



CONSUMER SURVEY REPORT

Attitudes towards reuse &
refill in the UK

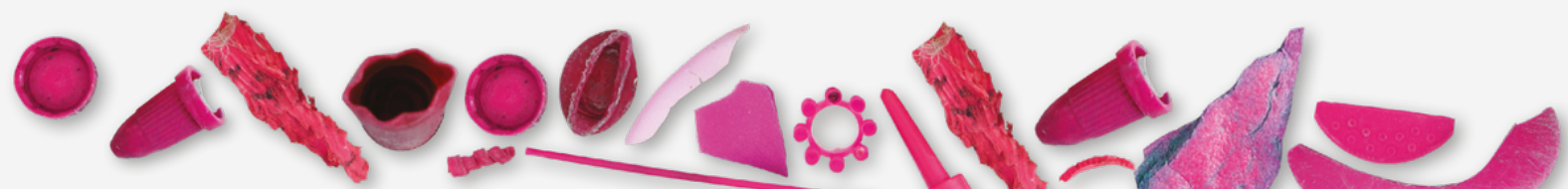


MARCH 2024

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PLASTIC POLLUTION

A widespread concern

83%

are concerned about plastic pollution in their weekly shop

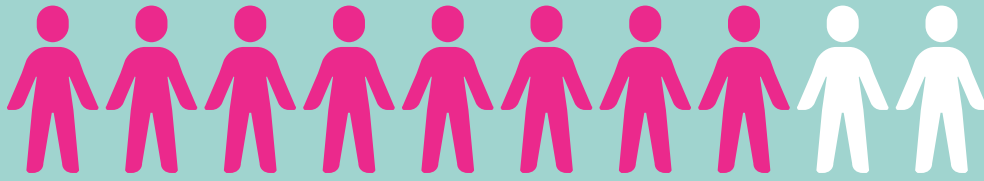
83%

up from 75% in 2021

feeling frustrated, worried or powerless.



8 IN 10 BRITS

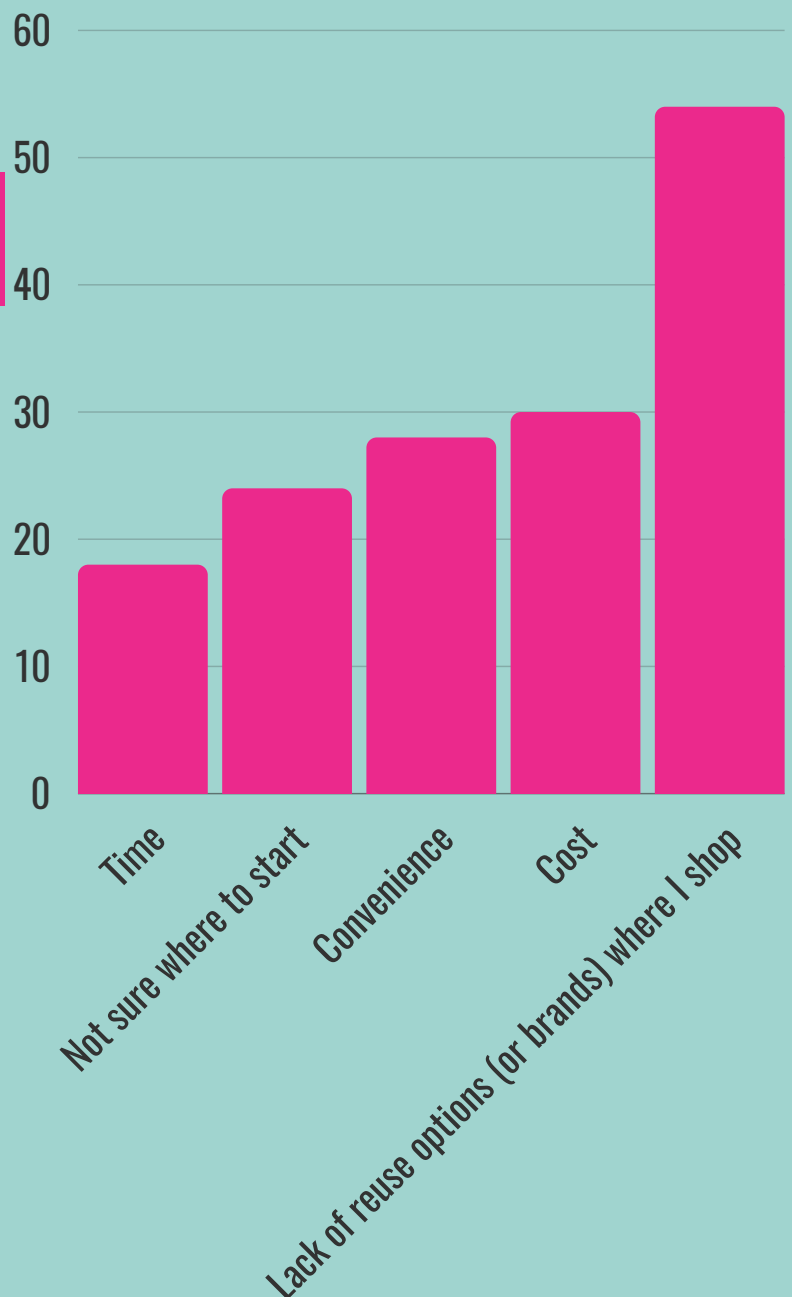


are already taking action to reduce plastic.

