

# 2022 Consumer Insights Research

**NOVA Chemicals has been conducting consumer surveys to better understand the evolving consumer perceptions.**

● Consumers still expect and value quality, convenience, safety, and shelf life that packaging traditionally brings regardless of its format.

● The safety of the product is the number one expectation from packaging for consumers.

● Regarding the benefits of plastic, slightly more consumers agree that the benefits of plastic outweigh the risk. **41%** of consumers agree in 2022, up 4% from 2021.

● **Consumers continue to react positively to facts and research on the holistic value of plastic packaging.** When factual information is presented about the lifecycle environmental impacts of plastics vs alternative heavier materials alongside the safety and sanitation benefits, **71% of consumers reported feeling positive about purchasing flexible plastic packaging.**

● **56%** of consumers aged 44 and under reported purchasing a product specifically because of plastic packaging labeled as “made from recycled materials”

● When offered plastic packaging with **50%** recycled material, approximately **2 in 3 consumers reveal this feature will likely influence purchase intent.**

● Labels like “**made from recycled materials**” influence the purchase decision for **47%** of consumers, which is up from the previous two years.

● Cost is important to consumers but less so when it is for **sustainability purposes.** Younger consumers report **buying recyclable and recycled content packaging** even if it is more expensive.

