

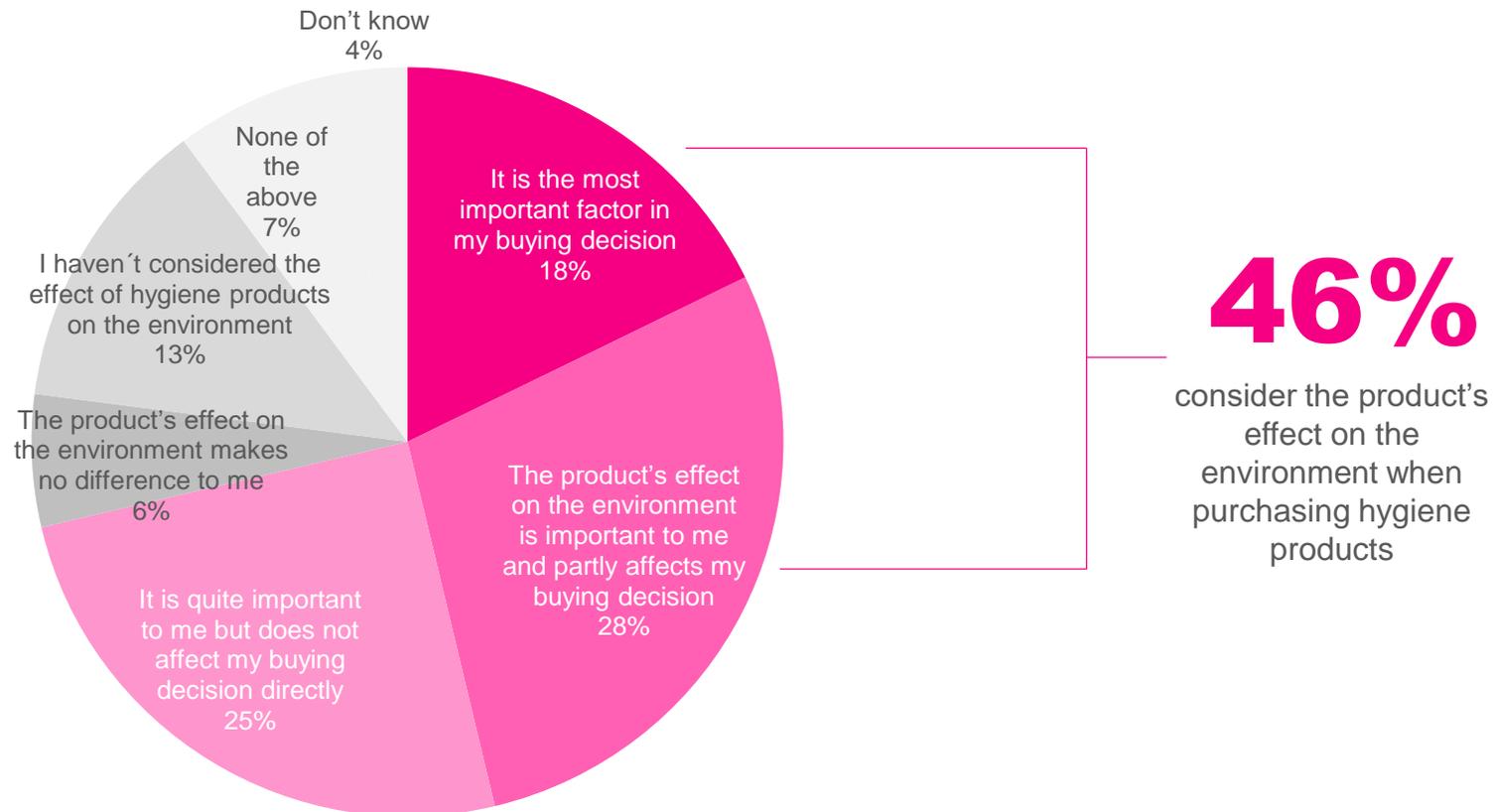
Sustainability

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

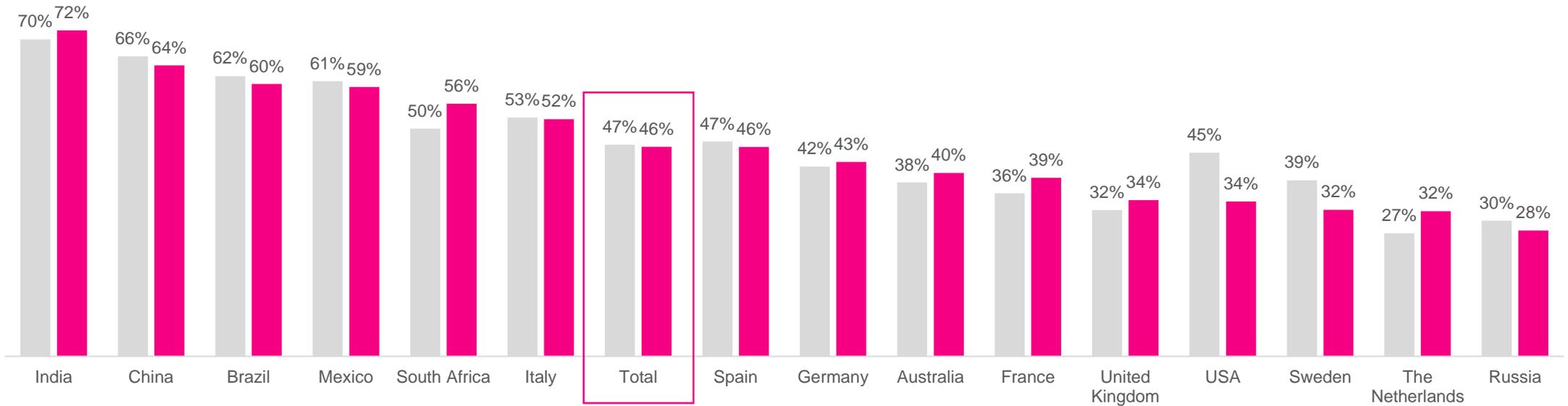


The concern for hygiene products' effect on the environment is almost equal to that in 2018

