

GrAins

Greening Agrifood
in Social Economy



Co-funded by
the European Union

Eco Packaging And Unpacking:

How Does Eco-Friendly Packaging Influence Consumers?

Choice

GrAinS



Co-funded by
the European Union

We Are Bloom Büro And Here Are Our Clients:





What Is The Plan?



Co-funded by
the European Union

Point 1:

ENVIRONMENTAL ISSUES

78%

of Europeans agree that environmental issues have a direct impact on their daily lives and health.

*Eurobarometer (2024)



Co-funded by
the European Union

Recycling as a response



Co-funded by
the European Union

87%

of consumers feel that brands **bear the greatest responsibility** for driving sustainable packaging solutions.

*[Eviosys, Focaldata](#), 2023



Point 2:



Consumer Preferences

43%

of consumers state that **environmental impact** is an extremely or very important factor.

*McKinsey, 2023



52%

of consumers prioritize packaging
that is infinitely recyclable,

while

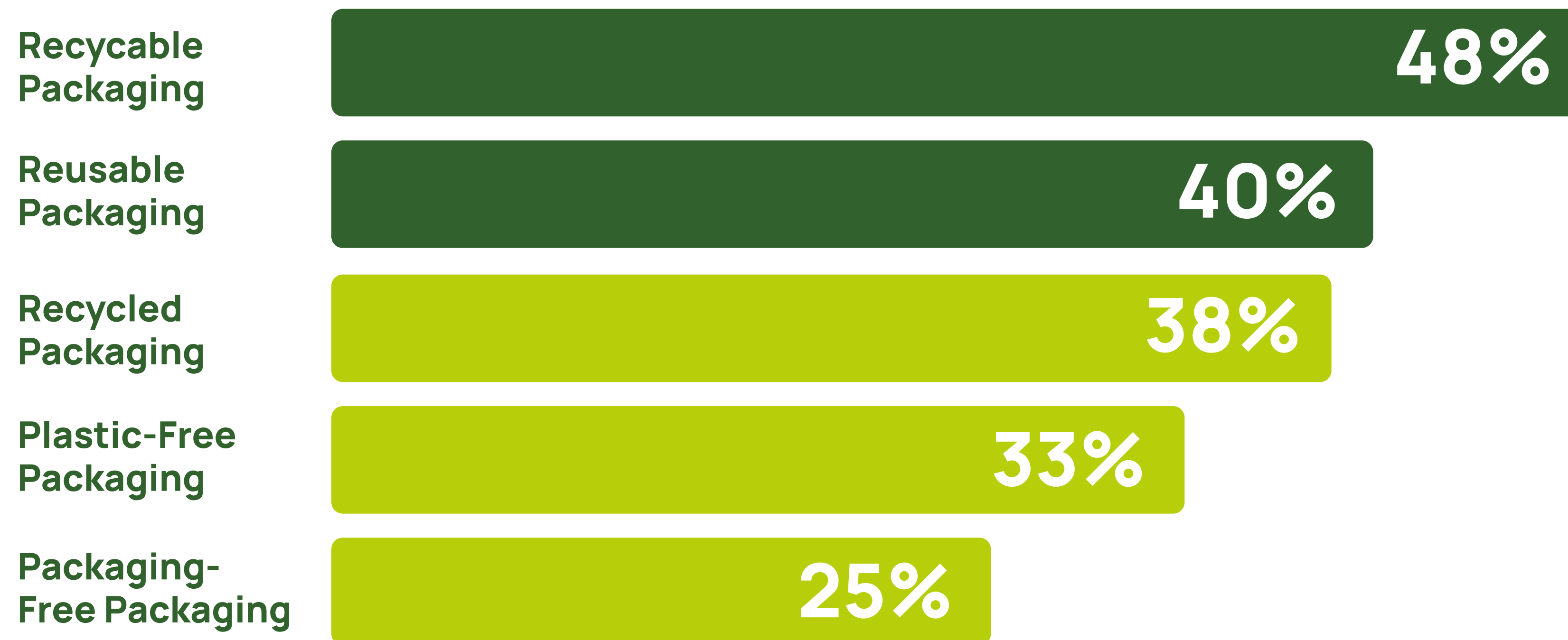
38%

emphasize recyclability as a key criteria

*[Eviosys, Focaldata, 2023](#)



