

A TIDY KIWI...

Key insights to help you
with your product
packaging



COLMAR BRUNTON
A Kantar Company



A TIDY KIWI...

Nearly three quarters of
Kiwis say that
*environmentally
friendly packaging
influences their
purchase decisions*



↑ among females

RESEARCH DETAILS

Research overview

To deny the sharp increase in consumer awareness and consideration for our environment is hard to do.

In the last few years we have seen an explosion of initiatives aimed at improving the future of our planet – mostly aimed at the reduction of plastic in favour of more environmentally friendly materials. This shift towards a circular economy is heavily driven by packaging and production within the food industry.

The key questions therefore surround consumer views on pack types, expectations, and associated costs. We've delved into some research to discover what Kiwis think about packaging to provide current insights and consider future trends.

Who took part?



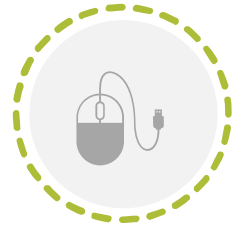
NZ CONSUMERS -
NATIONALLY
REPRESENTATIVE
SAMPLE



N=1005



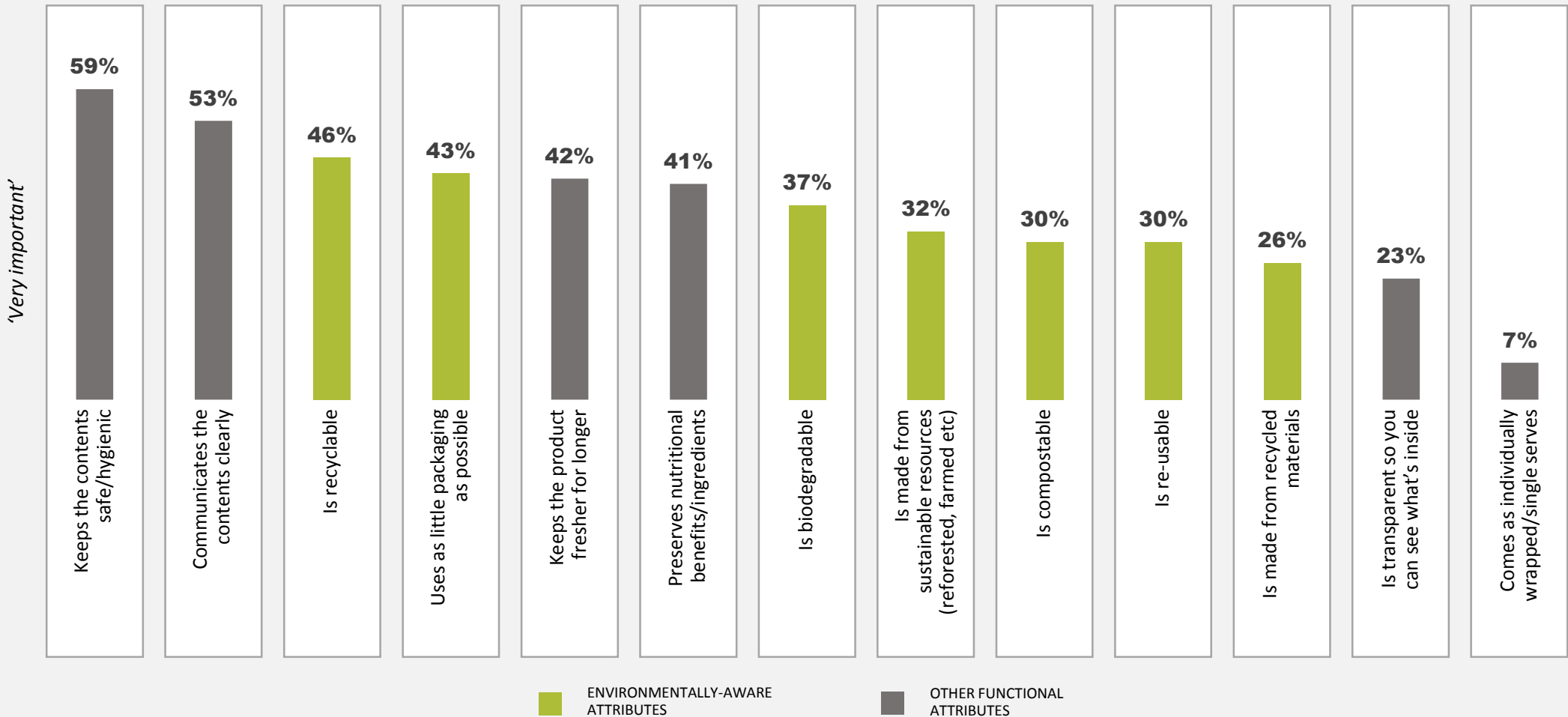
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MALE:FEMALE RATIO