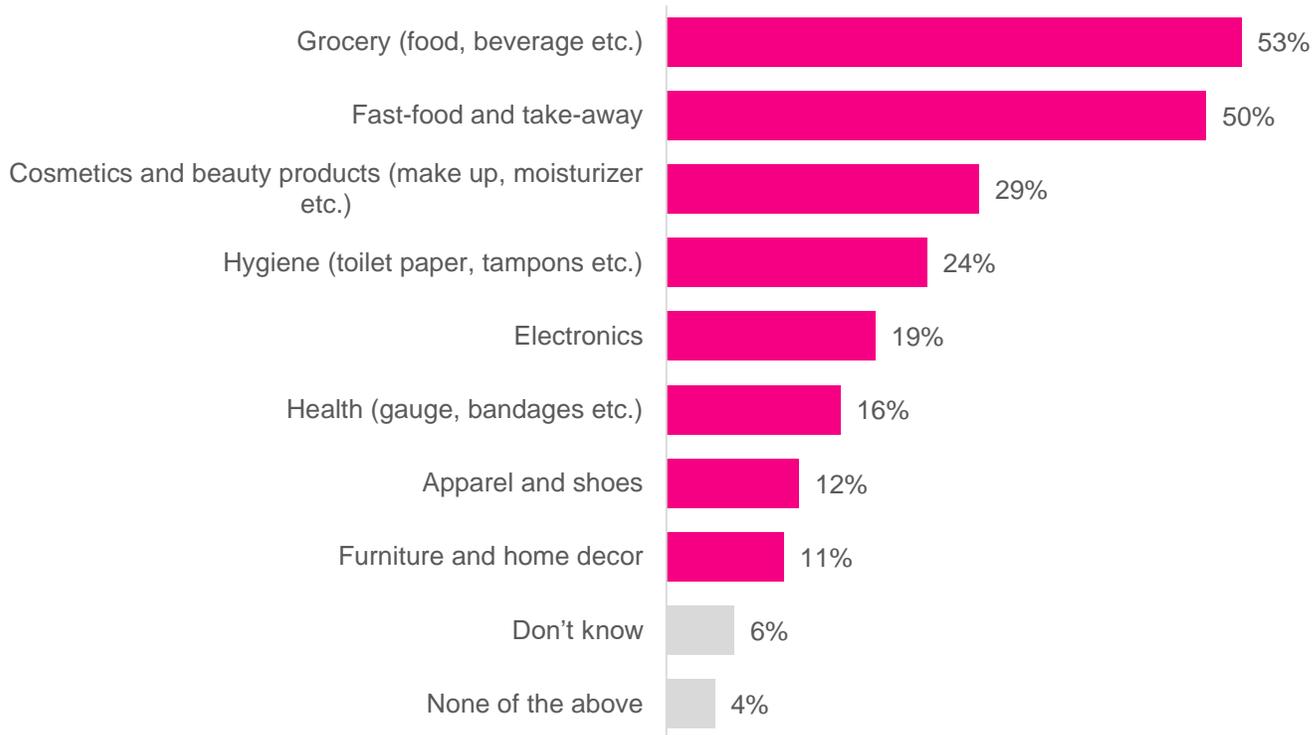
2018

Consider hygiene products' effect on the environment important

■ 2018 ■ 2020

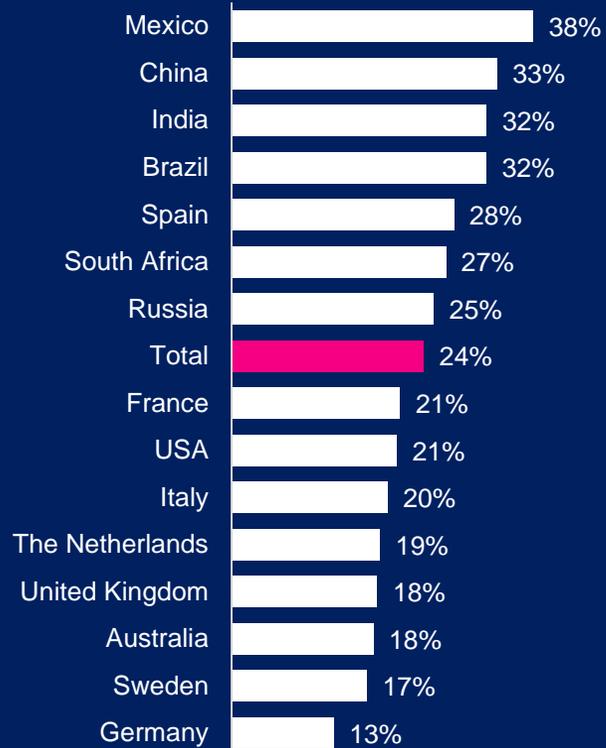


Most people think the Food & Beverage