

# CONSUMERS' PERCEPTIONS OF SUSTAINABLE FOOD PACKAGING: A SYSTEMATIC LITERATURE REVIEW AND BIBLIOMETRIC ANALYSIS

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## **Abstract**

Through a systematic literature review and a bibliometric analysis, the present work aims to collect and systematize relevant knowledge about sustainable food packaging with two main goals: (1) to uncover drivers of positive (vs. negative) products evaluations bridging the gap between conflict results highlighted by previous literature; (2) to propose potential avenues for future research.

While literature confirms positive reactions to sustainable packaging design, negative responses are detected in few recurring cases: (1) when consumers are not aware of benefits and risks related to new (sustainable) packaging solutions; (2) when there is a perceived mismatch between explicit and implicit sustainable packaging cues; (3) when multiple attributes (e.g., sustainability and healthiness) are signalled at once. Finally, our findings highlight how sustainable food packaging is an interdisciplinary phenomenon that is steadily gaining attention, providing fertile ground for future research.

*Keywords: sustainable food packaging, product evaluation, consumers perceptions*

*Track: Social Responsibility and Ethics*