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New survey shows high use of aluminium household foil across Europe

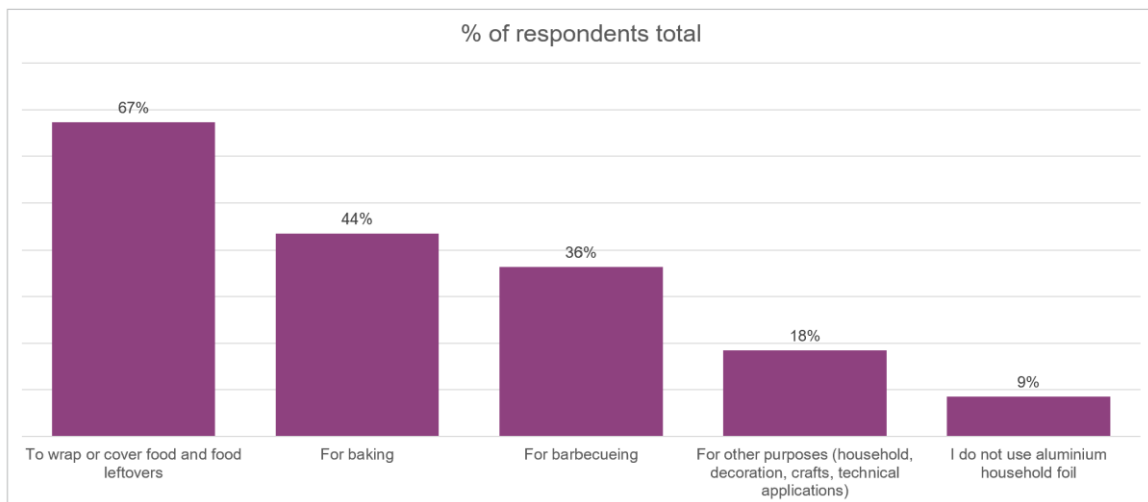
The European Aluminium Foil Association (EAFA) has published the results of a recent consumer survey on the use of aluminium household foil. Conducted by global market research institute Censuswide, the survey took place in six major European markets (France, Germany, Italy, Spain, the UK and Poland) in 2024 and recorded responses from a total of 6,000 consumers. The results confirm the continued importance of aluminium foil in European households, particularly for food storage and cooking.

The survey shows that 67% of respondents mainly use aluminium foil to wrap or cover food and leftovers. This use is particularly common in southern European countries such as France (75%), Spain (74%) and Italy (72%). The popularity of aluminium foil for wrapping food is slightly lower in Germany (63%), Poland (66%) and the UK (52%), but remains an important household item in all regions.

Usage of aluminium household foil (in total 6 countries)



Q1. What do you use aluminium household foil for? (Tick all that apply)



Source: Survey 2024 by Censuswide in 6 countries (UK, FR, DE, ES, IT, PL) by EAFA

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Differences in use by region and gender

In addition to wrapping food, aluminium foil is also frequently used for baking (44%) and grilling (36%). The survey reveals some interesting regional differences: in Poland and Germany, more than 50% of respondents use foil for grilling, while baking with aluminium foil is most common in Italy (53%) and the UK (52%).

There are also differences between genders, with 71% of female and 63% of male respondents using aluminium foil to keep food and leftovers fresh. In addition, Polish and Italian men were found to have high levels of use of aluminium foil in baking (60% and 58% respectively), while women in the UK lead the way in this category (52%).