LACK OF AVAILABILITY

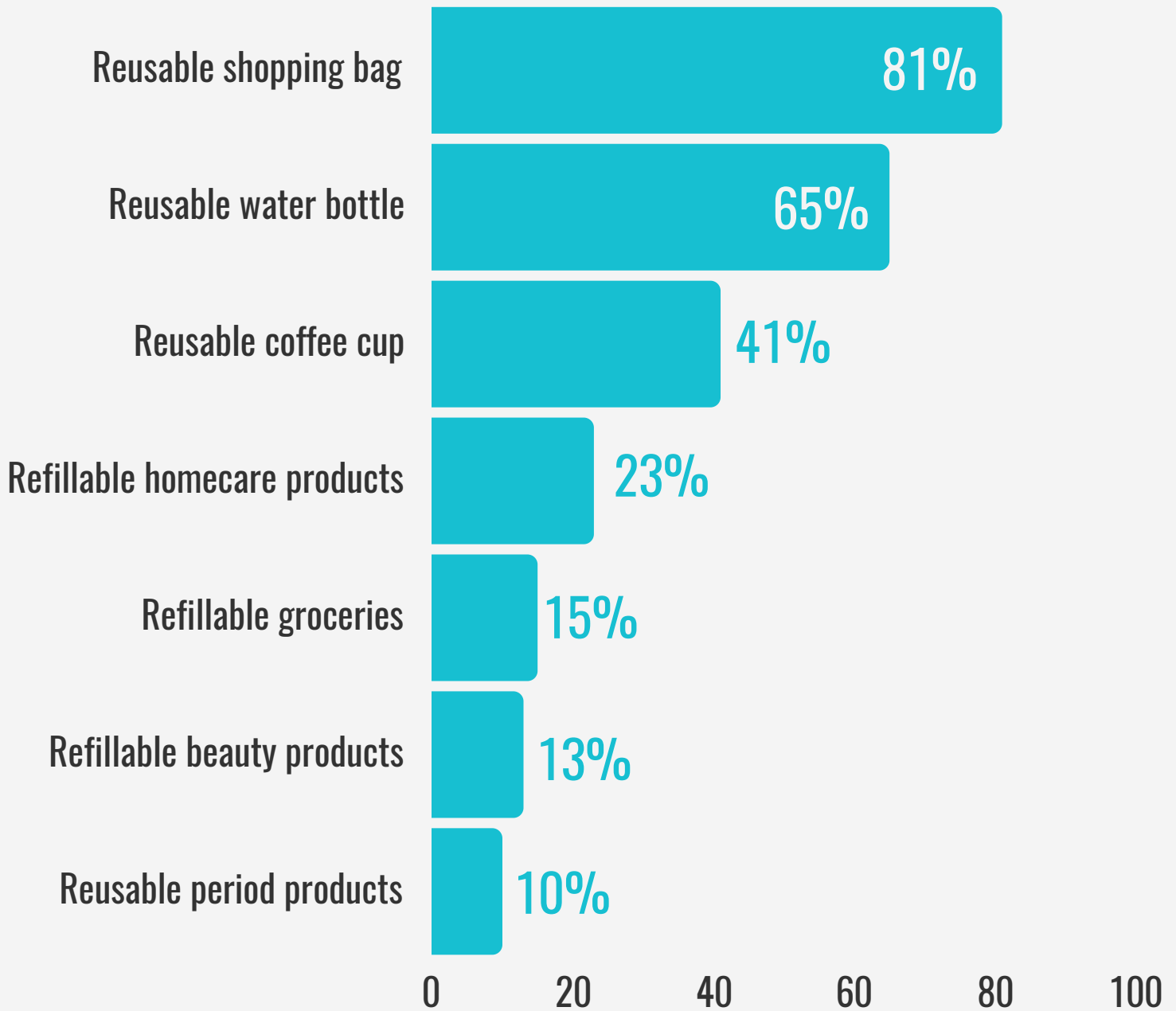
is the main blocker, followed by cost and convenience.

Q: What's currently stopping you from doing more to reduce your use of single-use plastics?



USING REUSABLES

is becoming a habit in the UK across multiple products.



Q: Which of the following reuse options do you currently use?



SHOPPING PATTERNS

Product packaging influences buying decisions.

50%

looking for recycled or plastic-free packaging.

