



# The GOB

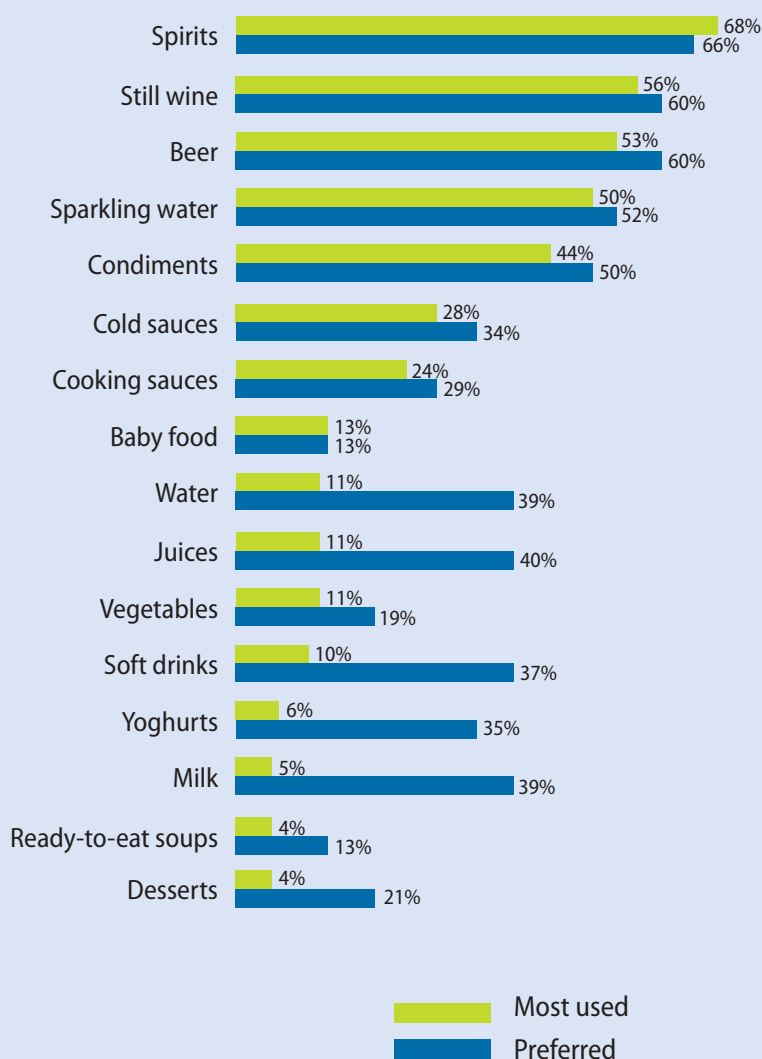
The GOB is a journal of FEVE, The European Container Glass Federation, focusing on glass container issues for a broader audience. We are trying to keep you up-to-date about the latest issues and news of the container glass industry and try to shed some light on the most pressing issues of the industry. In the first edition of The GOB in 2011 we want to highlight the latest EU wide consumer survey why green-conscious Europeans prefer glass.

## EU WIDE SURVEY SHOWS: GREEN-CONSCIOUS CONSUMERS PREFER GLASS

Almost three quarters of European consumers (74%) recommend glass as a food and drinks packaging material for many reasons - the top of which are taste preservation, health and safety, environment friendliness.

However, there is a mismatch between consumers preference to have certain products packed in glass and their use which strongly points to the lack of consumer choice on offer in the market place.

The survey shows that for some categories like wine and alcoholic drinks, the offer and demand of products packed in glass and consumer preference are in sync. But the majority of Europeans would prefer to have many more products like milk, yoghurts, water packed in glass.



# KEY OUTCOMES FROM THE SURVEY

## Consumers prefer glass packaging to all other materials

This survey confirms that the vast majority of European consumers highly prefer glass to other packaging materials. Glass packaging has a stable market share in the beverage sector of over 30% (see graph below). 74% of consumers would recommend glass as better packaging option.

