

Make the world a better place and drive growth for your business. Sustainability efforts = win, win.

INDUSTRY TRENDS



Sustainability – Sustaining Growth

Sustainability-marketed products are responsible for more than half of the growth in consumer-packaged goods (CPGs) from 2015 to 2019. This growth continues despite the COVID-19 pandemic. – NYU Stern Center for Sustainable Business, Jul 2020



Sustainability – Stealing the Show

Headlines across the industry are touting brands that are stepping up sustainability efforts.

- Keurig Dr Pepper joins plastic waste reduction programs
 - Dole takes on global hunger, sustainability challenges
 - Unilever's Positive Beauty Campaign includes sustainability
 - Mondelez's 2021 Easter egg packaging uses less plastic
 - Nestlé unveils wrapper made from recycled soft plastic
- Headlines from the National Retail Federation Global SmartBrief, 2021

84.51° INSIGHTS



SUSTAINABLE PACKAGING PRODUCT

GROWTH \$ Sales up 14% in FY20 vs Year Ago and 9% vs 2 Years Ago, at Kroger.



SPEND PER HOUSEHOLD ON PRODUCTS WITH SUSTAINABLE PACKAGING

has steadily increased over the past 5 years from \$52.72 in FY-2016 to \$67.40 in FY-2020.



AMPLE OPPORTUNITY FOR PRODUCT PACKAGING INNOVATION

The top commodity for compostable packaging is Natural Tea. 83.6% of compostable packaging products reside in this commodity. Disrupt another category by making your product packaging compostable! The top commodity for recyclable packaging is Soft Drinks.

WHY DO SUSTAINABILITY TRENDS MATTER TO YOUR BUSINESS?

A better understanding of sustainable packaging trends can inform where and how to innovate product packaging to drive growth and shopper engagement with your products.

“It’s clear that brand managers who are not pursuing sustainability strategies will be increasingly left behind.” – Randi Kronthal-Sacco, NYU Stern Center for Sustainable Business

OPPORTUNITY FOR LEARNING & APPLICATION

- Leverage **Biodegradable / Compostable / Non-BPA / Recyclable** packaging product attributes in a custom project and understand the appeal of your brands and products to shoppers with various sustainable packaging purchase behaviors
- Execute a **Segmentation Exploration** project to dive deeper with households exhibiting different buyer behaviors across products with Biodegradable / Compostable / Non-BPA / Recyclable packaging - understanding differences in motivations & perceptions of these shoppers
- Activate with **Kroger Precision Marketing** to target individual households and delight your shoppers by meeting their sustainable packaging needs