



GLASS Europe's favourite packaging



91% of Europeans would **recommend glass** as the best packaging material to friends and family.

That's 11% more than 3 years ago



Over half of Europeans are choosing more glass packaging than 3 years ago.



Glass is **Europe's favourite packaging** for wine, spirits, sweet spreads, beer, sauces, baby food, oil, non-alcoholic beverages and dairy products.

4 in 5 Europeans prefer to buy their wine and spirits in glass.



Turkey, Austria and Poland lead the way in choosing more glass packaging since 2016.



GLASS the smart choice for the environment

Littering matters – Europeans continue to see glass as the **most environmentally friendly packaging material**.



2 out of 5 Europeans choose glass over other packaging because glass is seen as more recyclable.



For those switching away from plastics, 90% are choosing glass.



Did you know?



Glass has endless lives
It can be recycled again and again.



GLASS Recycling and collection



84%

of Europeans collect glass separately for recycling.



More than ever before: Italy and Turkey led the increase in separate glass collection.



Did you know?



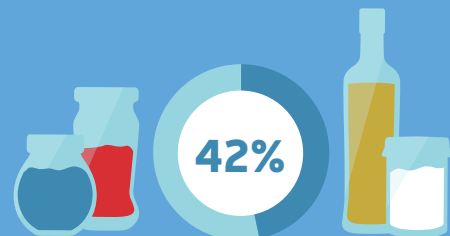
Glass keeps its inherent qualities in terms of safety, quality and taste preservation unchanged, no matter how many times it is recycled.



GLASS the healthy approach



Glass is consistently rated as the **best material** for preventing food contamination.



42% of Europeans think glass best addresses food waste.



Did you know?



Glass is made from recycled glass and raw materials found in nature: sand, soda ash and limestone. The inherent properties of glass act as a safe barrier to external agents.