ONLINE SURVEY
VIA OMNIJET

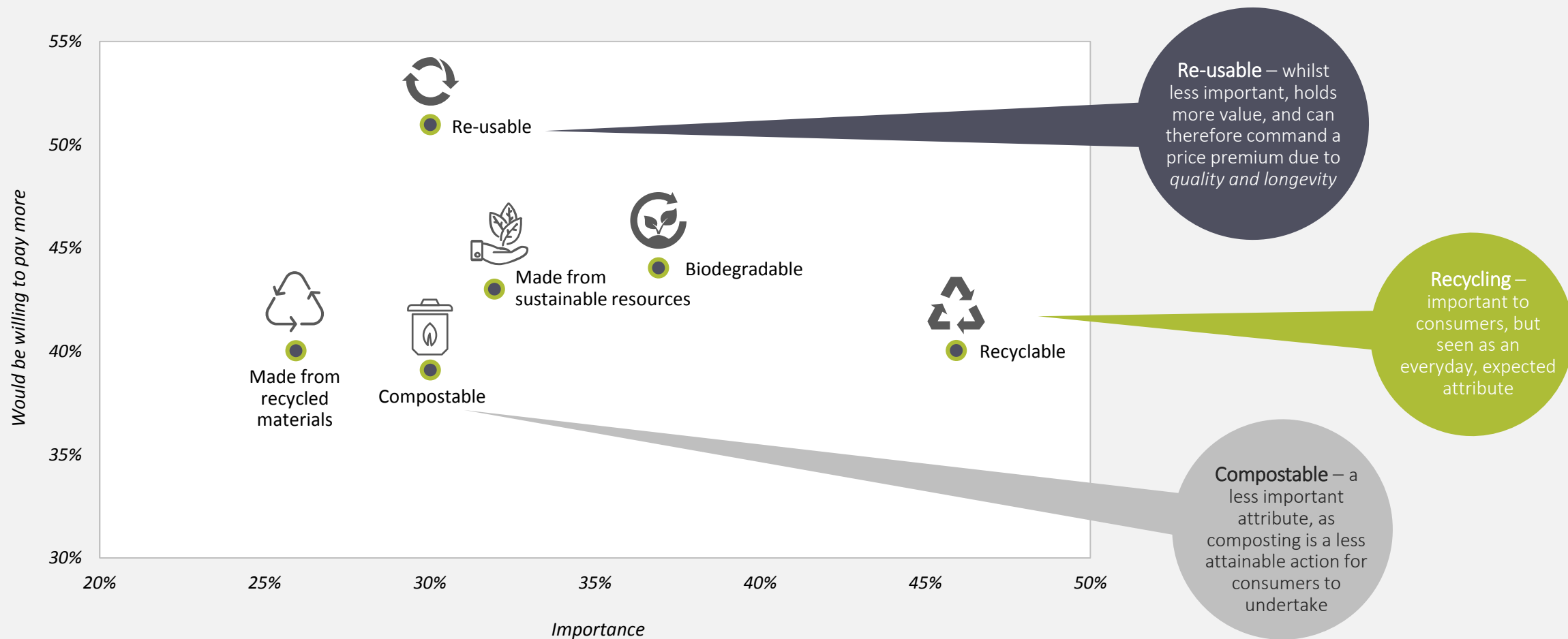
IMPORTANT PACKAGING ATTRIBUTES

Which packaging elements are considered most important to consumers?



COMMANDING A PRICE PREMIUM

Which environmentally friendly packaging attributes are important enough to command a price premium?



