



Supermarket consumer interview on multi-use wood-based bag

Paptic Consumer Study Report

The study was conducted by Sence N Insights



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1. Purpose of the study

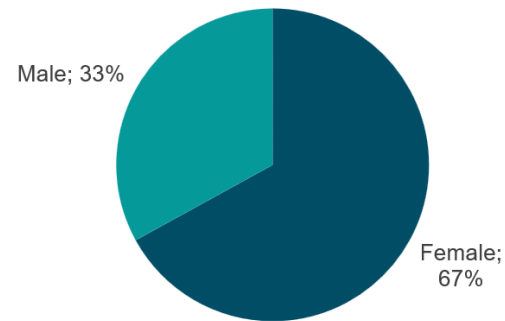
The purpose is to examine

- The **consumers' attitudes** towards a wood-based multi-use Paptic® bag
- The **impact** of the Paptic® bag on the **sustainability image** of the supermarket

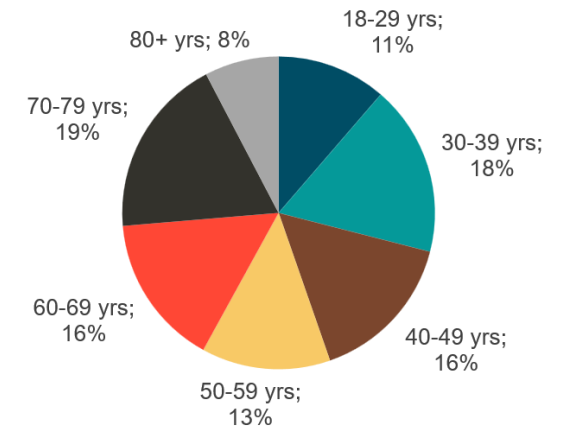
2. About background data

Two out of three participants were female. The average age of the participants was 51 years, ranging from 18 to 85 years.

Gender of participants (N=300)



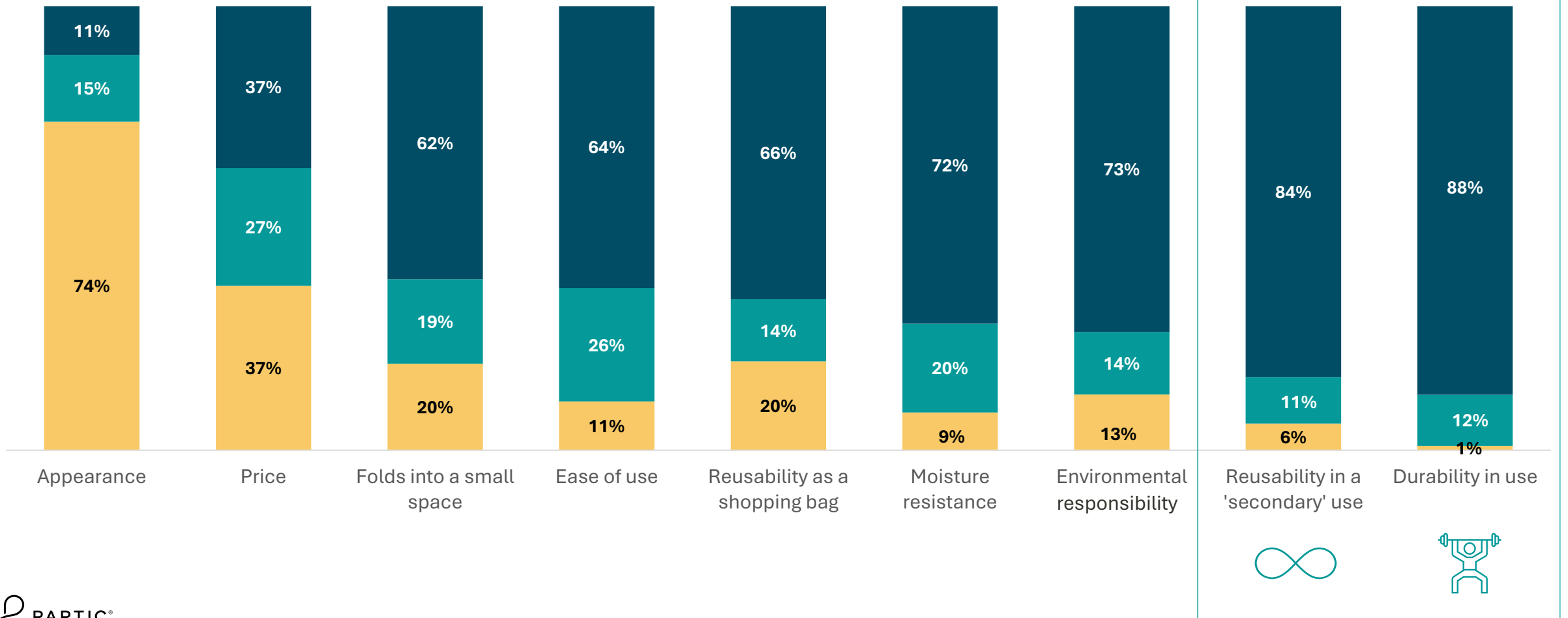
Age of participants (N=300)