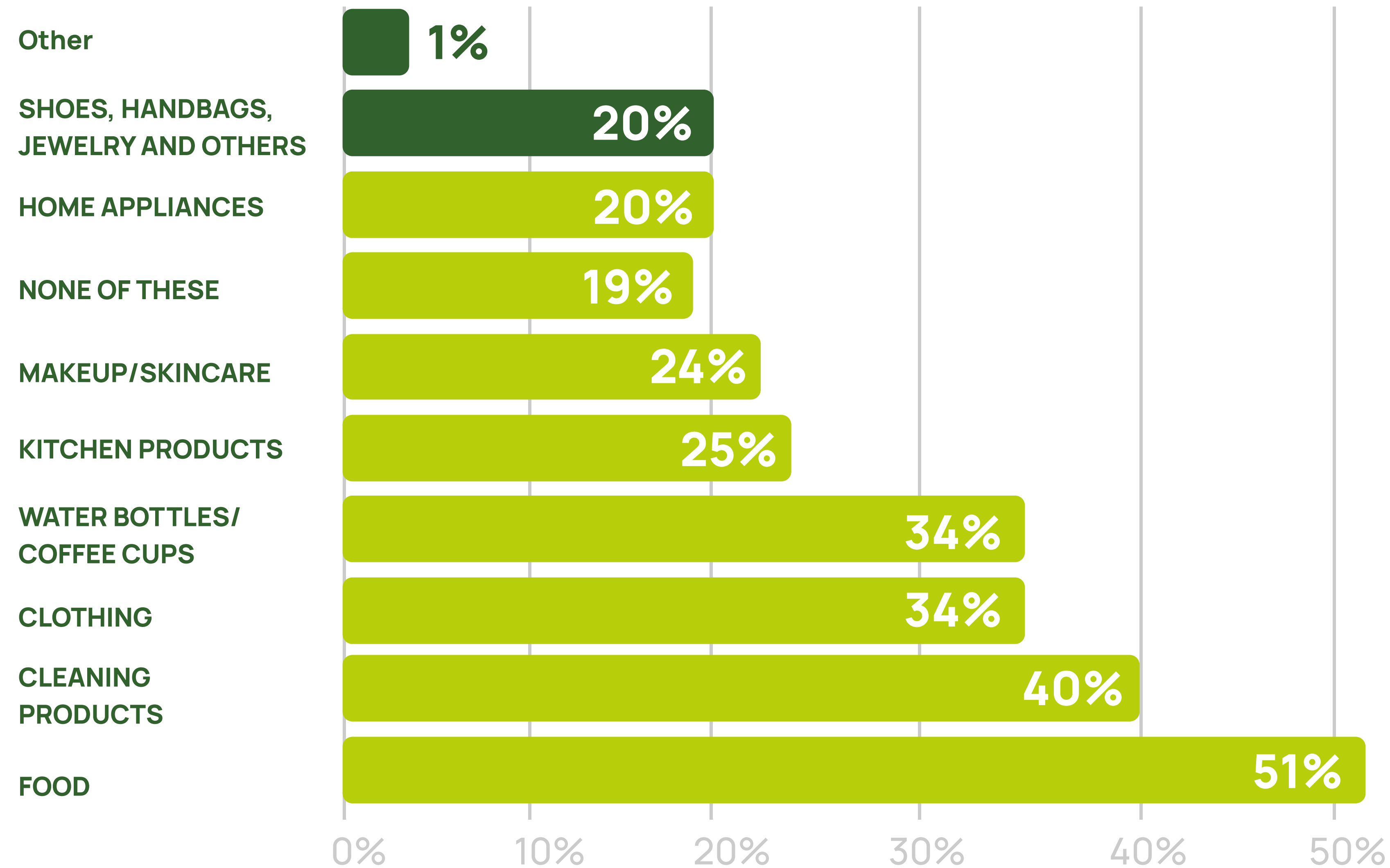
Top sustainable packaging attributes that consumers actively seek



Point 3:

Eco-Packaging For Products By Category

Percentage Of Consumers Who Prioritize Purchasing
The Eco-Friendly Of These Product



Point 04:

Ecological Awareness In Ukraine

45.9%

highlight household and industrial waste as a critical issue

51%

are deeply concerned about water pollution

38.1%

identify air pollution as a major problem

*Environmental Trends In Ukraine: Citizens' View, 2021



Co-funded by
the European Union

44%

of consumers prioritize
ecological responsibility
when choosing
businesses to support

*[Deloitte](#), 2024



Co-funded by
the European Union

Point 05:



Case Studies



Small Business Follow:



How Can You Change The Market?



Co-funded by
the European Union

01

Highlight Your Eco-Initiatives



Educate Consumers

DISCOVER SUSTAINABLE SAVINGS

Shop our online store for
Exclusive green nonlay deals



03

GrAinS

Implement Minimalist Packaging



Co-funded by
the European Union

Leverage Local Materials



**Go Green,
Consumers Will Support
You!**



Recent surveys indicate that

59%

of consumers in Europe are
willing to pay a premium for
eco-friendly packaging



Partners





BLOOM BÜRO

WE MAKE BRANDS BLOOM

bloomburo.com



instagram



LinkedIn