product category needs to address plastic use most urgently

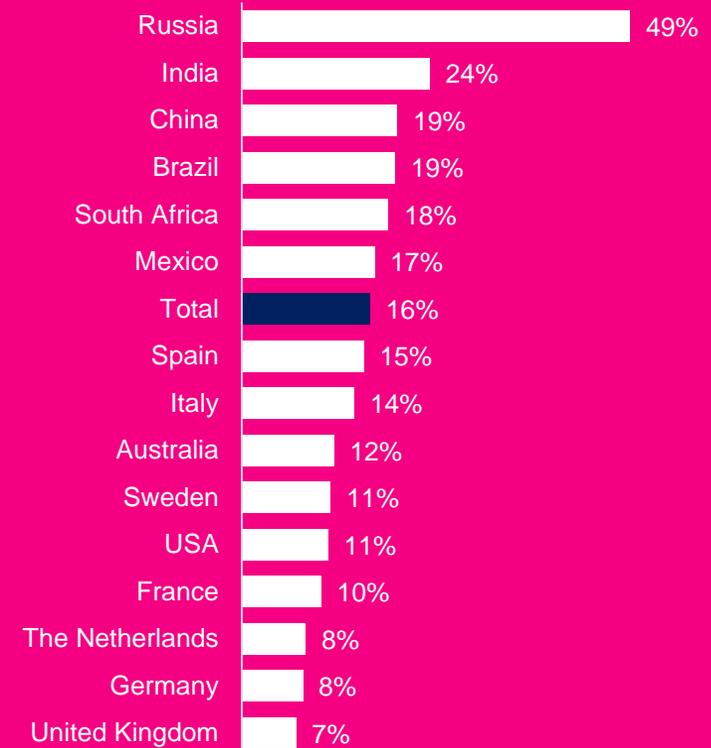


The demands on hygiene and health products to reduce plastic use are still comparatively low