KEEP FRUIT & VEG PLASTIC FREE

Fruit & Veg are considered the most important food group to be presented in environmentally friendly packaging.



79%

Of Kiwis think that the packaging of fruit and vegetables being environmentally friendly is important

Not at all important Not very important Neither Quite important Very important



Are there products that you get frustrated about the amount and type of packaging?

"Bananas in plastic bags. Veggies on plastic trays. Soft wrapped plastic veggies"

"Cucumbers wrapped individually in plastic. Fruit that has its own peel-able skin cut up and put into a plastic container"

"I hate seeing fruit and vegetables wrapped in plastic. They have a skin, it's ridiculous"

"Fresh fruit and vegetables in the produce department at the supermarket on polystyrene trays with plastic wrap around them"

"If you buy half a cabbage or another vegetable they cut it then wrap it in plastic wrap but it's done about three times so it's a lot of plastic for half a cabbage"

"Vegetables that are cut up and wrapped in plastic"

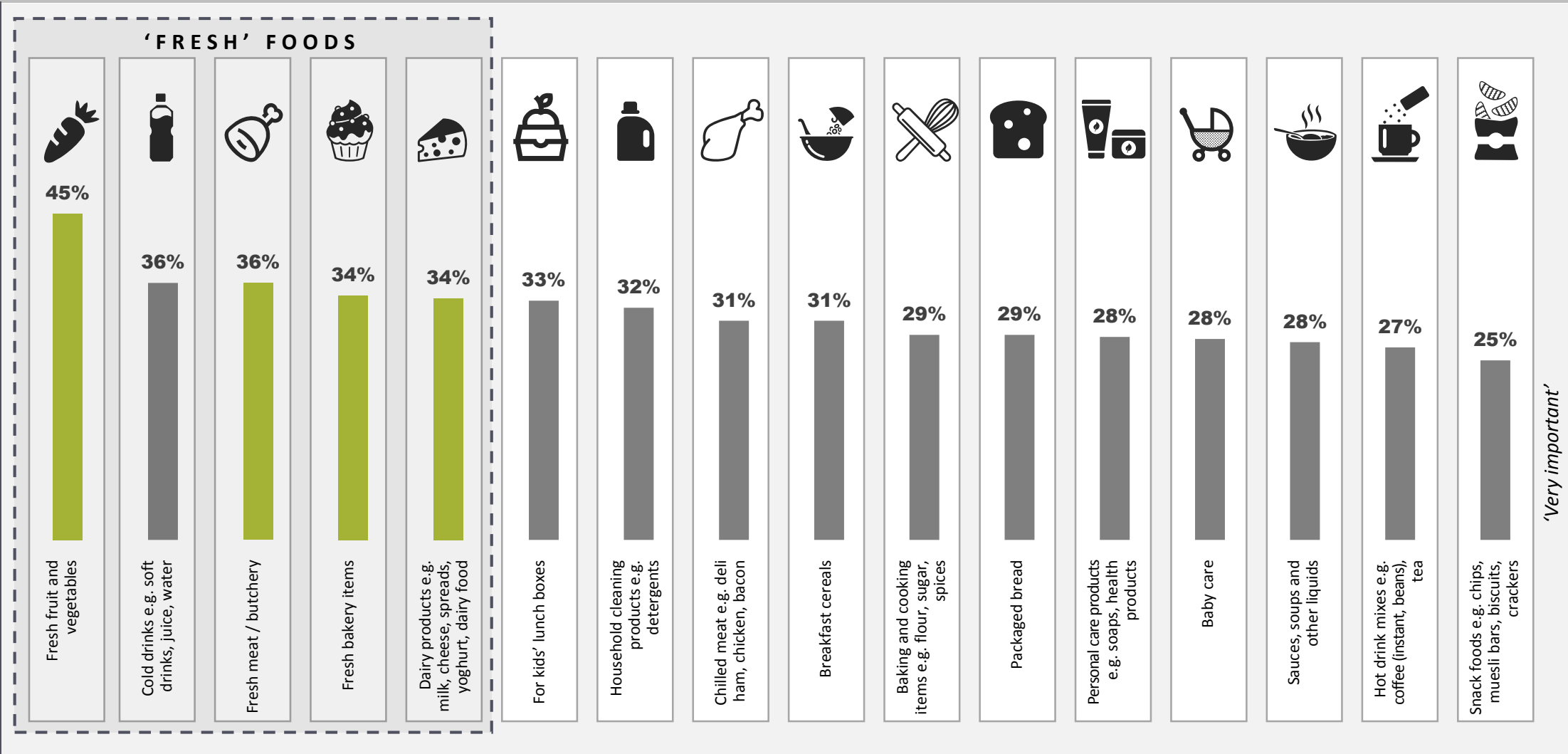
"Supermarket vegetables in plastic. They should offer paper bags for all fresh products not just mushrooms"

