

# Sustainability

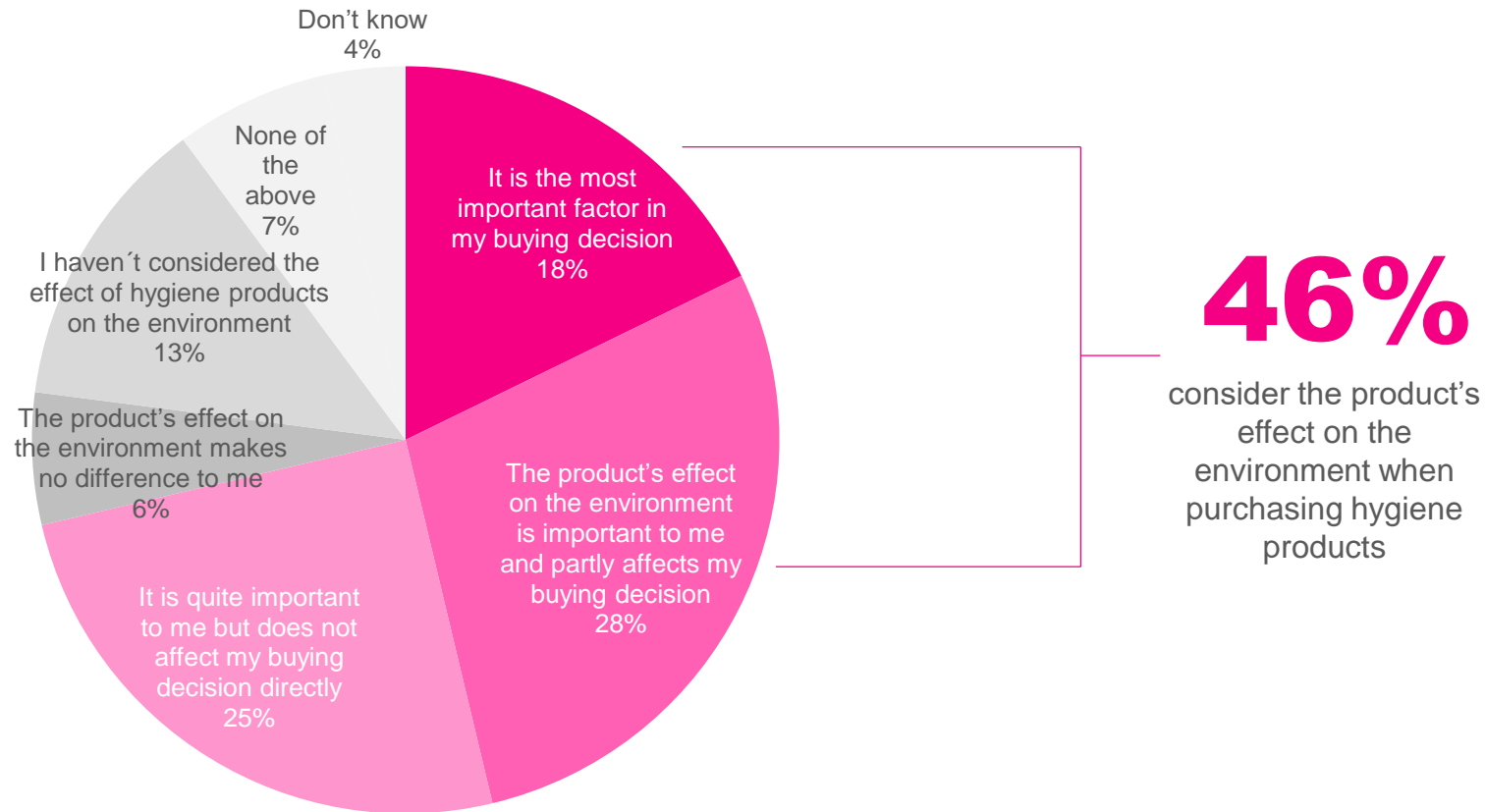
A person is seen from behind, sitting at a desk and looking out a large window. The window offers a view of a city skyline with various buildings. The scene is brightly lit, suggesting daytime. The person is wearing a light-colored, possibly pink or white, long-sleeved shirt. The desk has some papers and a small object on it. The overall atmosphere is calm and professional.