1/3

shop in refill packs or in bulk to top up smaller containers at home.

1/5

21% buying product in returnable packaging.

Q: When shopping for groceries, which of the following do you do to reduce the amount of plastic you buy?

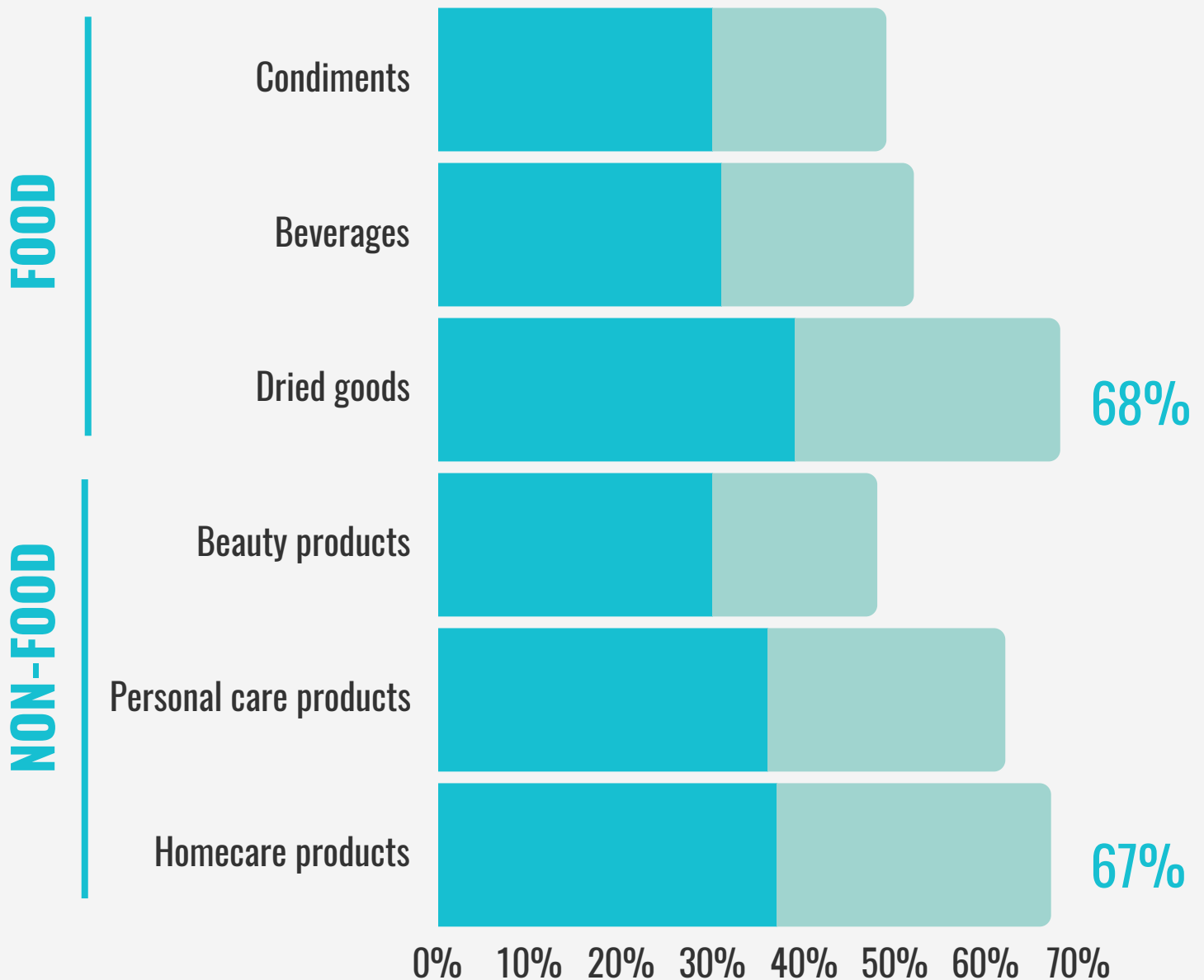
64%

primarily motivated by desire to reduce use of single-use packaging



OPPORTUNITIES ARE BIG

2 in 3 Brits would be willing to buy homecare products and dried goods in reusable packaging, representing natural entry products to refill and reuse!



Q: How likely would you be to buy the following products in refillable or reusable packaging if they were available where you shop? Answers likely or very likely



MORE ACTION IS NEEDED!

There's a wide agreement that government and brands should do more.

82%

agree **brands should do more** to offer reuse and refill and reduce packaging.

76%

agree it should be the **government priority** to tackle plastic pollution.

Q. How strongly do you agree with these statements about responsibility for tackling plastic pollution?

OFFERING REUSE OPTIONS

can reflect well on any organisation.

71%

would view **brands & retailers** a lot more favourably





CURIOUS FOR MORE?

Get in touch at
hello@citytosea.org.uk to read
the full insight report.