FOOD CATEGORIES & PACKAGING

Fresh foods are seen as most important to present in environmentally friendly packaging.

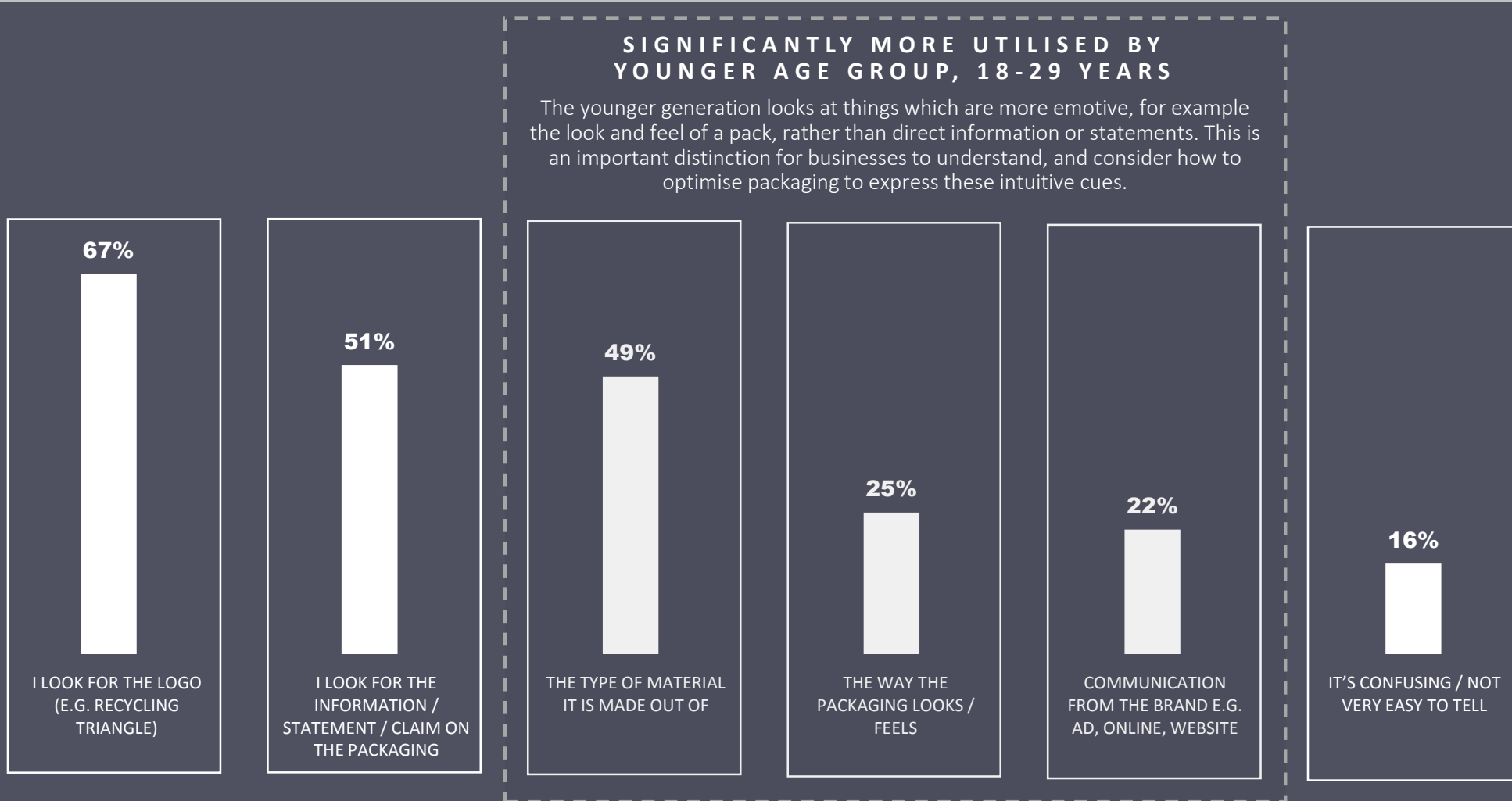
Foods which are considered 'very' important to be in environmentally friendly packaging

