CONSUMERS ARE HIGHLY AWARE OF THE ENORMITY OF THE FOOD AND PLASTIC WASTE PROBLEM...

 gloablly, one-third of all food produced is wasted every year. Globally, around 63% of all waste produced is packaging.

Packaging is responsible for 63% of global waste produced annually.

Nearly 51% of waste results from household waste produced annually.

Only 17.4% of all food waste generated makes it to a food bank, compost, or indeed to people who need it.

One of the major drivers of plastic waste is the lack of infrastructure to sort, collect, and recycle waste.

...AND ARE ALREADY ADOPTING DAY TO DAY CIRCULAR PRACTICES

Actions that consumers are regularly (i.e., more than 50% of the time) taking across product purchase, use, and post-use...

Product category

- **Personal and household care:**
  - 31% buy modular products
  - 24% buy products based on repairability
  - 31% are moving away from fast fashion
  - 26% use minimal or no packaging
  - 45% dispose of waste beyond best-before date if it has not gone bad

- **Food:**
  - 79% buy food that uses minimal or no packaging
  - 48% reuse plastic bottles
  - 41% repair bottles

- **Beverages:**
  - 53% are using refillable containers.
  - 41% use minimal or no packaging
  - 48% reuse plastic bottles

- **Consumer electronics:**
  - 42% are buying products based on reparability
  - 35% are moving away from fast fashion
  - 37% buy products that use minimal packaging

- **Automotive:**
  - 75% are thinking about recycling at recycling centers
  - 63% are thinking about recycling or trade in used vehicles
  - 60% believe that organizations are not doing enough to reduce, reuse, and recycle waste

- **Furniture:**
  - 48% repair rather than replace
  - 34% can be repurposed

- **Fashion and clothing:**
  - 33% are moving away from fast fashion
  - 31% are buying modular products

- **Food and beverages:**
  - Only 32% of the automotive sector’s supply chain contributes to the circular economy

- **Packaging:**
  - 44% of global waste generated makes it to a food bank, compost, or indeed to people who need it.

- **Cosmetics:**
  - 48% are using refillable containers.

- **Household care:**
  - 60% of consumers say that they are already adopting day to day circular practices.

- **Furniture:**
  - 63% of consumers believe that organizations are not doing enough to reduce, reuse, and recycle waste.

- **Electronics:**
  - 53% of consumers are already moving towards the circular economy.

- **Automotive:**
  - 53% of consumers are already moving towards the circular economy.

- **Furniture:**
  - 55% of consumers are already moving towards the circular economy.

- **Fashion and clothing:**
  - 55% of consumers are already moving towards the circular economy.

- **Packaging:**
  - 60% of consumers say that they are already adopting day to day circular practices.

- **Cosmetics:**
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- **Household care:**
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