Hygiene products

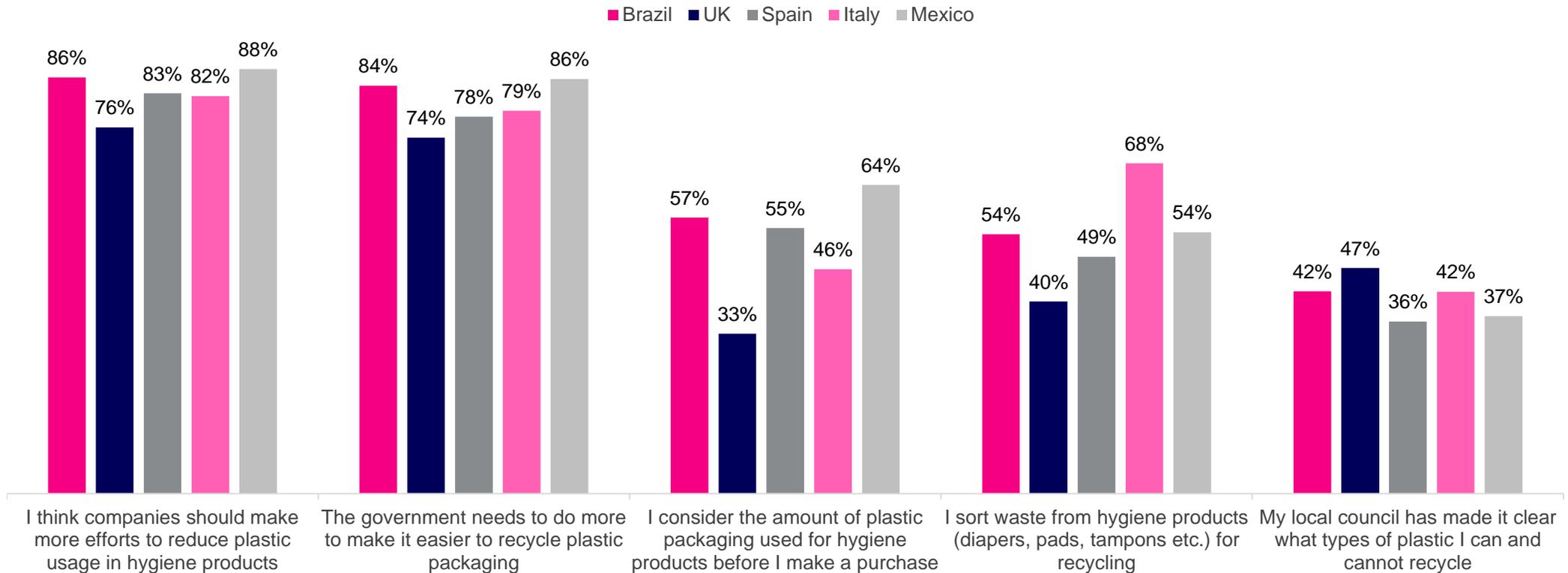


Health products



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

BRAZIL
UK
SPAIN
ITALY
MEXICO

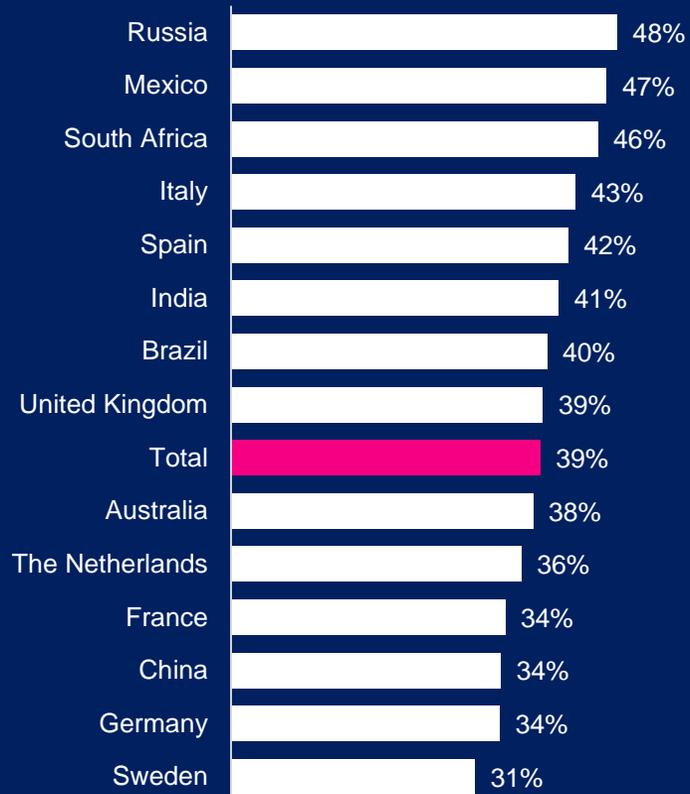


Knowing for sure that products will be recycled could make people recycle hygiene products more

