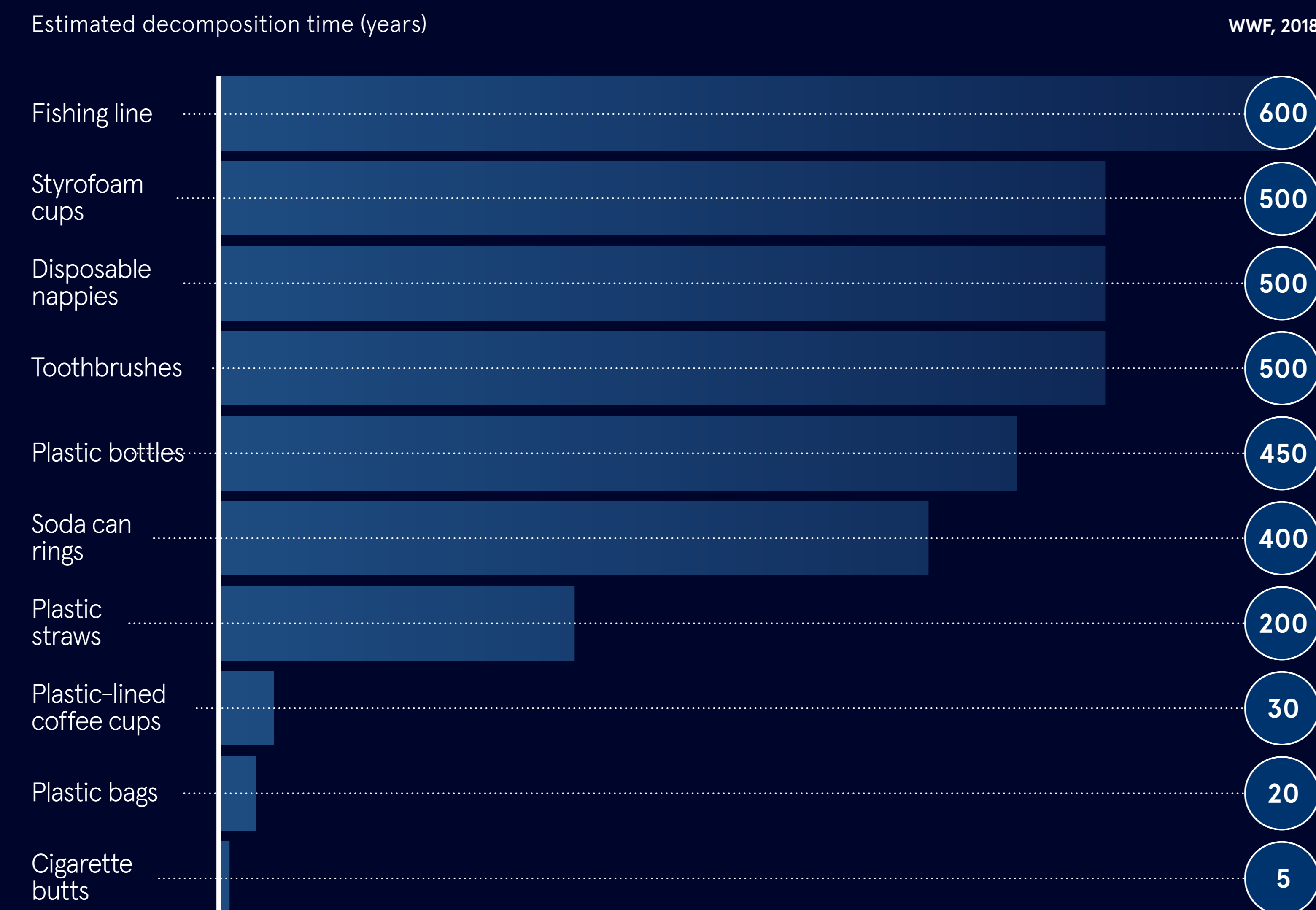


# THE PERCEPTIONS OF PLASTIC

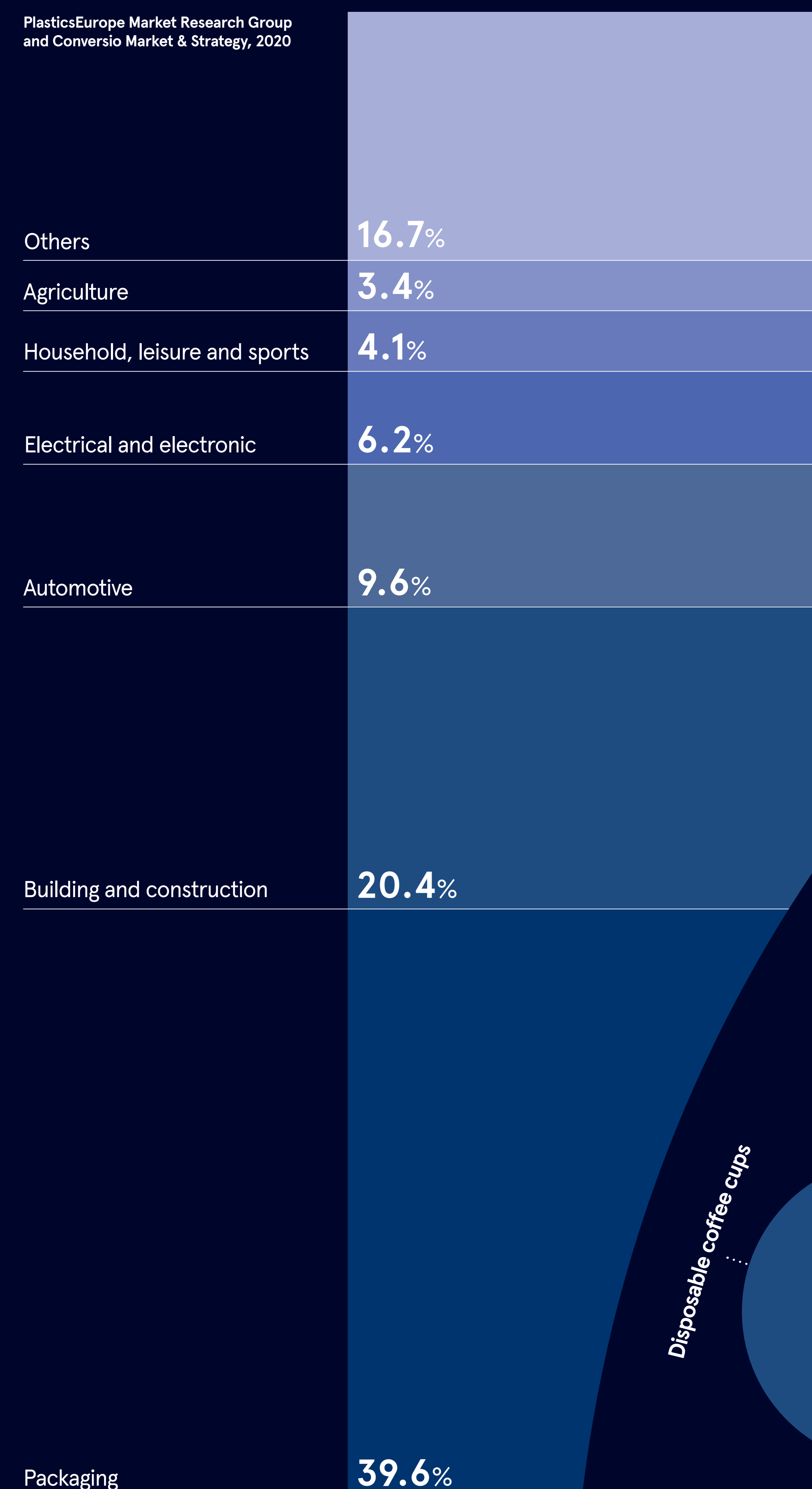
The first synthetic plastic was created in the early 1900s. Since then, production has exploded from 1.5 million tonnes in 1950 to 368 million tonnes in 2019. The cumulative production is now at close to 9 billion tonnes, which has generated 6.3 billion tonnes of waste, of which 9% is recycled, 12% is incinerated and 79% is simply discarded. Given the disastrous impact this is having on the natural environment, why do we keep using it and how are consumer perceptions of it changing?