# 1 in 4

think that the hygiene products category  
needs to address its plastic use

# Almost half of the respondents consider hygiene products' effect on the environment before purchase

2018

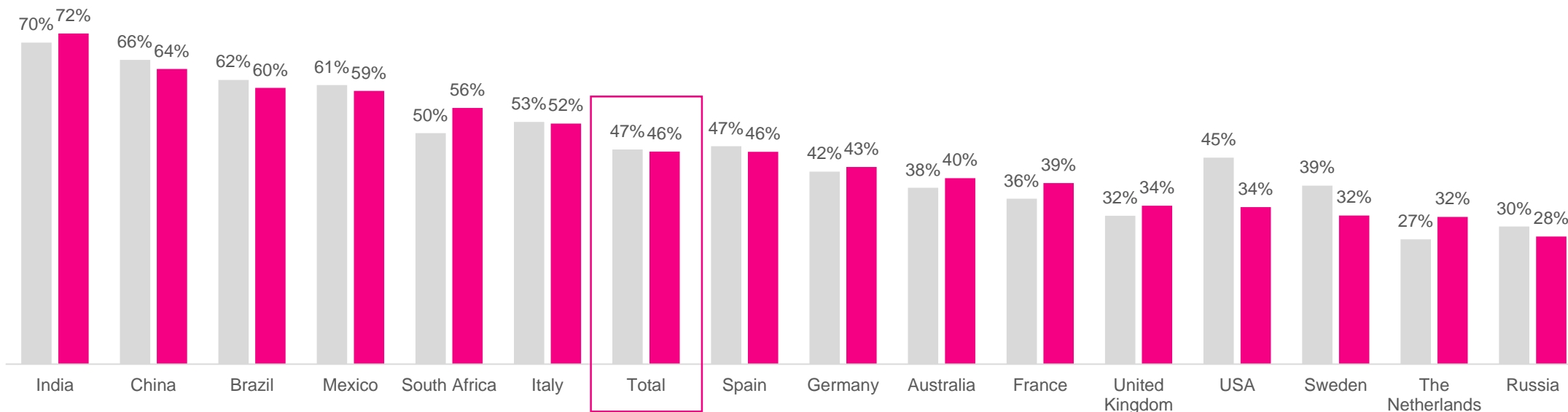


# The concern for hygiene products' effect on the environment is almost equal to that in 2018

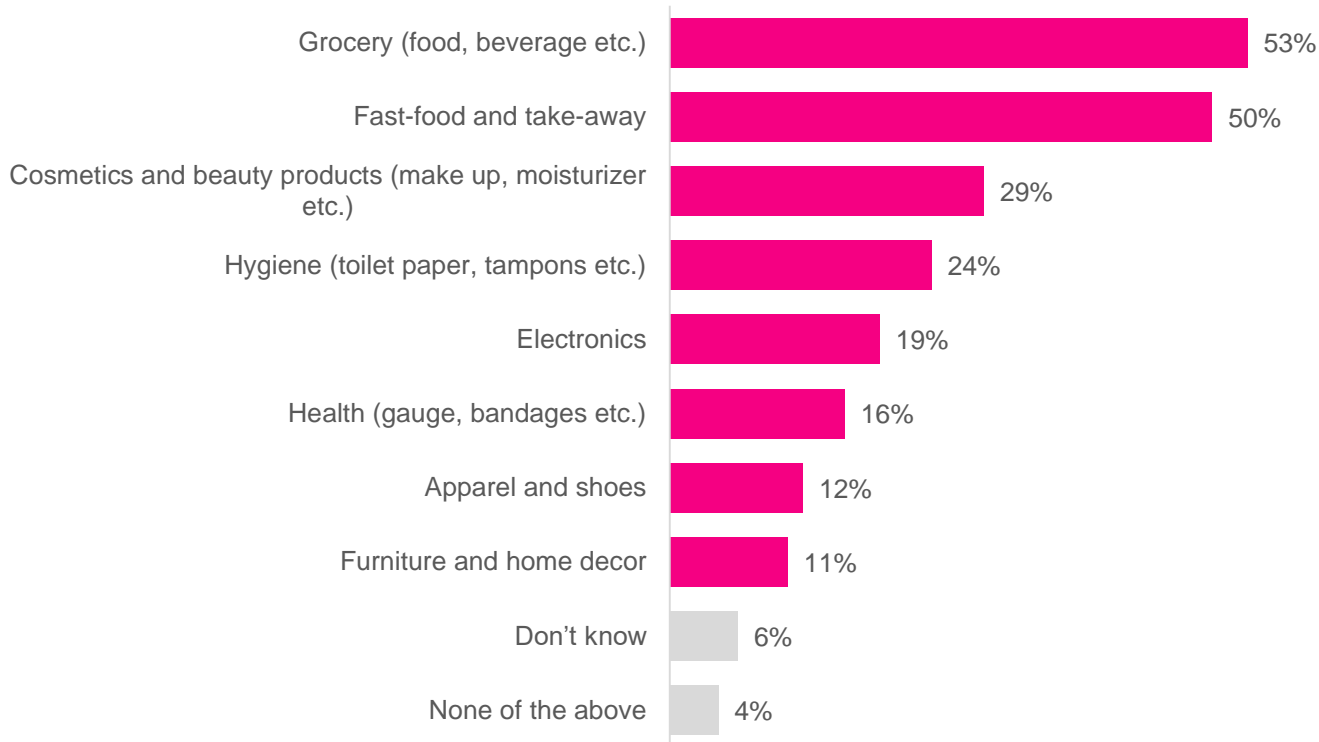
