

# RESPONSIBILITY IS THE NEW SUSTAINABILITY.

The Covid-19 pandemic brought about many shifts in consumer behavior, and with this evolution came an expanded definition of sustainability. There is now a keen awareness of the demanding consumer economy and how easily it affects both our delicate ecosystems and evolving communities.

The new sustainable mindset encompasses the balance of both environmental and social “responsibility”. Consumers recognize their impact and are striving to make choices, or purchases, that benefit the greater good. But they also understand they cannot do this alone, and are expecting brands to help.

**Brands that take measurable action toward environmental and social improvement and communicate their goals effectively will win their consumer’s trust, and ultimately, purchase loyalty.**

How can brands utilize packaging to communicate RESPONSIBILITY to consumers?	
<b>Responsible consumers value:</b> <ul style="list-style-type: none"><li>• Hygienic and secure packaging</li><li>• Clean ingredients</li><li>• Localism</li><li>• Waste-reduction</li></ul>	<b>Packaging implications for brands:</b> <ul style="list-style-type: none"><li>• Reusable and refillable packaging</li><li>• Eco-friendly materials</li><li>• Inclusive products and messaging</li><li>• Concentrated formulas</li></ul>

“92% [of consumers] will be more likely to trust a company that supports social or environmental issues.”

-Cone Communications CSR Study



Acutia

## NUTRACEUTICALS

Consumers value supplements that source their ingredients responsibly, offer new or more convenient ways to enjoy the product and connect authentically with the brand.

### Product & Packaging Cues

- Liquid concentrates
- Lightweight refill packages
- Flexible pouches
- Traceable features



Love, Beauty and Planet

## PERSONAL CARE

Convenience is key, and authenticity is expected for personal care and beauty brands. Consumers desire products that incorporate sustainability seamlessly into their existing routines.

### Product & Packaging Cues

- Concentrated or waterless formulas
- Inclusive brands
- Recyclable or refillable packaging



Seal the Seasons

## FOOD & BEVERAGE

Plant-based alternatives and locally sourced products are viewed as a responsible way to eat more sustainably and support small businesses or communities.

### Product & Packaging Cues

- Reusable & hygienic packaging
- Plant-based and functional snacking
- Flexible pouches
- Recyclable or compostable materials



Spruce Refillable Cleaning Products

## HOME CARE

As consumers seek to reduce single-use plastics, they’re turning to brands who offer reusable packaging. Product refills are then sold in concentrated, or waterless, formats which ship more efficiently.

### Product & Packaging Cues

- Refillable systems
- Durable packaging materials
- Flexibles
- Eco-friendly formulas



Tag No. 5 Vodka

## WINE & SPIRITS

Premium brands are adopting lighter packaging to reduce their carbon footprint and gain value in the eyes of responsible consumers, challenging the perception that heavyweight means high-end products.

### Product & Packaging Cues

- Paperboard
- PET
- Aluminum
- Flexible pouches with spouts

Read more on how custom packaging can create a responsible brand story and gain emotional loyalty with consumers [on our blog](#).

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