

PRESS RELEASE

GLASS PACKAGING CONTINUES TO RECORD STEADY PRODUCTION GROWTH IN EUROPE

LATEST AVAILABLE INDUSTRY DATA SHOW THAT MATERIAL SUSTAINABILITY ASSETS
DRIVE DEMAND BY CUSTOMERS AND CONSUMERS

Brussels, 27 January 2020

European production of glass packaging for food and beverage continues to grow according to latest figures published today from the European Container Glass Federation ⁽¹⁾. The increase of 2.0% in tonnes and 1.9% in units (representing an increase of 748 million units) recorded in the First Half Year 2019 corresponds to the best performance over the past 4 years. From 2016-2019, half year production increased by 3.5%. The pace of growth is particularly heartening when comparing to the previous year where the increase was lower (1%).

The strong growth is particularly noteworthy given broader macroeconomic trends in the EU according to consultancy Vivid Economics. *“2019 was a challenging year for many major European economies. However, container glass’ impressive production and sales figures are indicative of a healthy, robust and dynamic industry”* according to Paul Sammon, Industry Lead at Vivid Economics which reports and analyses data for FEVE. *“The increase in growth suggests the sector remains an attractive one for customers and investors and that container glass will be central to a sustainable, circular economy.”*

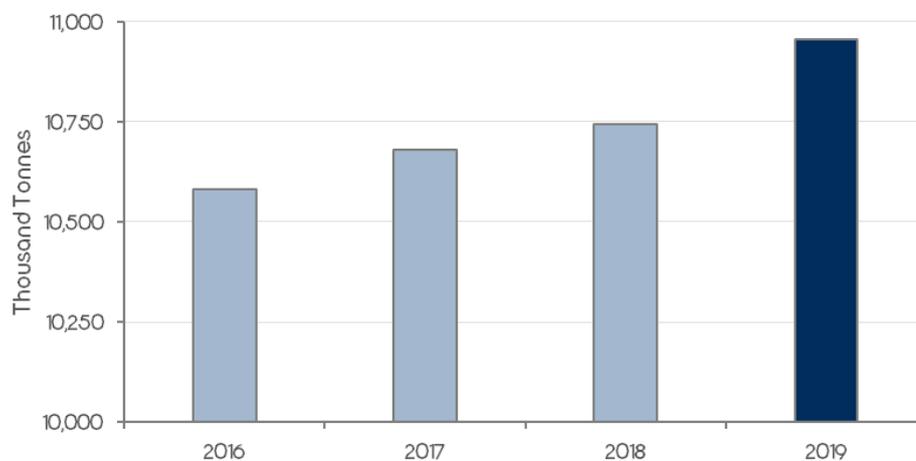
Today, it is a fact that sustainability is influencing consumer purchasing behavior. According to a publicly available report by Nielsen, within the fast-moving consumer goods (FMCG) space, it’s now common practice for shoppers to look for a product which is good for them, but also for the environment. For example, 81% of surveyed global respondents believe that it was either “extremely” or “very” important for companies to implement sustainability programs ⁽²⁾.

“Today, growth opportunities for brands are into the ability to combine what is good for the environment with what is good for consumers. This increased demand for glass reflects the increasing consumer quest for a healthy and sustainable lifestyle also when it comes to packaging choice” – states Michel Giannuzzi, President of FEVE.

Glass packaging is the unquestioned leading packaging material for many sectors like beer, still and sparkling wines, spirits and it is steadily recovering market share in food, water and soft drinks markets ⁽³⁾ .

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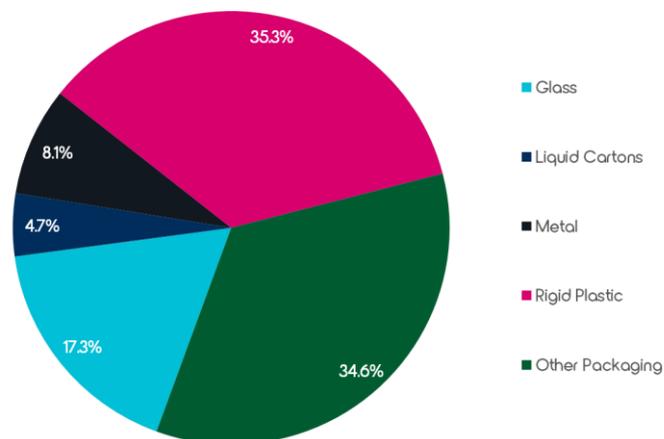
(1) - Glass Container Half Year Production for Food and Beverages in Europe



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

(2) - Source: The Conference Board® Global Consumer Confidence Survey, conducted in collaboration with Nielsen Q2 2017

(3) - Packaging Market Share in the European Beverage Market



Note: Percentages of total 857 billion units sold in 2018 – Source: Euromonitor



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About FEVE

FEVE is the Federation of European manufacturers of glass containers for food and beverage and flacons for perfumery, cosmetics and pharmacy markets. Its members produce over 80 billion glass containers per year. The association has some 60 corporate members belonging to approximately 20 independent corporate groups. Their 160 manufacturing plants manufacturing plants are located across 23 European States and maintain 125.000 direct and indirect jobs along the total supply chain. See more on www.feve.org.

About Glass

Made of minerals abundant in nature - sand, soda-ash, recycled glass and limestone - glass is a 100% and infinitely recyclable material, manufactured in a one-step process under one roof. The majority of collected glass bottles and jars are used repeatedly to produce new food and beverage glass packaging in the closed loop system. Each time a bottle or jar is recycled into new containers, energy and raw materials are also saved and less CO₂ is emitted. In the EU, by recycling glass, over 12 million tons of raw materials are saved each year and over 7 million tons of CO₂ are avoided - equal to taking 4 million cars off the road. We save 2.5% energy and 5% of CO₂ for each 10% of glass recycled in the furnace.

About Vivid Economics

Vivid Economics works with FEVE to help it understand industry and broader macroeconomic trends. Vivid is a leading strategic economics consultancy. Our team of almost 100 analysts in London alongside local offices in the Netherlands, the US and South America has a strong track record over 13 years in the energy, industrial and natural resource sectors. For further contact: Paul Sammon, Engagement Manager, paul.sammon@vivateconomics.com - vivateconomics.com

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