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)



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"



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



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

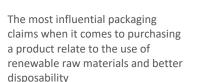


+16% average annual growth in new food and beverage launches with a biodegradable packaging claim (LATAM, CAGR H2-2018 – H1-2023)



38%

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





Leatt Castanha Vegcalcio: Cashew Drink With Vegcalcium

Brazil
"The lid of this carton

pack is of plant origin and comes from sustainable sugar cane"



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



40%

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