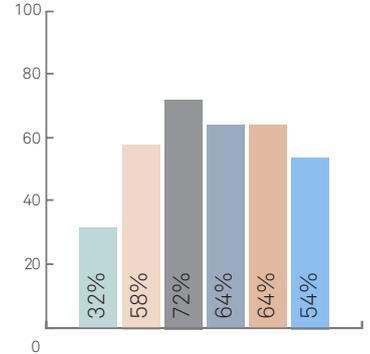
The packaging seems unreliable (broken,leaking, etc.)



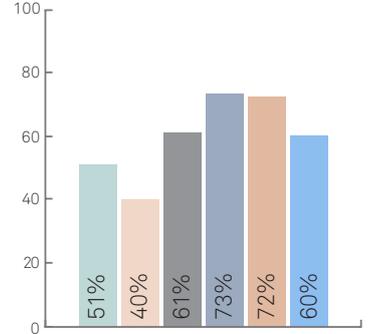
RECYCLING IS AT ITS HIGHEST IN GERMANY AND LOWEST IN THE USA



US respondents who say they always or often recycle



Chinese respondents who say they always or often recycle



Willing to pay more for food packaging if it's made from renewable materials.

**USA 46%
China 85%
Germany 55%
Finland 44%**

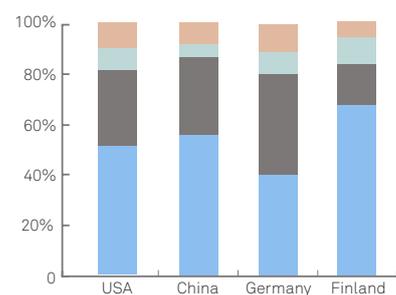
If plastic would be used more in food packaging in the future than now, Finns especially, and to a lesser extent Germans, view this as a negative development.

**USA 35% China 38%
Germany 51% Finland 76%**

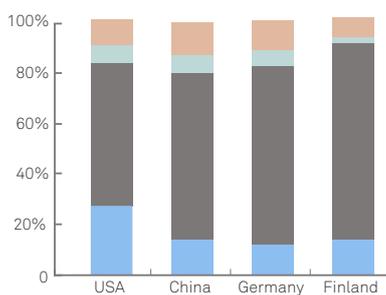
IN ALL MARKETS CONSUMERS CONSIDER BRANDS AS BEING ABLE TO DO THE MOST TO REDUCE THE AMOUNT OF PLASTIC IN FOOD PACKAGING.

Legend: Governments (orange), Shops (teal), Food brands (dark grey), Consumers (blue)

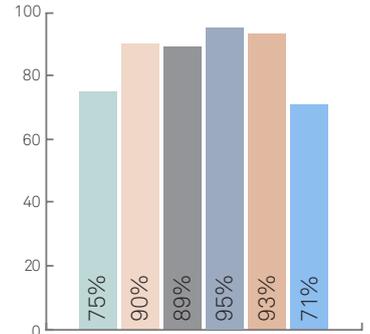
Who is most responsible for food waste?



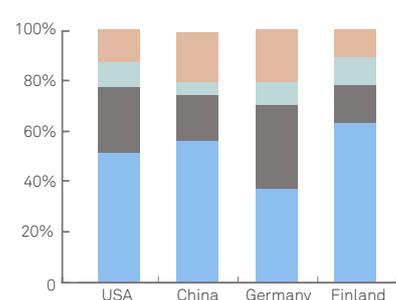
Who is most responsible for plastic in food packaging?



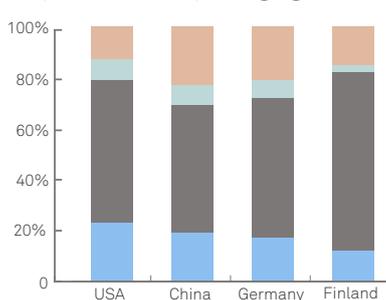
German respondents who say they always or often recycle



Who can do the most to reduce food waste?



Who can do the most to reduce plastic in food packaging?



Finnish respondents who say they always or often recycle