○○○



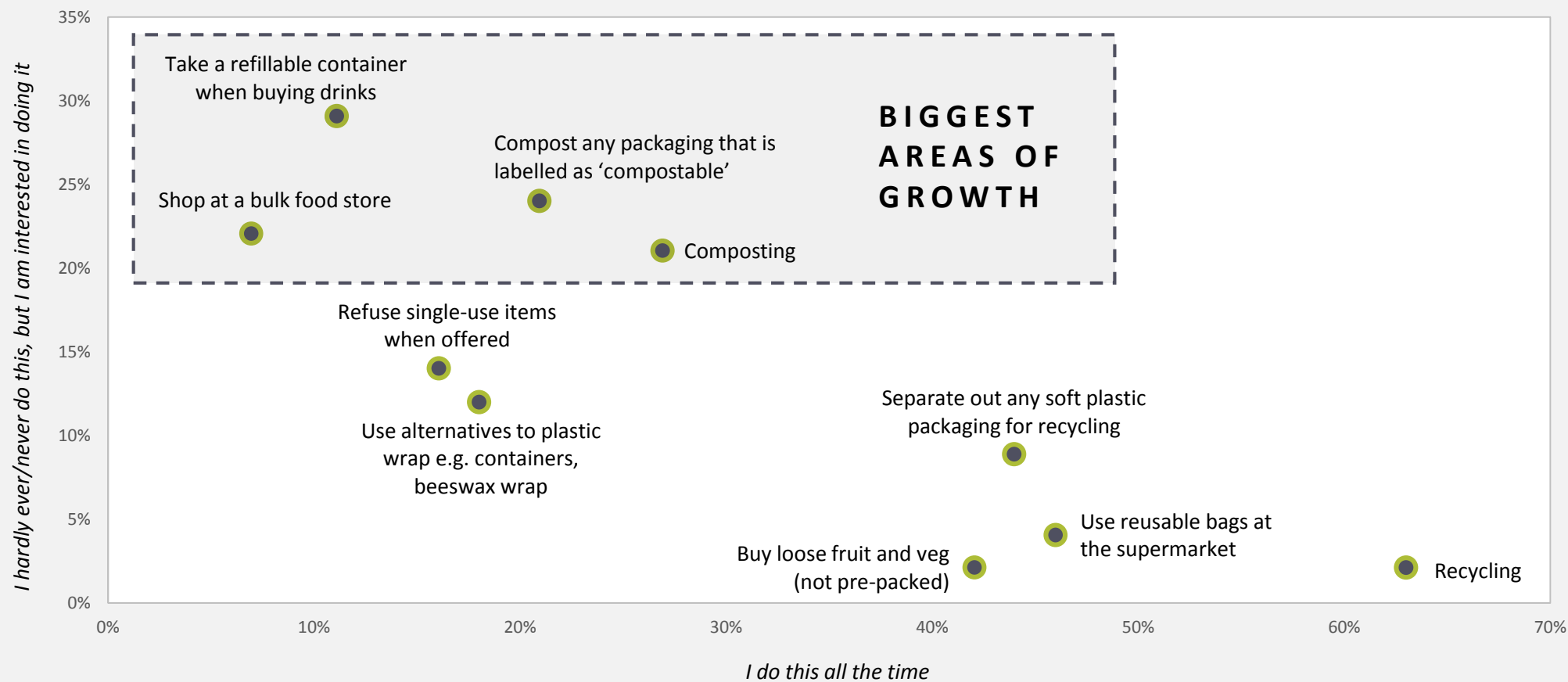
PACKAGING CUES

What signals are Kiwis using to determine how environmentally friendly packaging is?



