

PRESS RELEASE

GLASS PACKAGING DEMAND CONTINUES TO GROW IN EUROPE DRIVEN BY CONSUMER ENGAGEMENT IN SUSTAINABLE CONSUMPTION LIFESTYLE

Brussels, 18 February 2019

Glass packaging production in Europe grew by 1% in volume (tonnes) and by 1% in unit terms in the first half year 2018 compared to the previous half year according to data published today by the European Container Glass Federation, FEVE (Fig 1). The growth is in line with the Full Year 2017 data, which recorded a growth of 2% in weight terms and 2.4% in units and compares favourably with the historical trend since 2012. Between 2012-2017, production has increased by almost 1.7 million tonnes (8.3% increase) or 6.4 billion units (8.9% increase) (Fig 2). Generally, all food and beverage market segments experienced a demand growth for glass, and the outlook is very positive also for the flaconnage sector for perfumery, cosmetics and pharmacy.

We are encouraged by this positive trend which confirms our belief that brands and consumers are switching to glass for environmental reasons”, comments Adeline Farrelly – FEVE Secretary General.

This positive market dynamic for glass reflects an increasing consumer engagement with environmental causes. Consumers – and particularly millennials – are increasingly aware of the impact their daily lifestyle can have on the environment: ‘plastics pollution’ has been amongst the most searched topics on Google in 2018 in UK, (Fig 3). Sustainability is no longer a ‘buzzword’, now consumers see a direct link between their purchasing behaviour and major environmental issues, and they want to know more about the products they buy, and the way brands behave. According to a Unilever survey carried out in 2017, more than one in five (21%) of the people surveyed said they would actively choose brands if they made their sustainability credentials clearer on their packaging and in their marketing (1). A recent Europe-wide survey carried out with the Friends of Glass community states 78% of Europeans pay more attention on the environmental impact of their daily life and actions (2).

Due to the level of media and political attention on “marine littering”, not only plastics but all packaging materials have come under the spotlight, and consumers are more and more attentive to the way products are packed. In fact, this can drive

product choice: the Friends of Glass research reveals that 73% of Europeans rate glass as the most ocean-friendly packaging, 78% rank it amongst top packaging choices when buying their food and beverage products, and 1 in 2 consumers say they use more glass than three years ago (Fig 4).

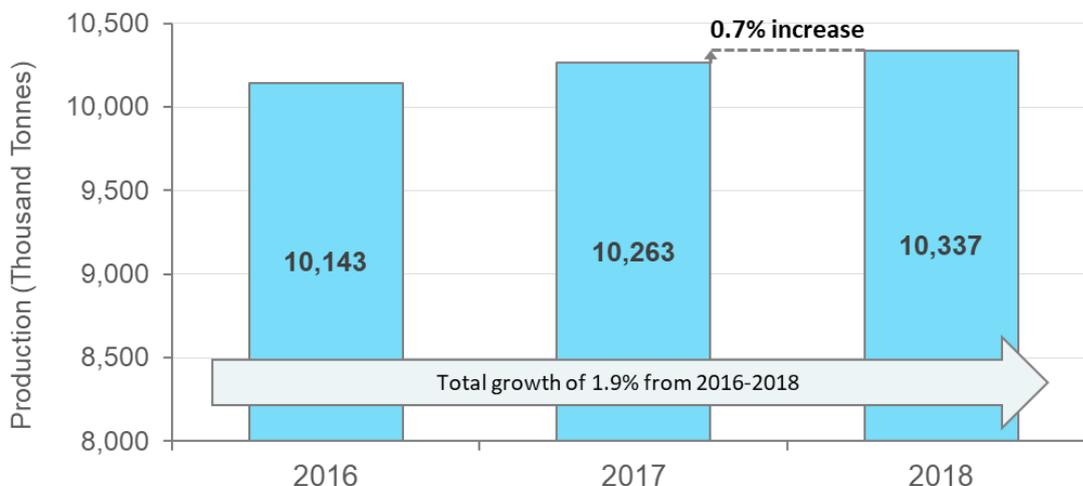
“This increased trust in glass from consumers is heartening for our industry. We are constantly making efforts to optimize the unique recycling properties of glass into a business model that is an authentic example of a Circular Economy. We work hard to improve our production technologies and product characteristics, to reduce energy use and minimize any environmental impact by using recycled glass.” says Adeline Farrelly.

Glass is more than ever the leading packaging material for spirits, wines and beer, while it is increasingly gaining share in the food, water and dairy sectors. It the second leading packaging material in Europe in terms of volume (Fig 5). The industry is strongly committed to champion glass as packaging of the future.