2018

Consider hygiene products' effect on the environment important

■ 2018 ■ 2020

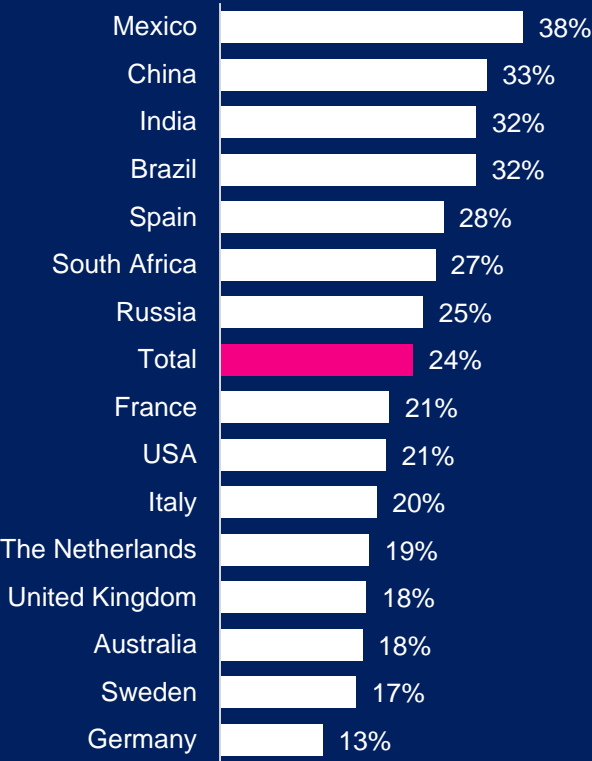


# Most people think the Food & Beverage product category needs to address plastic use most urgently

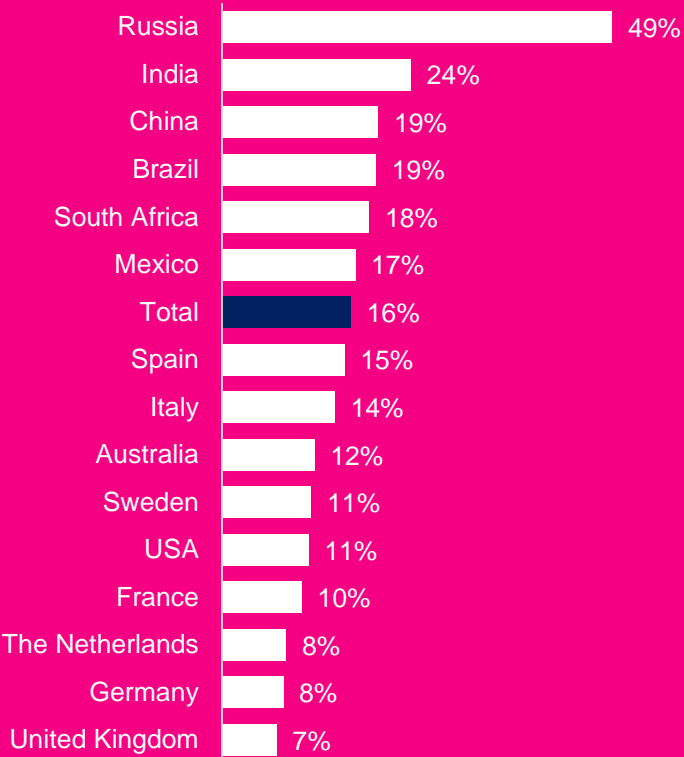


# The demands on hygiene and health products to reduce plastic use are still comparatively low

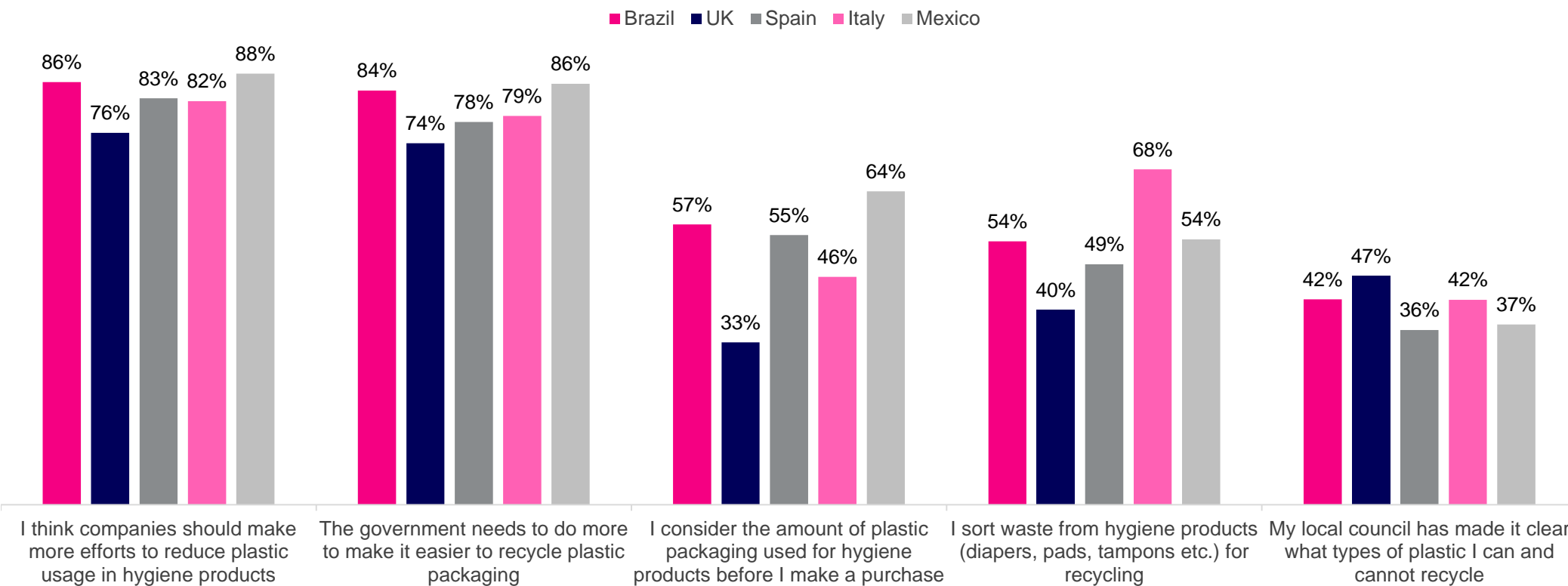
