



## **Nielsen consumer survey:**

### **Clear consumer preference: moulded fibre beats plastics!**

Consumers clearly prefer packaging solutions that are practical, stylish, safe and environmentally responsible. Moulded fibre convinces consumers with its qualities: eco-friendly and attractive, biodegradable and protective, recyclable and aesthetically pleasing. They consider moulded fibre as the most suitable packaging material for the future.

This is the result of the representative consumer survey on the subject of packaging material – conducted by AC Nielsen market research. The test winner, moulded fibre, performed in the most relevant aspects better than plastics.

#### **Testing situation: moulded fibre versus plastic**

EMFA, the European Moulded Fibre Association, wished to use market research to examine how consumers describe the advantages and disadvantages of packaging materials, especially moulded fibre products versus plastics.

The aim of the study was to determine

- which tactile, sensory impression the packaging possesses
- which optical and aesthetic impression the packaging offers
- which materials are assessed as best overall
- which material generates the highest motivation to buy

The representative consumer survey was designed as a face-to-face study in test studios in 3 countries: Germany, France and Poland.

## **Results: moulded fibre outperforms plastic**

The moulded fibre packaging significantly outperformed plastic packaging in almost all surveyed respects: general look, motivation to buy, value perception. In direct comparison between the two packaging materials, 9 out of 10 respondents would decide in favour of moulded fibre.

The detailed evaluation shows great benefits of moulded fibre products, particularly regarding the following items: “is environmentally friendly“, “is product-specific“, “is agreeable to the touch“, “ is recyclable“, “is biodegradable / compostable“, “is natural“, “has a practical closure” and “feels good”.

Consumers in all three countries: Germany, France and Poland clearly prefer moulded fibre packaging over plastic packaging. The greater environmental friendliness of the material considerably contributes to this.

**EMFA is the European Moulded Fibre Association of the leading moulded fibre manufacturers in Europe. Founded in 2007, our aim is to inform retailers, producers, consumers, the press, organizations and institutions about moulded fibre packaging and support the exchange of ideas and knowledge among our members, e.g. our LCA on European grey moulded fibre conducted by Pöyry in accordance with ISO standards.**

### **For more details:**

European Moulded Fibre Association

### **Communication**

Antje Girschek

phone: + 49 (0) 69. 66 12 40 65

mobile: + 49 (0) 0170. 31 66 593

mail: [info@emfa.eu](mailto:info@emfa.eu)

web: [www.emfa.eu](http://www.emfa.eu)

address

c/o Shearman & Sterling

Gervinusstraße 17

60322 Frankfurt a. M.