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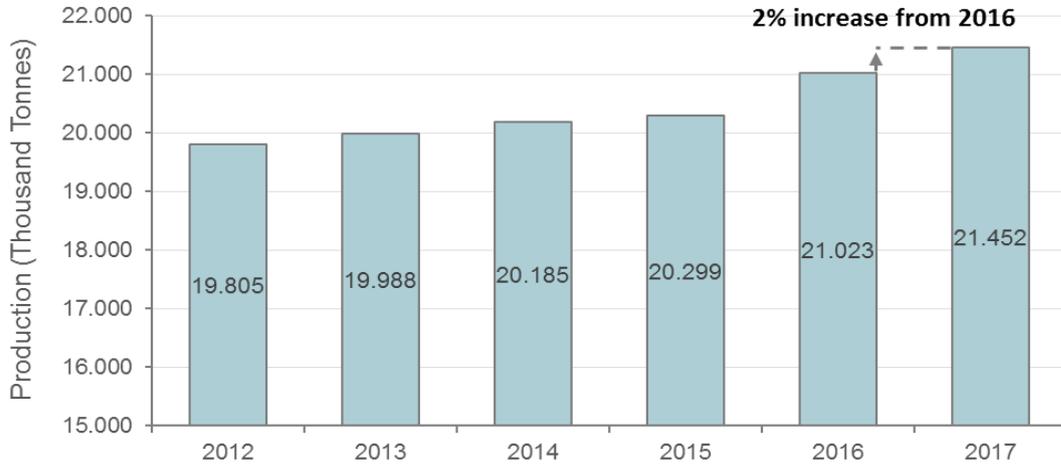
- (1) **Unilever Survey 2017** - <https://www.unilever.com/news/press-releases/2017/report-shows-a-third-of-consumers-prefer-sustainable-brands.html>
- (2) See Consumer Barometer 2018 on the **Friends of Glass** platform.

(Fig 1) - Glass Container Half Year Production for Food and Beverages in Europe



Note: Figures are for EU28 + Switzerland + Turkey - Source: FEVE data

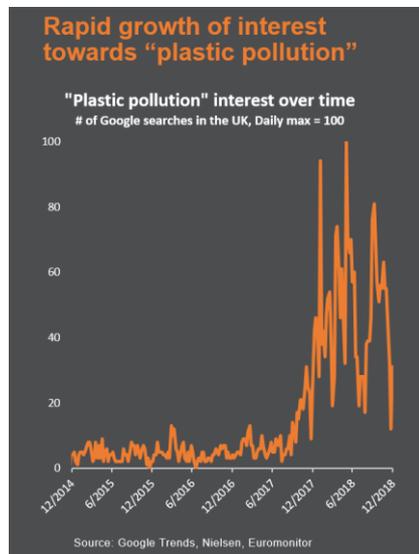
(Fig 2) – Glass Container Year Production for Food and Beverages in Europe



Note: Figures are for EU28 + Switzerland + Turkey - Source: FEVE data

(Fig 3) – Google Search Trends on ‘Plastic Pollution in UK’ in the last 4 years -

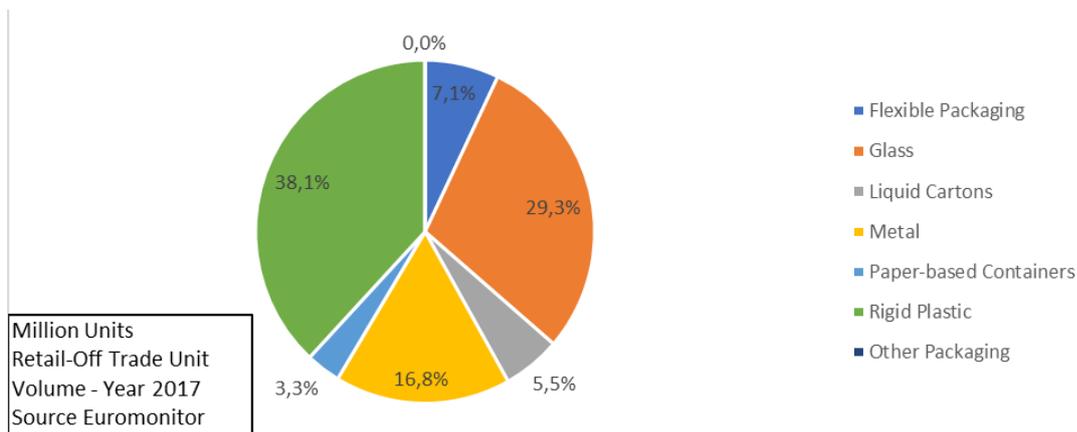
<https://trends.google.com/trends/explore?date=all&geo=GB&q=%2Fm%2F0n5462l>



(Fig 4) – InSites Consumer Research 2017 www.friendsofglass.com



(Fig 5) - Packaging Market Share in the European Beverage Market – Source Euromonitor



About FEVE

FEVE is the association of European manufacturers of glass containers and machine-made glass tableware. It has some 60 corporate members belonging to approximately 20 independent corporate groups which produce over 20 million tonnes per year of glass container for food and beverage, perfumery, cosmetics and pharmacy in 162 plants throughout Europe. Some 125.000 direct and indirect jobs are maintained across the European supply chain. The industry invests €610 million /year in upgrading the 162 plants throughout Europe through innovation, energy efficiency and decarbonisation. View [the infographic](#)

About Glass

As packaging, glass containers assure the preservation, safe delivery and attractive presentation of a vast array of consumer products, supplied to European and world markets. Whether used for drinks, food, cosmetics, perfumes or pharmaceuticals, glass plays a vital role in supporting European trade and commerce. Glass is 100 percent recyclable, virtually inert and preserves the original taste of the products it contains. Consumers prefer glass and support glass through the Europe-wide consumer platform www.friendsofglass.com

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