Hygiene products



Health products



# Most locate the responsibility for sustainable practices with companies or the government



**BRAZIL**  
**UK**  
**SPAIN**  
**ITALY**  
**MEXICO**

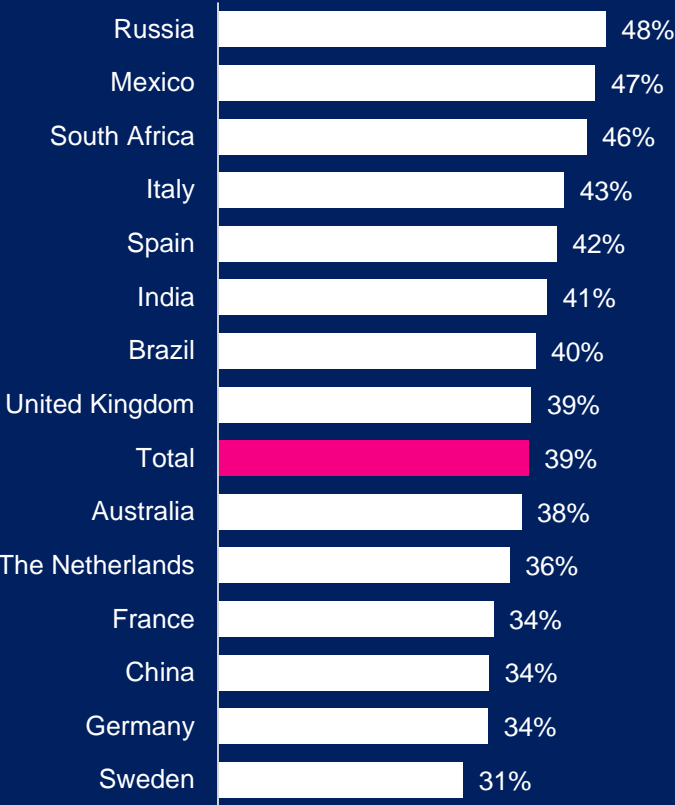
# Knowing for sure that products will be recycled could make people recycle hygiene products more