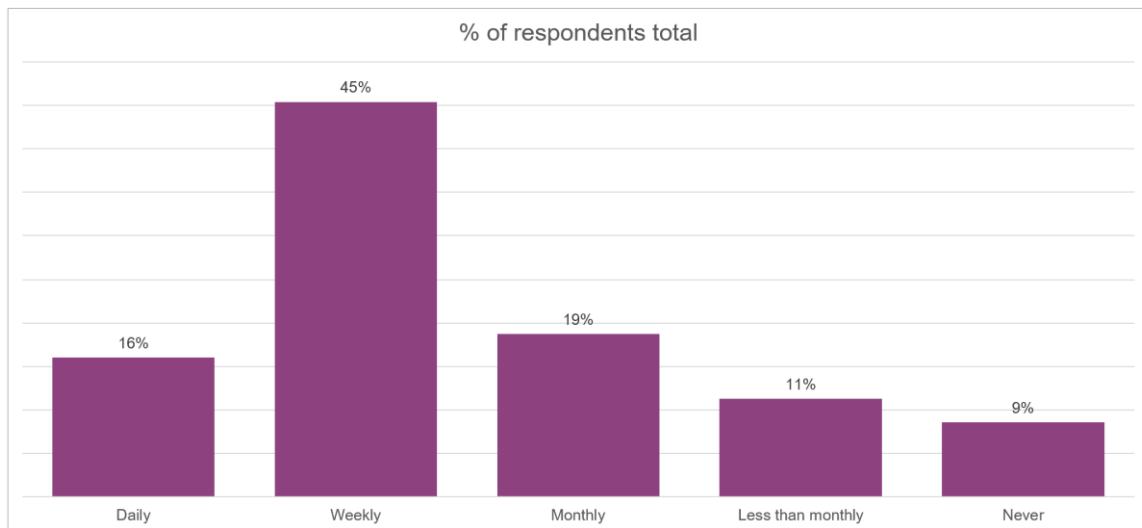
Common use among younger generations

The survey also shows that aluminium foil is frequently used in everyday life: 45% of respondents use it at least once a week and 16% say they use it daily. Italy (50%) and Spain (49%) have the highest weekly usage rates, while Spain also in the lead with 26% of respondents using aluminium foil daily.

The survey also shows a clear trend among younger consumers, particularly those aged 25 to 34, who are the most frequent users of aluminium foil. This age group is likely to use aluminium foil weekly for food storage and preparation, demonstrating how convenient it is for young families and busy households.

Usage frequency of aluminium household foil (in total 6 countries)

Q2. How often do you use aluminium household foil? Select best match.



Source: Survey 2024 by Censuwide in 6 countries (UK, FR, DE, ES, IT, PL) by EAFA

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Alternatives to aluminium foil

Although aluminum foil remains a popular everyday product in most households, the survey also looked at common alternatives. Cling film (54%) is the most commonly used substitute, closely followed by resealable plastic containers (50%). Interestingly, in Germany, resealable containers (63%) are more popular than cling film, indicating a regional preference for reusable alternatives.

Women are more likely to use cling film than men (57% compared to 51%) and the use of resealable plastic containers increases with age. These results provide valuable insights into consumer preferences and how aluminium foil fits into general household habits.

Sustainability and recycling awareness

Sustainability continues to influence consumer choices, and the recyclability of aluminium foil plays a key role in its appeal. However, the survey also shows that awareness of the environmental benefits of aluminium foil needs to be increased. Despite its widespread use, fewer than one in ten respondents said they do not use aluminium foil at all.

Guido Aufdemkamp, Executive Director of the European Aluminium Foil Association (EAFA), highlighted the importance of the findings and the opportunities they present for the industry: “The results of the 2024 survey underline the necessary existence of aluminium foil in European households. As EAFA, we see these results as a confirmation of the versatility and usefulness of aluminium foil, especially in food preservation and cooking. Given the increasing relevance of sustainability, EAFA will continue to actively communicate the benefits of aluminium foil - especially its excellent recyclability - and ensure that the environmental benefits are known among consumers and decision-makers alike.”

The European Aluminium Foil Association (EAFA) is the main trade association, specifically representing companies engaged in the rolling and rewinding of aluminium foil and the manufacturing of semi-rigid alufoil containers and household foil in Europe. With its more than 40 members, the organisation represents the total aluminium foil rolling market in Europe. www.alufoil.org

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