## Taste, health and environment are the 3 top reasons consumers prefer glass

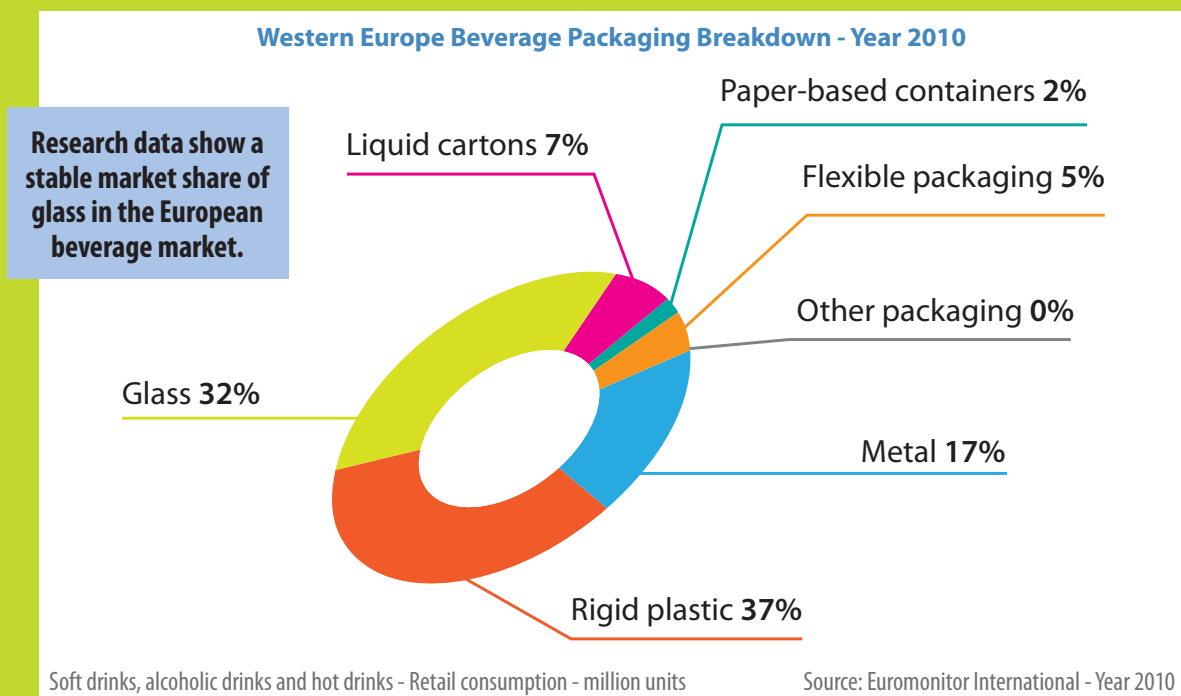
Main perceived qualities of glass are taste preservation, health safety and environment friendliness. 54% of European consumers think glass best preserves taste. 48% prefer glass to other materials for health and safety reasons in fact consumers perceive glass as having the lowest interaction with the content. 43% prefer glass because it is environment friendly. These drivers for using glass are stable compared to 2008.

## Premium quality most associated with products packed in glass linking well with emerging consumer trends.

The survey shows that glass is the perfect packaging material to cater to the needs of today's consumers. Trends towards a growing demand for high quality, pure and natural products, such as organic and bio food and drinks, provide opportunities for glass which best answers to the preservation of these products. 69% of European consumers choose glass because it best preserves the taste of the food or drink it contains and the material is a clear choice for special occasions. Both are important given the increased interest of consumers for great tasting gastronomy and turning even day-to-day consumption moments into something special.

## Market Share for Beverages

**Western Europe Beverage Packaging Breakdown - Year 2010**



## More consumers want glass than what is on offer in the shops

The survey shows that, while for some categories such as wine or alcoholic beverages, the market offer and demand is in sync this is not the case for other categories. For alcoholic beverages 70% consider glass being the best option for spirits. For water 39% of consumers want mineral waters packed in glass presumably to keep the purity and minerals intact for longer. Forty percent (40%) of consumers want their juices in glass, for soft drinks the figure is 37% and for dairy products 39% would prefer their milk in glass and 35% want their yoghurts in glass. Thus the majority of European consumers would prefer to buy these products in glass.

