CANS: THE SUSTAINABLE & SMART SOLUTION

RETAILERS SEE GROWING DEMAND FOR SUSTAINABLE PACKAGING.

Consumer demand for sustainable packaging is growing, and is the key driver of retailers’ choosing to offer green packaging. Among retailers surveyed...

95% are more likely to choose environmentally friendly packaging.

93% believe that the demand for sustainable packaging will continue to grow.

When asked about the top influencers of packaging purchases...

49% of retail executives believe consumers are the biggest influencer of package purchasing, much more than consumer packaged goods (CPG)/brand owners (18%) and internal stakeholders (16%).

When asked about which packaging attributes are most important to their consumers, retailers answered...

56% Keeping Food Fresh Longer
55% Easy to Use
47% Being Environmentally Friendly

Visit cancentral.com/sustainability to learn more about why cans are the smart solution.

Source: Can Manufacturers Institute with Wakefield Research, 2016.