

# Recycling Revolution

Packaging is an integral part of sustainability in the spirits and liquor market, making material selection crucial for brands aiming to become leaders in sustainability. Younger generations (Millennials & Gen Z) are selecting brands that align with their values and help ease their eco-anxiousness.

Clarifying sustainable practices for consumers can drive significant market growth for early adopters, positioning them advantageously as demand for sustainable solutions increases.

With an increase in demand for innovative ways to solve the world's waste crisis, the spirits and liquor industry has an opportunity to offer high quality bottles that meet consumers' sustainability expectations.

To schedule a deep-dive discussion on this research, please contact your Eastman representative.

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## Eco Anxious

### U.S. regular drinkers who agree with the following statements

	Gen Z	Millennials	Gen X+
env. concerns impact my mental health	60%	61%	28%
I feel pressure to live a sustainable life	70%	66%	44%
brands need to help me live sustainably	77%	80%	64%
env. concerns make me brand cautious	77%	75%	5%
important brands align with my values	82%	81%	63%

Younger spirits consumers, particularly Millennials and Gen Z, are feeling the push to embrace sustainable lifestyles. As they make eco-friendly choices, they gravitate towards brands that share these similar values. Spirits brands that support sustainable living can build loyalty by reducing the stress of making eco-friendly choices.

## Sustainable Leaders

### Actions U.S. regular drinkers want their favorite brand to take to be a sustainable leader



56%

sell liquor in sustainable packaging



51%

use recycled content in packaging



43%

invest in technologies to reduce impact

Regular U.S. liquor consumers believe that their favorite liquor brands should take actions to become sustainability leaders. Specifically these consumers believe, that Spirits companies should address the sustainability of packaging. About half of U.S. consumers believe that liquor brands offering sustainable packaging (56%), using recycled content in packaging (51%), & investing in technologies to reduce impact (43%) are top actions to be seen as a sustainable leader.

#### About The Research

Eastman's U.S. Liquor & Spirits Consumer Research consists of 1,000+ men and women ages 21 – 70 across the United States

## Generational Divide

### U.S. regular drinkers' attitudes towards brand sustainability commitments

	Put in a lot of effort to purchase from liquor brands committed to sustainability	Very important that my favorite liquor brand is a leader in sustainability
Total	31%	38%
Gen Z	39%	47%
Millennials	38%	45%
Gen X	25%	30%
Boomers	7%	14%

Gen Z & Millennials expect more from their favorite liquor brands. and are urging brands to champion sustainability. Nearly 40% of these younger consumers actively seek out sustainable options, a stark contrast to just 25% of Gen X & a mere 7% of Boomers. Nearly half of younger consumers find it very important for brands to be seen as sustainability leaders. The spirits industry has an opportunity to embrace sustainable innovations & connect with these values.

## Recycling Revolution

### Feelings towards liquor brands using "molecular recycling" to make their bottles

#### Waste Crusader

77%

a leader in solving the plastic waste crisis

#### Sustainable

79%

working with me to help me live sustainably

#### Positivity

76%

a brand I would feel good buying from

#### Loyalty

72%

a brand I would be more loyal to

Liquor brands that use molecular recycled plastics in their bottles could boost brand equity & consumer loyalty. More than 3 in 4 U.S. consumers would see these brands as a leader in solving the waste crisis (79%) & as a partner in helping consumers to live more sustainably (79%). Additionally, 3 in 4 consumers would feel good about purchasing products from that brand (76%) & would even be more loyal to these brands (72%). Innovating on sustainability & using new recycling technologies Adding molecular recycled content to their packaging can help spirits companies build brand equity and gain customer loyalty.

To learn more about these data and how Eastman can support the positioning of your Renew portfolio with consumers, please contact your Eastman account representative.