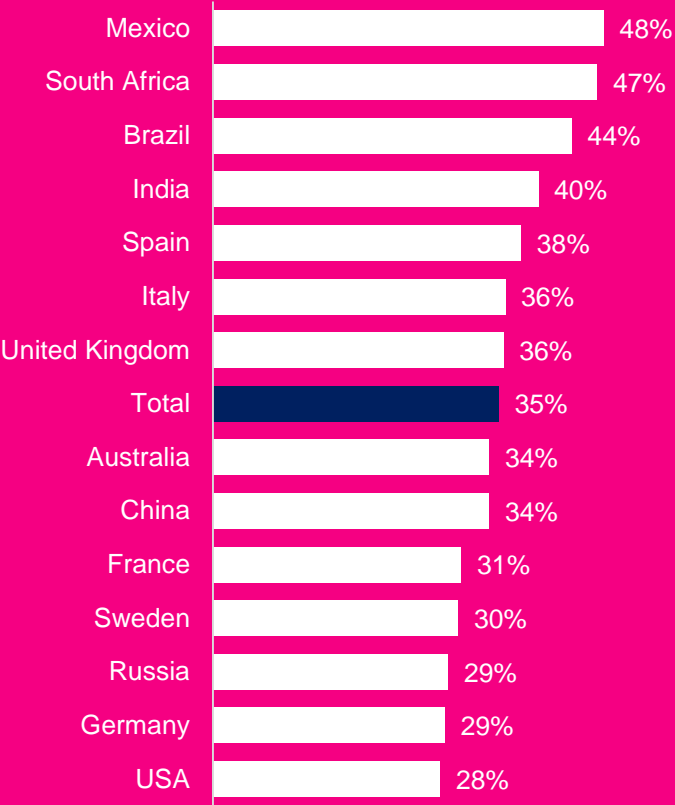


# Trust and information are key to improve recycling of hygiene products

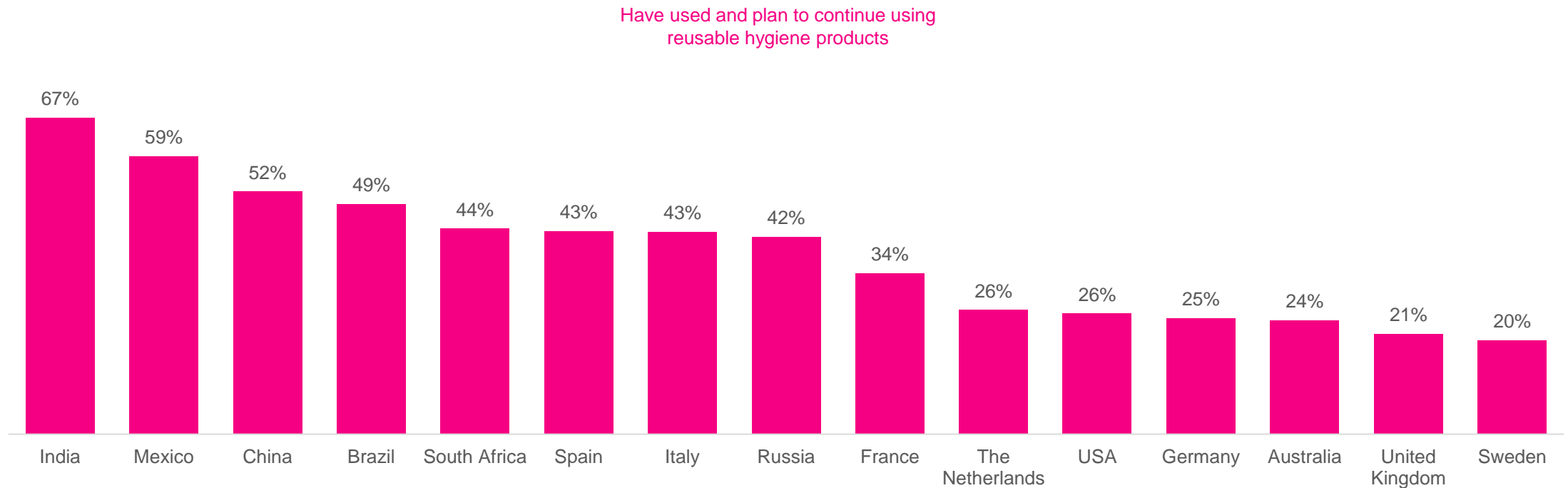
