

Simplifying Circularity

New research sponsored by Digimarc reveals how much consumers care about recyclable goods and are challenged by getting credible information on sustainability.



Priorities

Most shoppers care about buying and using recyclable products and packaging.

58%

Say the ability to recycle packaging is important when making a purchase decision

52%

Are concerned when purchasing goods for their home and family about the ability to recycle the item

Challenges

Consumers are challenged by and skeptical of brands regarding sustainability.

37%

Find it difficult to get information from brands about product authenticity, origin, ingredients, or sustainability

24%

Doubt brands genuinely care about sustainability or have good sustainability practices

Solutions

Consumers think technology can help reduce confusion about recyclability.

32%

Believe QR codes can potentially provide clear information on how to dispose of products

43%

Consumers (age 25-34) think QR codes can potentially provide clear information on product disposal



Sustainability Starts With Action

Discover the **Digimarc® Recycle Solution** and start now toward more recyclable plastic packaging.



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SOURCE: Censuswide surveyed 4,064 general consumers in the United States and United Kingdom in an April 2022 poll sponsored by Digimarc.