

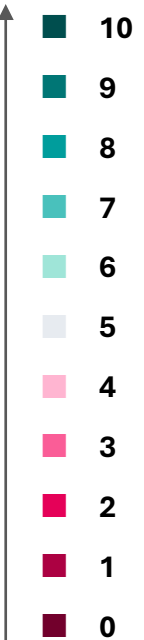
Impact of recycling label on purchase intention (Shampoo experiment)

- The presence of the “100% recycled bottle” and label did not have any positive influence on the purchase intention of the Shampoo bottle.

CONSUMERS 



Very likely



Very unlikely

• Base: Netherlands Consumers (n=1000)
• Question: SHTEST_A. / SHTEST_B. Imagine you need new shampoo soon, how likely are you to buy the following shampoo?
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i When looking at those who claim to (sometimes) check labels, the uplift is only limited.

i In terms of brand association (in this case for Head & Shoulders), there was no positive impact of the recycling label as well. Only the “attractive design” scored higher for the Recycled bottle.