

# GrAins

Greening Agrifood  
in Social Economy



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Eco Packaging And Unpacking:

# How Does Eco-Friendly Packaging Influence Consumers?

# Choice



# We Are Bloom Büro And Here Are Our Clients:





# What Is The Plan?



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Point 1:



# ENVIRONMENTAL ISSUES

78%

of Europeans agree that environmental issues have a direct impact on their daily lives and health.

\*Eurobarometer (2024)



# Recycling as a response



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87%

of consumers feel that brands bear the **greatest responsibility** for driving sustainable packaging solutions.

\*Eviosys, Focaldata, 2023



Point 2:



# Consumer Preferences

43%

of consumers state that **environmental impact** is an **extremely or very important factor**.

\*McKinsey, 2023



52%

of consumers prioritize packaging that is infinitely recyclable,

while

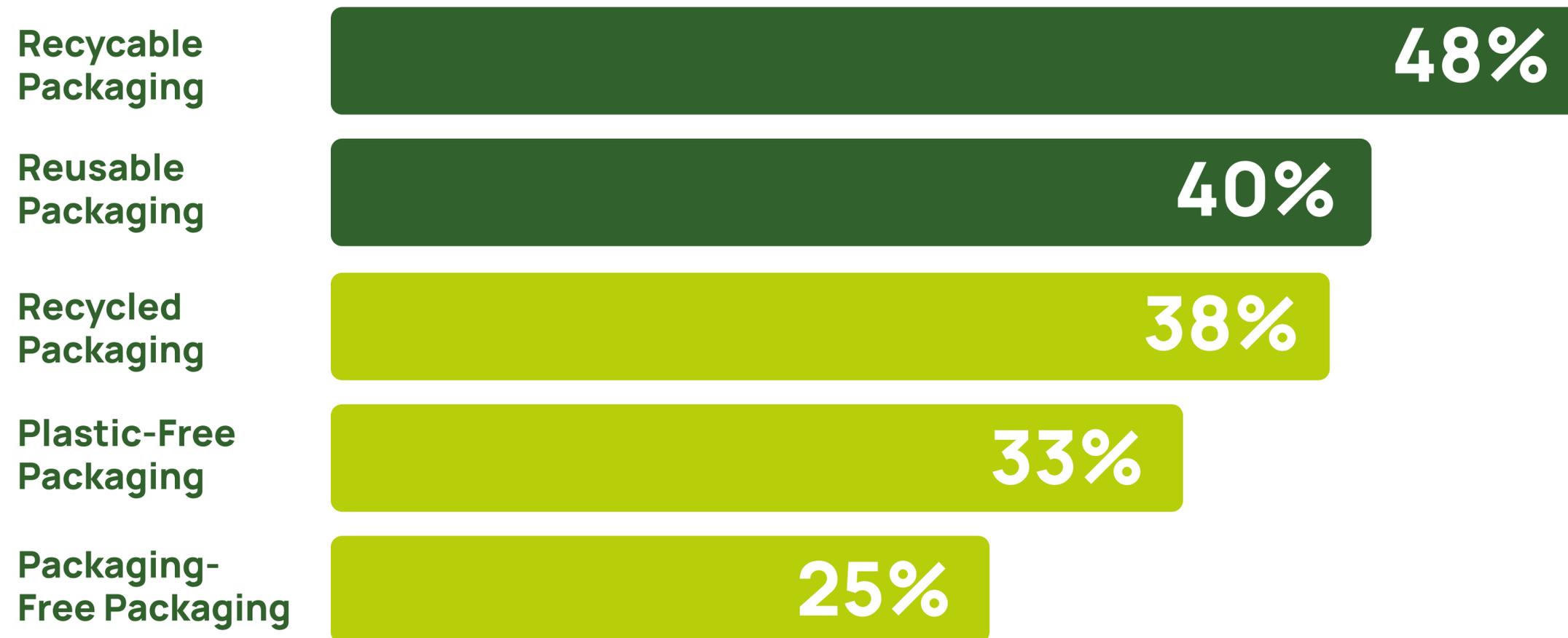
38%

emphasize recyclability as a key criteria

\*Eviosys, Focaldata, 2023



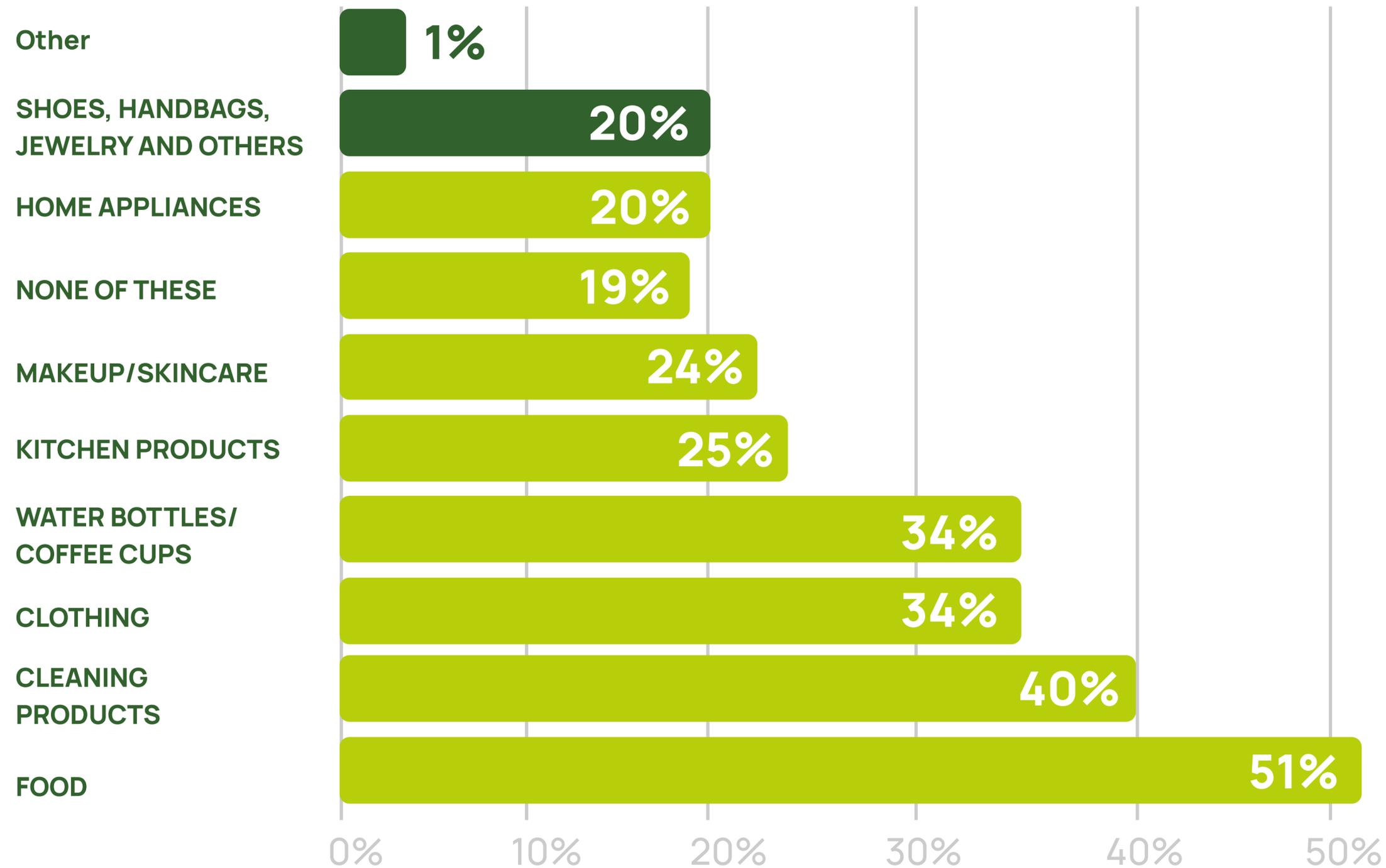
# Top sustainable packaging attributes that consumers actively seek



Point 3:

# Eco-Packaging For Products By Category

Percentage Of Consumers Who Prioritize Purchasing  
The Eco-Friendly Of These Product



Point 04:



# Ecological Awareness In Ukraine

45.9%

highlight household and industrial waste as a critical issue

51%

are deeply concerned about water pollution

38.1%

identify air pollution as a major problem

\*Environmental Trends In Ukraine: Citizens' View, 2021



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44%

of consumers prioritize ecological responsibility when choosing businesses to support

\*[Deloitte](#), 2024



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Point 05:



# Case Studies



# Small Business Follow:





# How Can You Change The Market?



01

# Highlight Your Eco-Initiatives



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# Educate Consumers

**DISCOVER  
SUSTAINABLE SAVINGS**

Shop our online store for  
Exclusive green nonlay deals



03

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# Implement Minimalist Packaging



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# Leverage Local Materials





**Go Green,  
Consumers Will Support  
You!**



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Recent surveys indicate that

59%

of consumers in Europe are  
willing to pay a premium for  
eco-friendly packaging



# Partners



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