



plant-based
packaging

The search for plant-based options is fueling innovation.

76%

of grocery shoppers in 2018 say they "have heard or read about plant-based food or beverage packaging"

62%

of grocery shoppers say they "want to learn more about plant-based food and beverage packaging"

61%

of grocery shoppers say "only using packaging that is plant-based" is extremely or very influential to their choice of brands

46%

of grocery shoppers in 2018 strongly agree or agree they "try to buy packaging that is made with plant-based materials"

46%

of grocery shoppers say "plant-based packaging" is extremely or very important for healthy beverages

