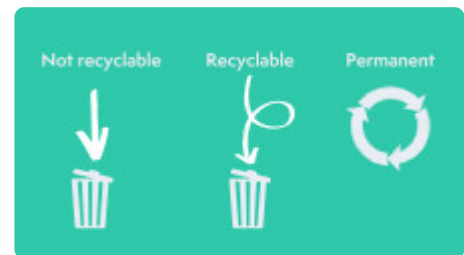


Rise of sustainable packaging: metal comes first in the hearts of European consumers

- 90% of companies in Europe are committed to researching and implementing sustainable solutions, although only 3% have made a significant investment to date.
- 90% of businesses in Europe agree that consumer demand significantly influences their packaging decision-making.
- 33% of companies say that cost is a major issue for them, ahead of consumer interest (19%), and supply chain issues (19%).



For the third consecutive year, Eviosys, leader in metal packaging, commissioned a Europe-wide survey to assess consumers' opinions on the metal packaging industry and their priorities in their purchasing decisions. This year, the study also included a new component: raising business awareness of sustainable development. Eviosys is therefore pleased today to unveil the results of its 2024 survey, which demonstrate a significant change in the behavior of Europeans with regard to sustainable packaging and in their preferences in terms of materials.

The study, in which several thousand consumers and hundreds of companies across Europe participated, highlights consumers' growing awareness of the environmental impact of their packaging choices. An overwhelming majority (59%) say they are upset by the excessive use of plastic on supermarket shelves, while 63% see metal as a more sustainable alternative.

Consumers: growing enthusiasm for sustainable packaging and metal

According to the results, 57% of consumers are willing to pay more for a product if the packaging is durable, while 82% say they are more likely to buy a product if it has metal packaging, knowing that the metal is infinitely recyclable. This preference reflects not only consumers' commitment to sustainable development, but also the evolution of their value system. 70% of them favor the recyclable and reusable nature of packaging rather than a unique or sophisticated design.

Businesses: a committed transition towards sustainable packaging solutions

According to the survey, the industry is living up to consumers' expectations. In fact, 90% of companies surveyed say they have invested in research or implementation of sustainable packaging over the past year. Despite this, certain challenges remain, such as cost constraints, which come in third place and which companies consider to be a major obstacle to the adoption of more eco-responsible solutions.

Although 98% of companies now say they are aware of recycling and sustainability of packaging materials, the next step for them is to engage with their customers on these issues and encourage shared responsibility throughout. of the value chain. *“There are only two permanent materials that can be infinitely recycled: glass and metal. Other packaging materials will end up being thrown away at some point. As a supplier of metal packaging, we must support brands in their transition in order to provide consumers with solid packaging that is part of a circular approach like metal; all while raising awareness and showing transparency towards them,”* declares **Laetitia Durafour, Marketing Director of Eviosys.**

Eviosys: packaging at the forefront of innovation

Eviosys continues to lead the way in the packaging industry. The Group stands out in particular by offering innovative solutions such as Ecopeel™ which respond to the desire for change among consumers and businesses, and guarantee accessibility, practicality, quality and sustainability. Eviosys' quest for continuous innovation demonstrates its commitment to combating preconceived ideas regarding the recyclability and recycling efficiency of packaging materials; the objective being to strengthen and accelerate the adoption of the metal by businesses and consumers.

“Our R&D strategy strives to respond to a double challenge: ensuring our profitability while demonstrating environmental responsibility,” continues **Laetitia Durafour.** *“We work hand in hand with our customers to not only provide them with products that perfectly meet their needs and those of end consumers, but also to best support them in the sustainable transition of the packaging sector. Ecopeel™ reflects our commitment to innovation as well as our determination to meet the market needs of today and tomorrow.”*

Perspectives: building a sustainable and economically sustainable future

Eviosys supports several hundred European companies that plan to switch to fully recyclable packaging materials in the next three years (45% of participants). The goal: to continue to position ourselves as a spearhead within the industry by bringing new ideas and offering revolutionary products. We are indeed committed to shaping a future where packaging is not just a container, but a real commitment to protecting the environment and raising consumer awareness.

Source: Eviosys

About Eviosys

Eviosys is a leading global supplier of metal packaging, producing food cans and ends, aerosol cans, metal closures and promotional packaging to preserve the products of hundreds of consumer brands. For more information, visit www.eviosys.com.

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