3. Results

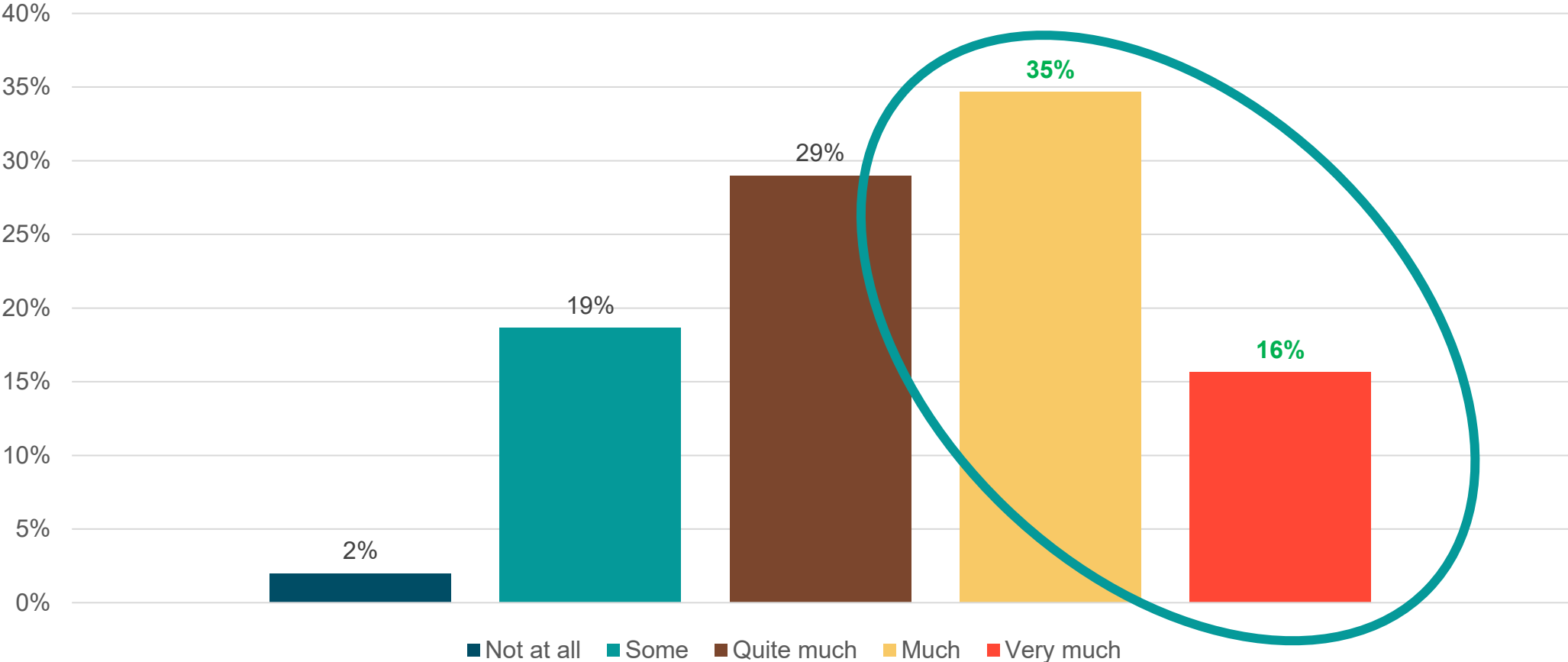
Which of the following features are important to you in a shopping bag? (N=200)

■ Somewhat ■ Fairly ■ Important



51% of participants expressed much or very much interest towards the wood-based reuse bag

Are you interested in the wood-based multi-use bag? (N=300)



The wood-based multi-use bag was perceived as **environmentally-friendly, durable, and versatile**

1. Environmental Benefits

- **Reduces plastic:** No plastic waste, helps tackle the microplastics problem and reduces the burden on oceans.
- **Eco-friendliness:** Made from renewable wood-based raw material, supports sustainable development.
- **Recyclability:** Highly recyclable, promotes the circular economy.
- **Less single-use:** Reduces unnecessary plastic and paper waste.

2. Practical Benefits

- **Durability:** Stronger and longer-lasting than plastic or paper bags; better resistance to sharp edges and moisture.
- **Reuse:** Suitable for multiple purposes (e.g. shopping bag, trash bag, parcel packaging).
- **Easy to store:** Lightweight, foldable, takes up little space.
- **Attractive and neat:** Aesthetic appearance, colour scheme and patterns.