SUSTAINABLE BEHAVIOURS

What are consumers doing to be more environmentally friendly?



How often do you do the following?
Base: N= 1005

GENERATIONAL DIFFERENCES

Sustainable purchase and consumption behaviours show a separation in the action taken by different generations.



60+

*Sensible,
practical,
attainable*

The older generation (60+) are more likely to employ attainable, everyday actions towards less waste, such as using reusable bags at the supermarket, composting, separating out soft plastic packaging for recycling, or buying loose fruit and veg (non pre-packed).



18-29

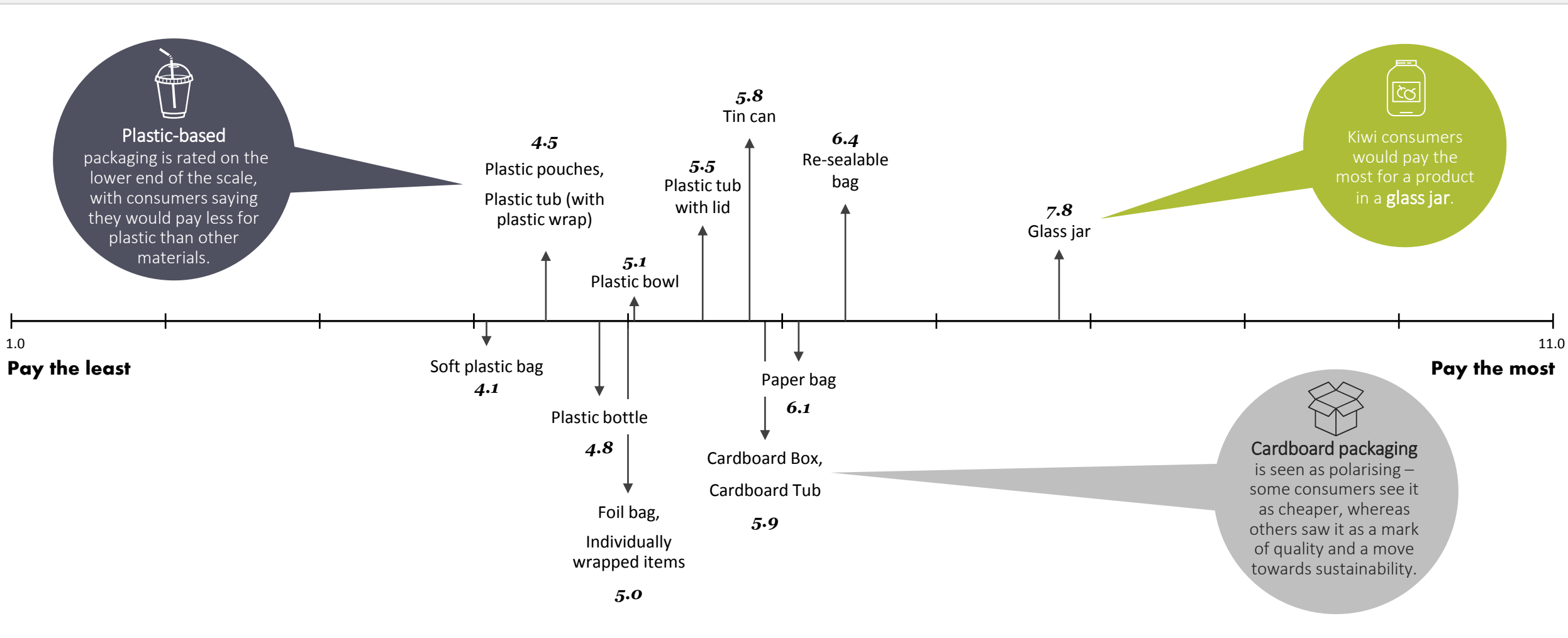
*Radical,
inventive, new
lifestyle*

The younger generation (18-29 years) are more invested in newer, trendier behaviours – for example, shopping at a bulk food store or taking a refillable container when buying drinks (e.g. coffee).



