



## PRESS RELEASE:

### GLASS PACKAGING KEY TO CONNECTING WITH ECO-CONSCIOUS MILLENNIAL BEAUTY FANS, INDUSTRY SURVEY FINDS

**Paris, 30 January 2019:** When it comes to packaging for beauty, fragrance and medical products, **three in four European millennials would opt for products in glass** over any other packaging material, according to an independent consumer research survey commissioned by FEVE, the European Container Glass Federation.

Crucially, glass is clearly seen as the **best packaging material for beauty, perfume and medical products by 77% of the 2,030 consumers surveyed** – coming out ahead of plastic/polyethylene terephthalate (PET) and metal across five European markets. This strong support for glass can be attributed to its environmental credentials, its ability to preserve both quality and scent of the contents, and its premium feel.

These findings are released as [ADF&PCD Paris](#) launches its annual industry show dedicated to innovation in the perfume and cosmetic packaging community.

#### Sustainability influences consumers

When it comes to sustainability, **69% of respondents would rate glass as the most recyclable and ocean-friendly packaging** when compared to metal or plastic/PET, with a further **7 in 10 consumers recognising that glass flacons used for beauty products can be recycled with general household glass**. These findings come at a time when **the vast majority (91%) of consumers aged 18-34 claim to have become more conscious of their impact on the environment** in the last year. To ensure that maximum recycling potential is reached, the glass industry has committed to raising awareness of the full recyclability of glass flacons through a public education campaign conducted via its consumer-facing awareness platform, [Friends of Glass](#).

With our seas estimated to contain more plastic than fish by 2050 and concern over the state of our marine systems on the increase since the release of BBC's Blue Planet II, it's no surprise that consumers are looking to brands to find a sustainably-sound solution to everyday consumer waste.

Glass is one of the most sustainable and eco-friendly forms of packaging on the shelves. No matter which packaging solution it is used for, glass material is endlessly recycled in a closed loop system. Crucially, recycled glass is the most precious resource for new production, potentially replacing the use of sand, soda ash and limestone – all raw materials which are found in nature. When it comes to cosmetics packaging, a 2018 study conducted by German glass association BV GLAS found that glass flacons have a recyclability range between 89% and 97%. Perfume bottles reach a recyclability of above 90 % in terms of tonnage, with remaining 10% again due to the spray nozzle and diffuser components.

#### Glass rated top for safety, preservation and premium feel

Overwhelmingly, consumers find glass to be the **safest packaging** (according to **69% of respondents**), the **best at preserving the quality and scent** of products (**83% of respondents**), as well as giving the **most premium feel** (**86% of respondents**). Perfumes top the list of likely products to be bought in glass, while half of all consumers also state they want to see perfumes, creams and skincare products packaged more in glass; indicating that there is room for growth in the flaconnage category. A broader societal move towards sustainable, high-quality packaging is clearly making its mark on beauty consumers, demonstrating a clear area for brand expansion in the perfume and cosmetics market.



*“These results show that there is a genuine appetite among sustainability-conscious consumers for more beauty products packaged in glass,”* commented Michael Delle Selve, Senior Communications of FEVE, the European Container Glass Federation. *“With younger consumers drawn to glass for both its premium feel and its sustainability credentials, glass packaging could be the key to connecting with millennials. It’s time for brands to take notice and react by increasing their offerings in glass packaging.”*

These results are consistent with an earlier ‘Consumer Barometer’ conducted by FEVE in April 2018 via its online Friends of Glass community, which found that 73% of Europeans rate glass as the most ocean-friendly packaging, while 78% rank it amongst their top packaging choices when buying food and beverage products. For more information on the findings from this European survey, visit [news.friendsofglas.com](http://news.friendsofglas.com). Results are also available at a country level.

**Choose Glass, Never Litter, Always Recycle.**

**-ENDS-**

#### Notes to Editors

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#### **About the InSites Survey**

The online survey was conducted in October 2018 via independent consumer research company [InSites Consulting](http://insitesconsulting.com), targeting consumers aged 18-34 in five countries: France, Germany, Italy, Spain and the United Kingdom. Participants were recruited via an online research panel, with a gender split of 75% female and 25% male respondents. Overall, 2,030 responses were collected. The survey tested consumer awareness of the recyclability of glass flacons (vials used to contain perfumes, cosmetics and medicinal products), environmental consciousness and perceptions and preferences for beauty, cosmetics and pharmaceutical packaging. The purpose was to explore consumer attitudes toward packaging materials, and to generate recent consumer data for the container glass industry.

#### **About FEVE**

FEVE is the Federation of European manufacturers of glass packaging for food and beverages as well as flacons for perfumery, cosmetics and pharmacy. The association has some 60 corporate members belonging to over 20 independent corporate groups. Its members produce 80 billion glass containers per year, and include major companies working for the world’s biggest consumer brands. With its 160 manufacturing plants located across 23 European States, the industry is a key economic partner in Europe, and maintains 125.000 jobs along the total supply chain. See more on [www.feve.org](http://www.feve.org) - Join us on Twitter @FeveEU.

#### **About Friends of Glass**

Since 2008, Friends of Glass has brought together a community of 220,000 people, in Europe and beyond, all of whom are passionate about their own environmental impact and who pledge to choose glass for a better planet and a healthier lifestyle. Our members know that small daily life choices add up to a big impact, and we engage with consumers and retailers to raise awareness that glass is the ideal packaging material for families and for the environment. With glass unrivalled in its sustainability credentials, the Friends of Glass community believes that glass is the most ocean-friendly packaging to avoid harmful marine littering. Join the growing community of glass advocates on Facebook and Twitter and add your voice to the Friends of Glass community today at [www.friendsofglas.com](http://www.friendsofglas.com).

Friends of Glass was created by FEVE (the European Container Glass Federation), an international not-for-profit association representing glass packaging for food and drink, flacons for perfumery, pharmacy and cosmetics and glass tableware makers.