3. Economic Benefits

- **Cost savings:** Long lifespan – if it costs €0.35 and lasts six months, it saves money compared to single-use bags.

4. Comparison with substitutes

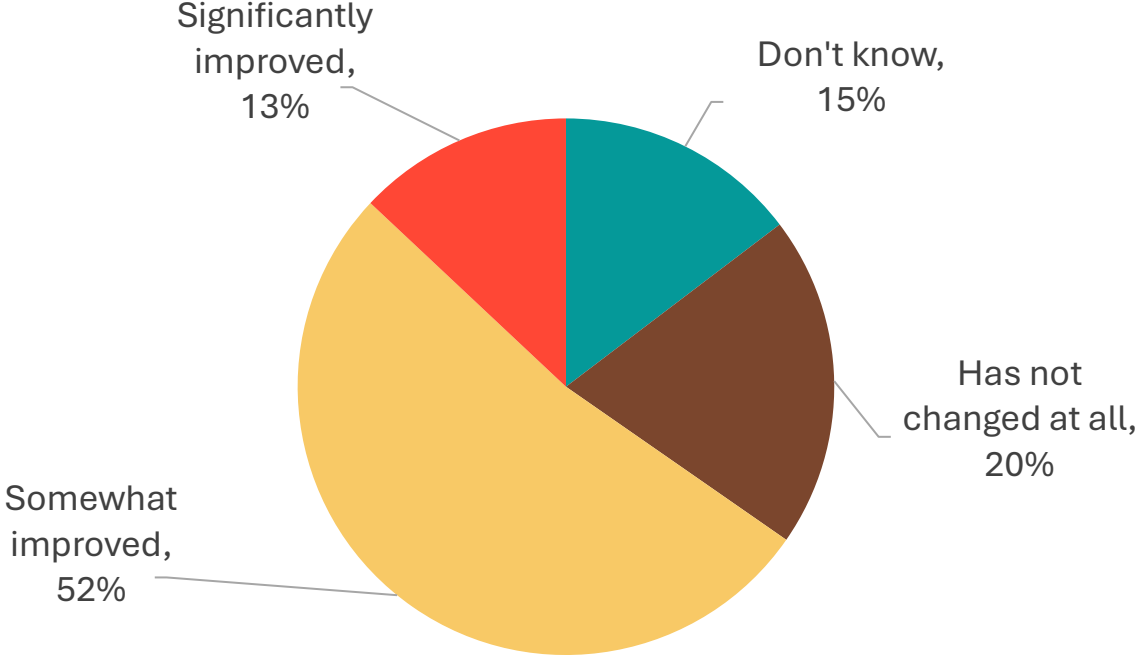
- **Better than a plastic bag:** Doesn't tear easily, more eco-friendly.
- **Better than a paper bag:** More durable, handles don't come off, and it doesn't fall apart in the rain.

Question

What kind of benefits do you see in a wood-based multi-use bag?

65% stated the image of the supermarket improved with the introduction of the wood-based multi-use bag

How has your image of this supermarket as an environmentally friendly operator changed with the introduction of the wood-based multi-use bag? (N=300)



**Reasons why
introducing the wood-
based multi-use bag
has improved the
supermarket's image
as an environmentally
responsible actor**

- **Reducing plastic:** The bags help reduce the use of plastic bags and plastic waste.
- **Eco-friendly alternative:** Wood-based material is perceived as more environmentally friendly than plastic.
- **Positive signal:** Demonstrates that this supermarket pays attention to sustainable development and seeks solutions.
- **A good addition to current sustainability initiatives:** Many already perceived this supermarket as environmentally conscious, and this reinforces that image.
- **Pioneering approach:** Trying a new solution is seen as a bold and responsible move.
- **Message of protecting nature:** Customers appreciate that the store promotes environmentally friendly alternatives.

4. Key findings

- **High purchase interest:** **51%** of participants showed much or very much interest in the wood-based multi-use bag.
- **Clear value perception:** The bag was **widely seen** as environmentally responsible, durable, and versatile (reusable across multiple everyday needs).
- **Price acceptance is strong:** **50%** said they would pay clearly more compared to both a plastic bag and a normal paper bag.
- **Brand lift for retailers:** **65%** felt the supermarket's image improved after introducing the wood-based multi-use bag.

Feedback from the participants after using the Paptic® multi-use bag

“ I have intentionally filled the bag with heavy groceries, wondering if the handles would hold. They held up well. The bag is always in my backpack; I am very satisfied. ”

“ A brilliant invention. 👍 😊 ”

“ Great that a durable and ecological bag has been developed. ”

“ I especially like how foldable it is and how the material feels! I still use the bag I received for the study. ”



Thank you for your interest!

For further information please don't
hesitate to contact us.

<https://paptic.com/contact>