

Demanding Sustainability

Skincare consumers today have more options and higher expectations than ever. When they are evaluating a new product, it must check all of their boxes. This means that despite an increased interest in sustainable products, sustainability cannot come at the expense of aesthetics or performance.

About 2 in 3 global skincare consumers say they would purchase their favorite skincare product in a recyclable plastic container instead of a virgin plastic container; however, that number drastically decreases when they learn that they may have to make tradeoffs on design and quality.

Expectations for sustainability are high too, with nearly half of consumers saying their ideal skincare package would be both recyclable and made with recycled materials.

To learn more about Eastman can help you meet the increasing demands of today's skincare consumer, contact your Eastman account representative.

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Sustainable Solutions

Top factors global consumers think would make skincare packaging more sustainable

- 1 Recyclability
- 2 Recycled Materials
- 3 Sustainable Materials
- 4 Lessen Impact
- 5 Reusability
- 6 Natural Materials
- 7 Reduce Packaging
- 8 Fewer Resources

There are many levers that can be pulled to make skincare packaging more sustainable, but recycling is top of mind to consumers. More than half of consumers say that being recyclable (53%) and being made from recycled materials (51%) would make skincare containers more sustainable. Fewer consumers think that other factors like reducing the environmental impact, being able to reuse the container, limiting the amount of packaging, and using fewer resources are how to make skincare products more sustainable. The emphasis on both recyclability and recycled materials highlights the need for skincare brands to focus on both the beginning and end of life of their products.

Uncompromising Consumers

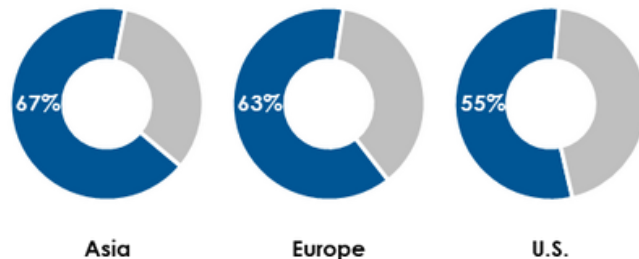
Percent of global consumers who would buy skincare products in recyclable plastic if...



While consumers are hungry for more sustainable skincare solutions, they are not willing to make sacrifices in order to get them. About 2 in 3 consumers say they would purchase skincare products in recyclable containers over traditional plastic containers (63%). This number drops to about 2 in 5 if they learn that the recyclable containers would have an inferior design (43%). The likelihood to purchase recyclable plastic drops even further if the recyclable container was not as thick or sturdy as the traditional plastic one (30%). It is not just design elements consumers are unwilling to compromise on; less than 3 in 10 would purchase a recyclable container over a traditional plastic container if it did not also have recycled content (29%).

Buying Behavior

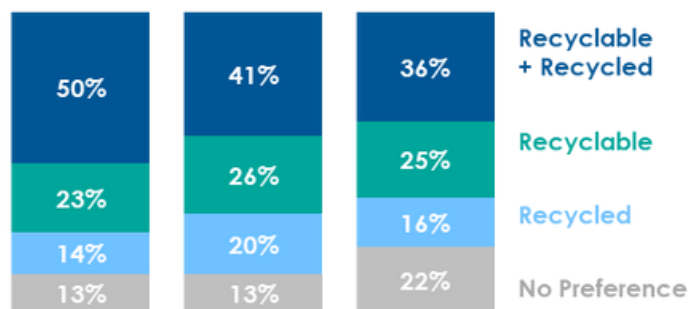
Global consumers' likelihood to buy skin care in recyclable plastic jars over virgin plastic jars



Recyclability is not just how consumers define sustainability in skincare packaging; it also drives purchase intent. Most consumers say they would purchase their favorite skincare product in a recyclable plastic container over a traditional plastic container (63%). The likelihood to purchase recyclable plastic skincare containers is highest among Asian consumers (67%), followed by European consumers (63%), and finally, American consumers (55%). There is similarly strong interest in purchasing recycled plastic skincare containers over traditional plastic skincare containers, with 3 in 5 consumers saying they would do so (60%). Sustainability is not just a nice-to-have in skincare products but rather a meaningful way to differentiate products and drive purchase intent.

Perfect Package

Most important sustainability features of skincare packaging among global consumers



Consumers expect a lot of out their skincare packaging. When asked about the most important features of skincare packaging, about 1 in 5 said being made with recycled content was most important (17%), 1 in 4 said being able to recycle it was most important (25%), and nearly half said it was important for the container to be both recycled and recyclable (44%). Expectations were highest among European consumers, followed by Asian consumers, and then U.S. consumers. Skincare consumers are not willing to sacrifice aesthetics for sustainability, but they also have high expectations for the sustainability features. Their ideal skincare container would have recycled content, thick walls, a beautiful design, and would be recyclable at the end of its life.