

# SUSTAINABILITY UNWRAPPED: Unlocking Insights on Eco-Friendly Packaging Choices in LATAM

Consumers are very concerned about the health of the planet. Sustainable packaging is in greatest demand in product categories with already strong eco credentials, e.g., plant-based, fair-trade food.

43%

43% of food and beverage launches tracked with **ethical environment claim** (LATAM, H2-2018 – H1-2023)

CHOOSE SUSTAINABLE



Bakery and soft drinks are categories that feature ethical packaging the most.



**Marinela Mini Choco Roles Pastelito Sabor Frutos**  
**Rojos: Mini Chocolate Cake Rolls With Red Fruits Flavor**  
Mexico  
"Biodegradable packaging"



**Snapple Grapeade Flavored Juice Drink**  
Panama  
"Bottle made from 100% recycle plastic"

77%

77% of Latin Americans would compromise on packaging attractiveness in exchange for increased sustainability

+16%

+16% average annual growth in new food and beverage launches with a **biodegradable packaging claim** (LATAM, CAGR H2-2018 – H1-2023)

PACKAGING CLAIM



The most influential packaging claims when it comes to purchasing a product relate to the use of renewable raw materials and better disposability



**Leatt Castanha Vegcalcio: Cashew Drink With Vegcalcium**  
Brazil  
"The lid of this carton pack is of plant origin and comes from sustainable sugar cane"

38%

38% of LATAM consumers are interested in choosing products with biodegradable packaging

+68%

+68% average annual growth in new food and beverage launches with a **less packaging claim** (LATAM, CAGR H2-2018 – H1-2023)

REDUCE, REUSE, RECYCLE



In line with this consumer interest, Innova has observed an increase in launch activity for products tracked with reusable packaging claims by +30% (CAGR H2-2018-H1-2023)



**Da Magrinha Proteina De Soja Media: Medium Soy Protein**  
Brazil  
"40% reduced plastic"

40%

40% of Latin Americans chose product with reusable packaging as their action taken to be more environmentally responsible