



Single use, many concerns

While European consumers enjoy visiting fast-food restaurants, they have concerns about the environmental impact. They're particularly concerned about single-use plastics and the waste generated by the industry.

Reusable tableware is seen as a positive step toward reducing that waste and makes consumers feel good about themselves and the restaurants offering it. Brands that offer reusable tableware have an opportunity to earn brand equity and consumer loyalty.

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Visit drivers

Factors important to European consumers' fast-food restaurant visits



Primary

Convenient
Affordable
Simple
Taste



Secondary

Kid's request
Family treat
Quality



Other

Accessible
Consistent
Loyalty program
Variety
Digital ordering

Convenience, affordability, simplicity and taste are the top drivers for fast-food visits among European consumers. These factors bring customers into restaurants and are critical to keep in mind when innovating. New concepts should be introduced in a way that minimizes the impact on these visit drivers. Looking at each country individually, there is some variation in the top visit driver. In the U.K., it's affordability. In Germany, consumers visit fast-food restaurants for the simplicity of the experience. In France, visits are more convenience driven.

Consumer sentiment

European consumers' feelings about fast-food restaurants that offer reusable tableware



Doing good for the environment
74%



Wish brands did this years ago
71%



Leaves me with a good feeling
70%



Less guilty about creating waste
61%

Offering reusable tableware drives positive consumer sentiment. About 7 in 10 European consumers wish brands had started offering reusable tableware years ago. Fast-food restaurants that offer reusable tableware make consumers feel like they're doing something positive for the environment, and it leaves them with a good feeling. For more than 6 in 10 European consumers, using reusable tableware makes them feel less guilty about the packaging waste they generate at fast-food restaurants. That is important, given how concerned they are about packaging waste.

About the research

This info is from the 2022 Reusable Tableware Consumer Insights Study, conducted within Eastman's consumer community of 4,000+ U.S. and European consumers. If you would like to dive deeper into these topics or see more of the research, contact your Eastman account representative.

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Environmental worries

Top environmental concerns for European consumers



Food waste
69%



Carbon footprint
56%



Packaging waste
69%



Water consumption
49%



Single-use plastic
69%



Land usage
49%



Labor practices
59%

Food waste, packaging waste and single-use plastics are the top environmental concerns related to fast food among European consumers. Nearly 7 in 10 report being concerned with these issues. While they enjoy fast-food visits, European consumers have concerns about the waste being generated. Offering reusable tableware is an effective method of addressing concerns about packaging waste and single-use plastics and is seen as a positive step. Nearly 6 in 10 European consumers say they would regularly frequent a fast-food restaurant if it switched to reusable tableware.

Brand benefits

European consumers say fast-food restaurants offering reusable tableware ...

... care more about the environment



80% 78% 79%

... are a brand I would talk about



62% 64% 52%

... are a brand I would be more loyal to



62% 60% 49%

■ Germany ■ France ■ U.K.

Fast-food restaurants offering reusable tableware can earn brand equity and consumer loyalty. More than 3 in 4 European consumers think fast-food restaurants offering reusable tableware care more about the environment. About 3 in 5 say they would tell their friends, family and social media followers about a fast-food restaurant that offered reusable tableware. Perhaps most notably, about half of European consumers say they would be more loyal to a fast-food restaurant offering reusable tableware. These sentiments are particularly strong among German and French consumers.