## PLASTICS THAT ARE NOT RECYCLED OR REUSED CAN TAKE A LONG TIME TO BREAK DOWN NATURALLY



## THE USE OF PLASTIC IS UBIQUITOUS ACROSS SECTORS, BUT THE BIGGEST DEMAND COMES FROM PACKAGING

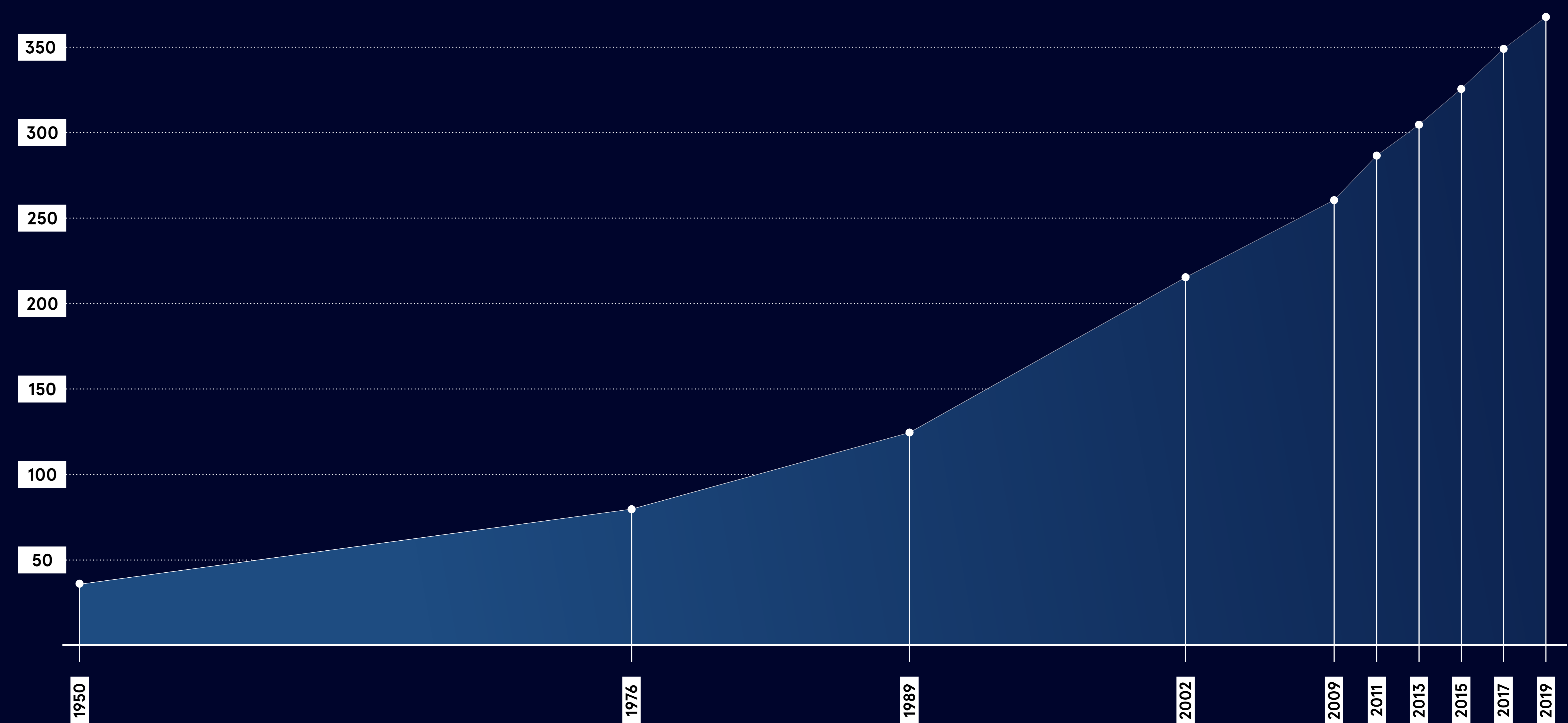
% share of plastics converters in Europe in 2019



## PRODUCTION OF PLASTIC HAS SOARED OVER THE PAST 60 YEARS

Million tonnes

PlasticsEurope Market Research Group and Conversio Market & Strategy, 2020



## THE PLASTIC INDUSTRY GENERATES ECONOMIC BENEFITS

Including raw materials producers, converters, recyclers and machinery manufacturers in the EU

**1.56m** people directly employed in the plastics industry

**£11bn** the plastics industry's positive trade balance

**55,000** companies operate in the plastics industry

PlasticsEurope Market Research Group and Conversio Market & Strategy, 2020

## THE DESTINY OF PLASTIC WASTE COLLECTED IN 2018

PlasticsEurope Market Research Group and Conversio Market & Strategy 2020