Knowing that the products will actually be recycled



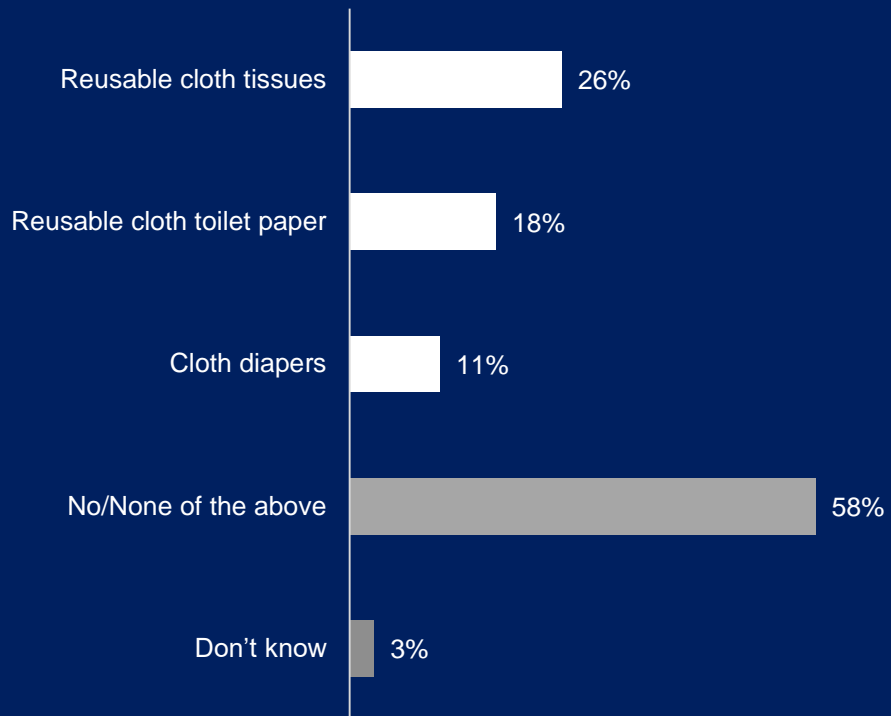
More consistent information about what and how to recycle