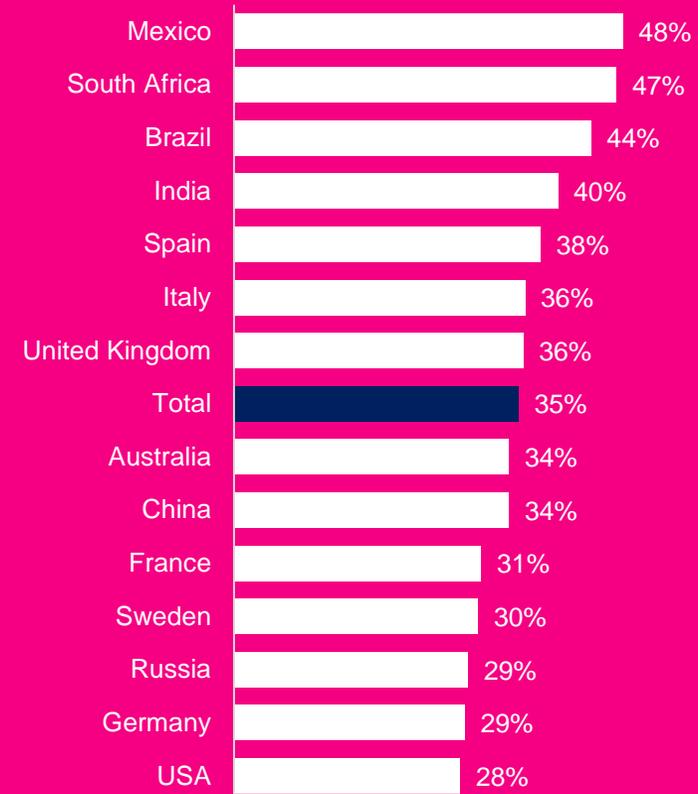


Trust and information are key to improve recycling of hygiene products

Knowing that the products will actually be recycled

