



Recycling revolution

Packaging is an integral part of sustainability in the spirits and liquor market, making material selection crucial for brands that want to become sustainability leaders.

Younger generations, particularly Millennials and Gen Z, are selecting brands that align with their values and help ease their eco-anxiety. Clarifying sustainable brand practices can drive significant market growth for early adopters. This positions brands advantageously as demand for sustainable solutions increases.

With an increase in demand for innovative ways to solve the world's waste crisis, the spirits and liquor industry has an opportunity to offer high-quality bottles that meet consumers' sustainability expectations.

Contact your Eastman representative to learn more about our insights into U.S. drinkers' habits and how we can help boost your brand loyalty.

EASTMAN

Eco-anxious

U.S. regular drinkers who agree with the following statements

	Gen Z	Millennials	Gen X+
Environmental concerns impact my mental health.	60%	61%	28%
I feel pressure to live a sustainable life.	70%	66%	44%
Brands need to help me live sustainably.	77%	80%	64%
Environmental concerns make me brand cautious.	77%	77%	5%
Important that brands align with my values.	82%	81%	63%

Younger spirits consumers, particularly Millennials and Gen Z, feel the push to embrace sustainable lifestyles. As they make eco-friendly choices, they gravitate toward brands that share these similar values. Spirits brands that support sustainable living can build loyalty by reducing consumers' decision-making stress.

Generational divide

U.S. regular drinkers' attitudes toward brand sustainability commitments

	Put in a lot of effort to purchase from liquor brands committed to sustainability	Very important that my favorite liquor brand is a leader in sustainability
Total	31%	38%
Gen Z	39%	47%
Millennials	38%	45%
Gen X	25%	30%
Boomers	7%	14%

Gen Z and Millennials expect more from their favorite liquor brands and are urging them to champion sustainability. Nearly 40% of these younger consumers actively seek sustainable options, a stark contrast to just 25% of Gen X and a mere 7% of Baby Boomers. Nearly half of younger consumers find it very important for brands to be seen as sustainability leaders. The spirits industry has an opportunity to embrace sustainable innovations and connect with these values.

Sustainable leaders

Actions U.S. regular drinkers want their favorite brand to take to be a sustainable leader



56%

Sell liquor in sustainable packaging.



51%

Use recycled content in packaging.



43%

Invest in technologies to reduce impact.

Regular U.S. liquor consumers believe their favorite liquor brands should take actions to become sustainability leaders. Specifically, these consumers believe spirits companies should address sustainable packaging. About half of U.S. consumers believe liquor brands offering sustainable packaging (56%), using recycled content in packaging (51%) and investing in technologies to reduce environmental impact (43%) are top actions to be seen as a sustainable leader.

About the research

Eastman's liquor and spirits consumer research consists of 1,000+ men and women ages 21-70 across the U.S.

Recycling revolution

Feelings toward liquor brands using molecular recycling to make their bottles

WASTE CRUSADER



A leader in solving the plastic waste crisis

POSITIVITY



A brand I would feel good buying from

SUSTAINABLE



Working with me to help me live sustainably

LOYALTY



A brand I would be more loyal to

Liquor brands that use plastics made from molecular recycling in their bottles could boost brand equity and consumer loyalty. More than 3 in 4 U.S. consumers would see these brands as a leader in solving the waste crisis (79%) and as a partner in helping consumers live more sustainably (79%). Additionally, 3 in 4 consumers would feel good about purchasing products from that brand (76%) and would even be more loyal to them (72%).

Sustainable innovations, using new recycling technologies and adding molecular recycled content to packaging can help spirits companies build brand equity and gain customer loyalty.