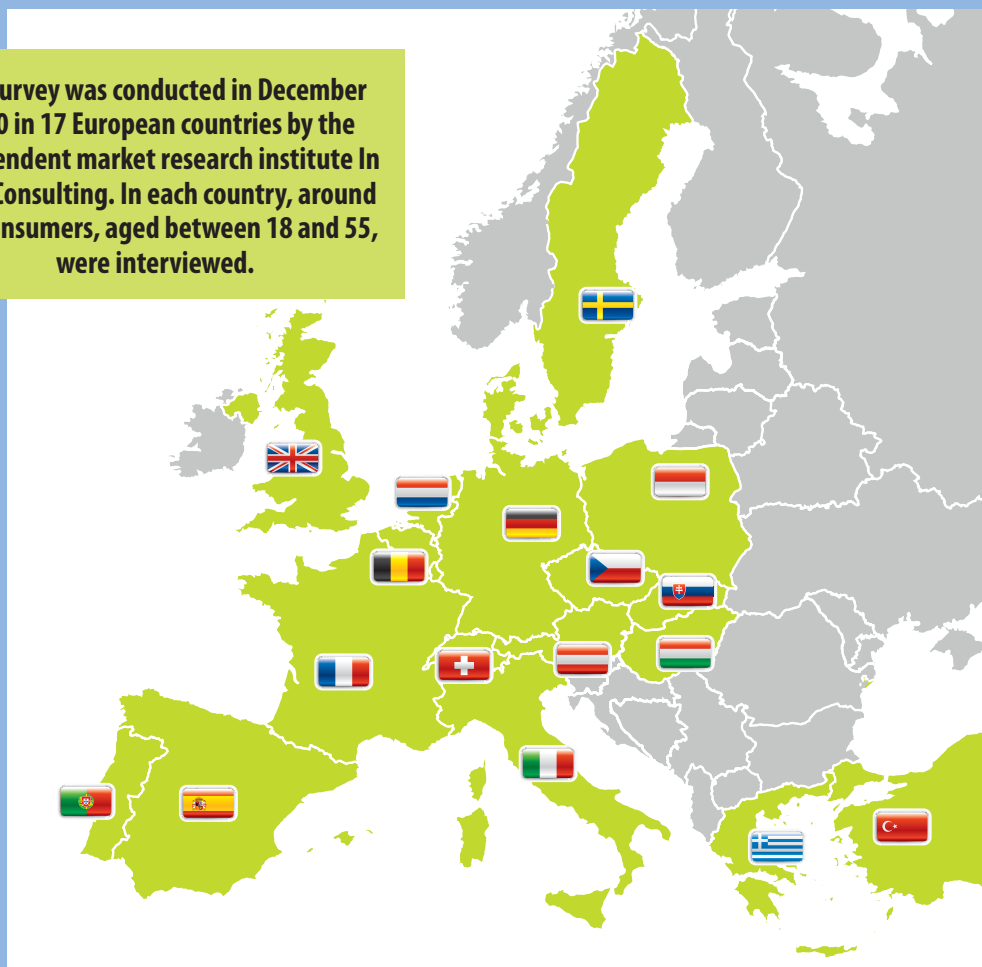
## Glass packaging industry

### - Growth potential in water, fruit juices and dairy products

The survey shows that there is certainly growth potential for the glass packaging industry in the mineral waters market, juices, soft drinks, milk and yoghurts to meet consumer demand.

### European Wide Survey

The survey was conducted in December 2010 in 17 European countries by the independent market research institute In Sites Consulting. In each country, around 500 consumers, aged between 18 and 55, were interviewed.



### For more information on the consumer survey please contact:

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FEVE  
The European Container  
Glass Federation

## MEPs highlight role of glass as the packaging material of the future during first ever water-tasting event in EP

Over 100 European policy makers, members of the European Container Glass Federation (FEVE), consumers and other stakeholders attended on 9 February 2011, the first ever water-tasting event in the European Parliament. The event, entitled 'Discover the Natural Mineral Waters of Europe', was hosted by Dr. Rovana Plumb, Dr. Filip Kaczmarek and Dr. Theodoros Skylakakis, Members of the European Parliament. Andreas Larsson, Best Sommelier of the World 2007, invited the guests to experience the diversity and differences in taste of the mineral waters. **Participants learned during the event about the importance of glass to protect and preserve the taste, colour, and the mineral content of waters.**



The video is now online on:

<http://www.feve.org/Water2011/EP-naturalwater.html>



FEVE  
The European Container  
Glass Federation

### FEVE – Fédération Européenne du Verre d'Emballage

- is the Federation of European manufacturers of glass packaging containers and machine-made glass tableware. The member companies manufacture glass bottles, jars and/or tableware items such as drinking glasses in the European Union, Switzerland and Turkey. Europe is the largest producer of glass containers world-wide.

For more information  
please visit the FEVE website  
**[www.feve.org](http://www.feve.org)**