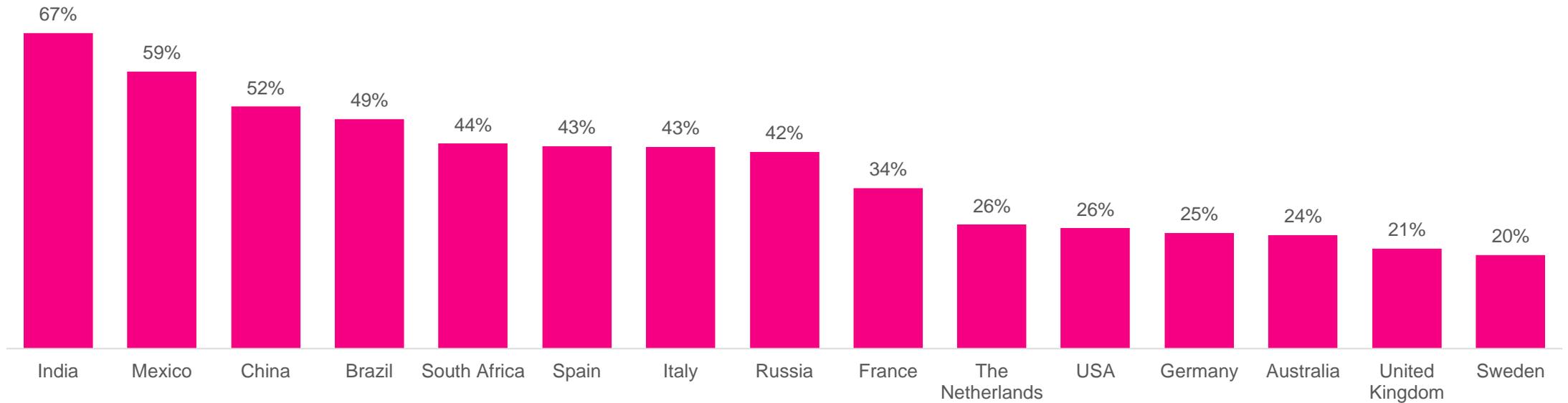


More consistent information about what and how to recycle

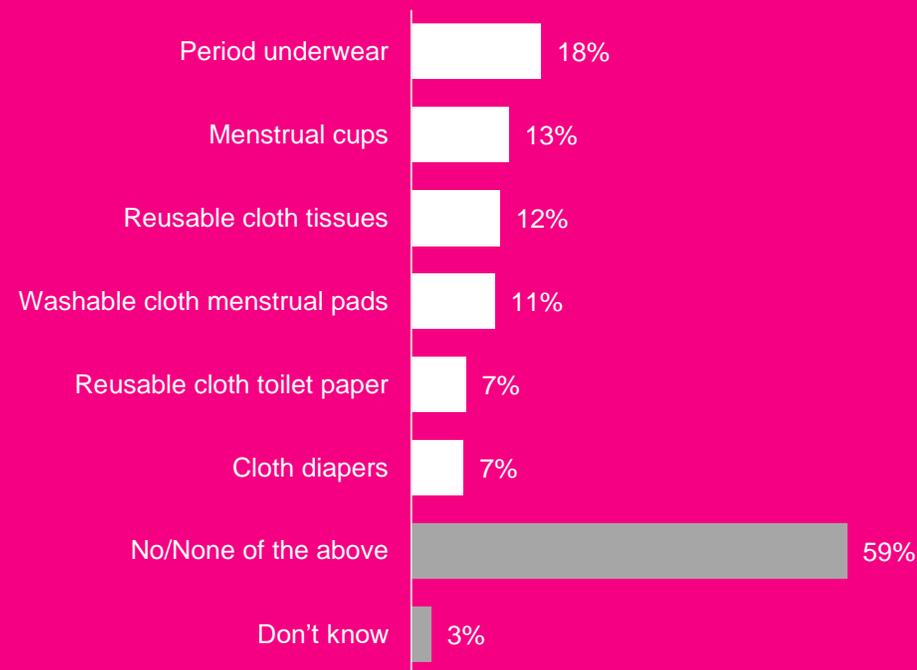
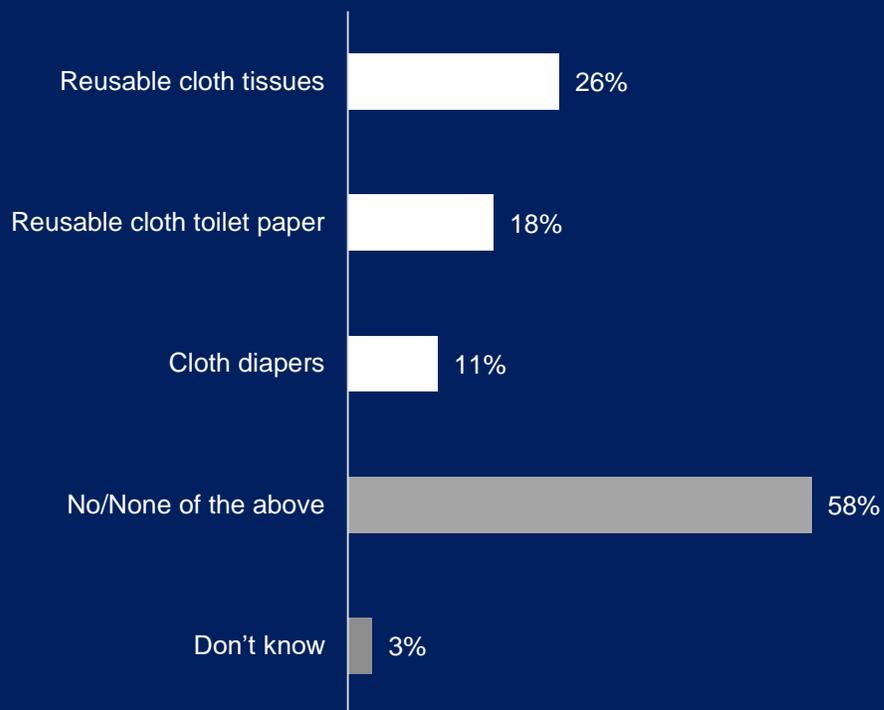