THE VALUE OF PACKAGING

Which pack formats are consumers prepared to pay more for?

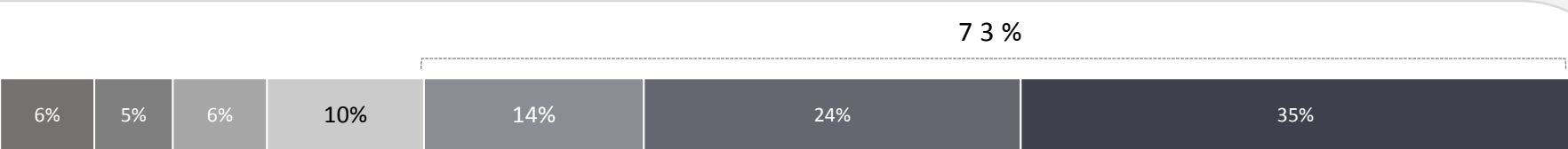


BAN OF PLASTIC BAGS/STRAWS

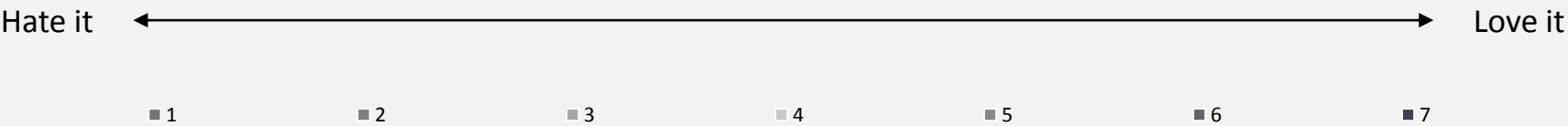
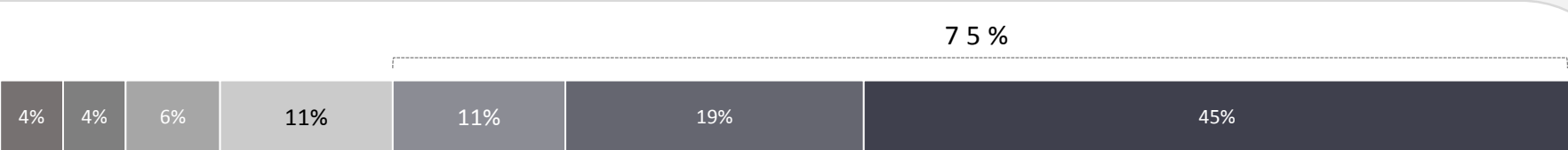
How do Kiwis view the ban on plastic items?



BAN OF
PLASTIC
BAGS

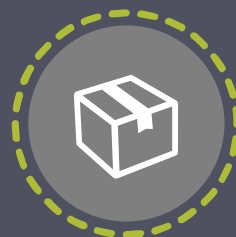


BAN OF
PLASTIC
STRAWS



“ | CONSUMER COMMENTS

What specific functions or examples do consumers recall when thinking about environmentally friendly packaging?



Specific pack functions

- *“Packaging that has gone too far the other way, like wafer thin plastic bags that break very easily. Better to have sturdier paper bags that will handle the weight but can still be used as garden mulch, composting or lighting the fire (for those of us that know what fireplaces in homes are and still have them)”*
- *“Large 3 litre milk containers - tell me anyone, anyone, who can pour milk out of those without spilling it”*
- *“Paper straws”*

Suitability of pack materials

- *“Biodegradable plastic - doesn't fully degrade so still end up with smaller pieces of plastic”*
- *“Biodegradable shopping bags are not as resistant as the plastic ones, so it's more annoying when shopping, but that is a decent price to pay for the environment”*
- *“I think most packaging that says it's compostable forgets to mention that you can't compost it at home and there's no commercial facility. So off it goes into the rubbish”*
- *“The compostable bags aren't very nice yet. You can only really use them once as they are too sticky. All recyclable plastics are an issue considering the energy it takes to actually recycle them and the lack of markets for that recyclable plastic”*
- *“I bought a box of frozen fish thinking I would recycle the box but learnt that because it was contaminated by food I couldn't”*

**FOR FURTHER INFORMATION
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