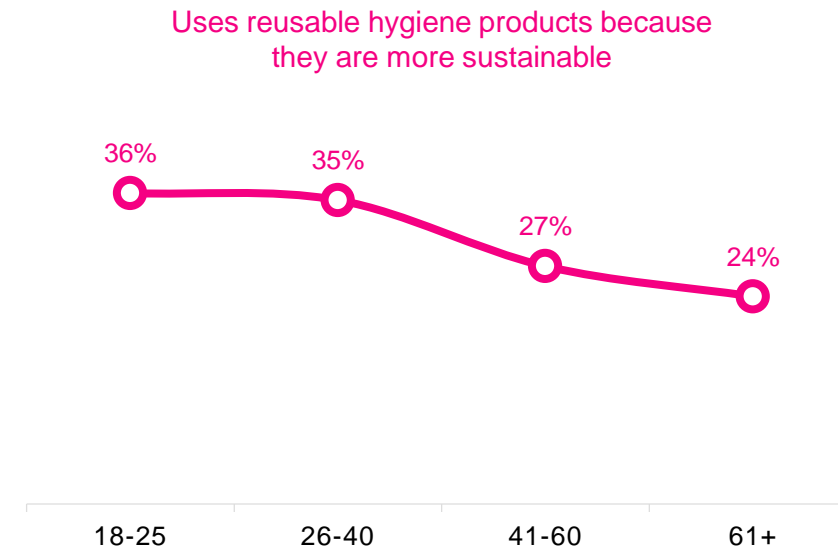
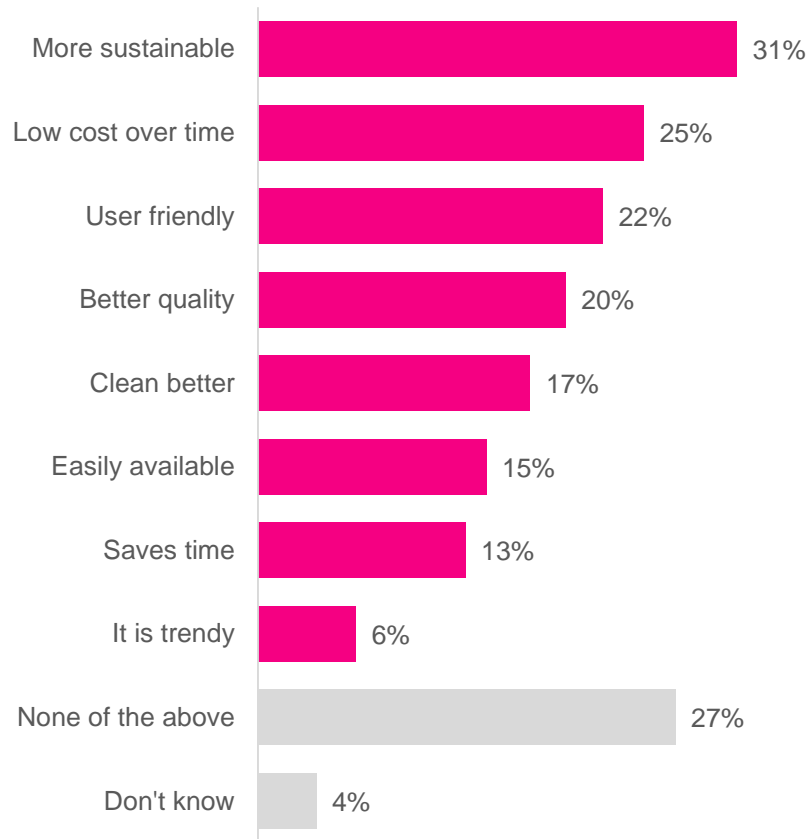
# Large differences between markets when it comes to using reusable hygiene products



# Equally common between genders to have tried reusable hygiene products



# Sustainability and cost-in-use are the biggest factors for repurchasing



# Sustainability - three times as important in top markets as compared to bottom, low cost twice as important