Large differences between markets when it comes to using reusable hygiene products

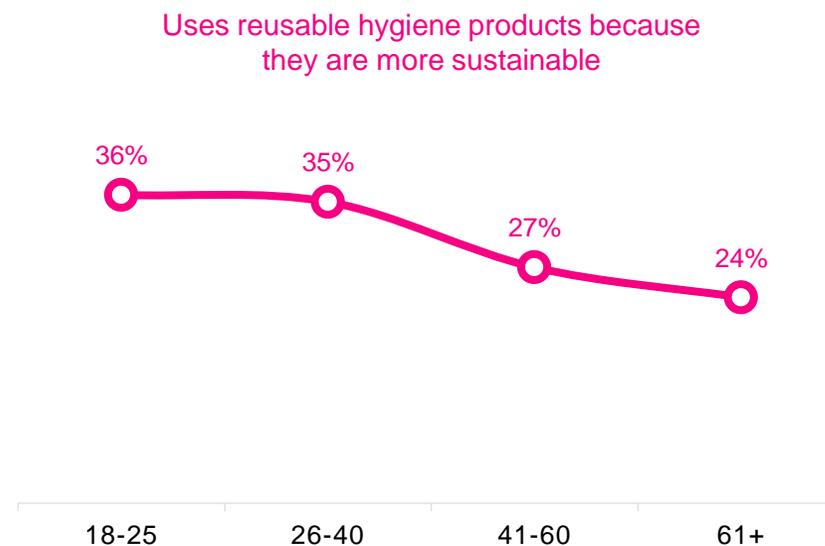
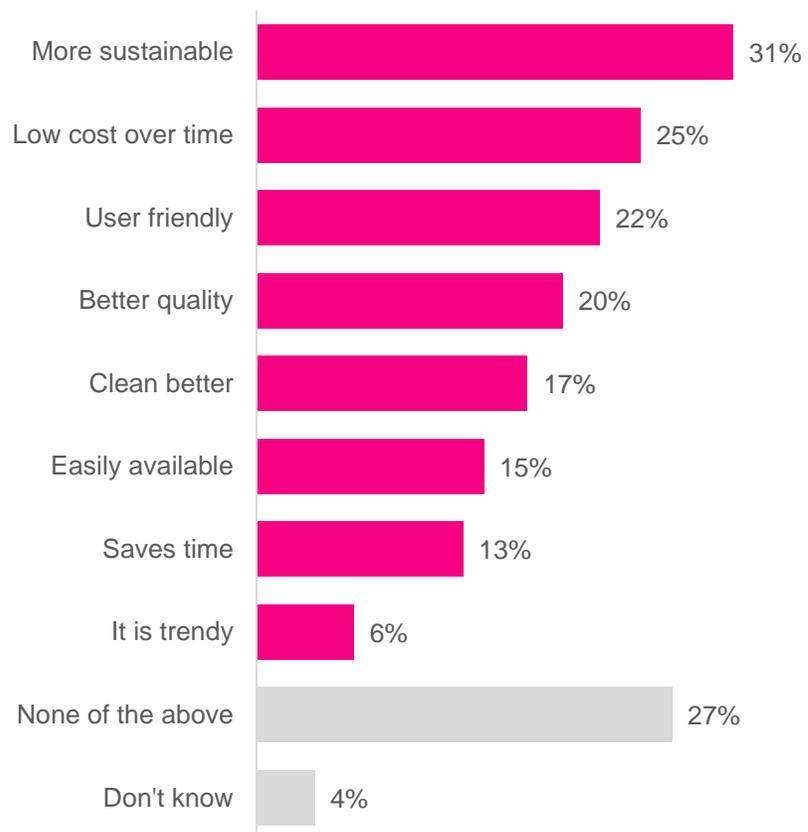
Have used and plan to continue using reusable hygiene products



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

