

Microplastics Clearly on the Radar of European Consumers

Transparent Microplastic-Free Communication is a Clear Competitive Advantage



New EFSA/BfR Study Shows:
Consumers Expect Guidance
on Microplastics



flustix
RETHINK PLASTICS

STUDY OVERVIEW

New EFSA/BfR Study Shows: Consumers Across Europe Care Deeply About Microplastics

A recent scientific study involving the European Food Safety Authority (EFSA), the German Federal Institute for Risk Assessment (BfR) and international research partners clearly demonstrates:

Consumers across Europe are highly concerned about microplastics – particularly in products involving skin contact, food applications or everyday use.

The representative study analysed:



Awareness of microplastics



Consumer knowledge



Environmental and health perceptions



Effects on purchasing and behavioural intentions

Key Numbers from the Study

93.7%

Awareness of microplastics in Germany

76.6%

of respondents were already familiar with the term microplastics

4.49 / 5

Concern about environmental impacts of microplastics

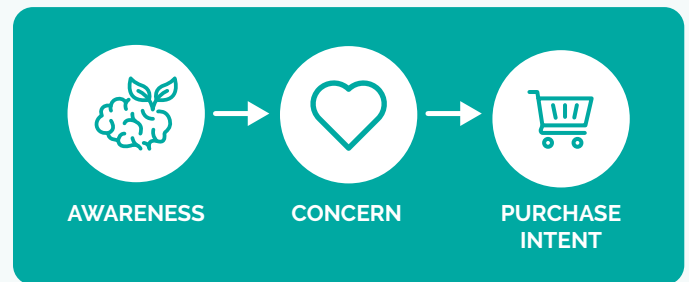
4.13 / 5

Concern about potential health impacts

The study reveals a clear relationship:

Consumers who receive understandable and credible information about microplastics are significantly more willing to change their behaviour and consciously choose microplastic-free products.

As a result, microplastic-free claims are becoming an increasingly relevant factor for consumer trust and purchasing decisions, particularly for everyday and sensitive product categories.



Companies that communicate microplastic-free product content clearly, visibly and credibly provide guidance and strengthen their position directly at the point of sale.

The study shows:

Consumers particularly associate the issue with products they use or consume on a daily basis.



Cosmetics



Personal Care



Laundry & Cleaning Products



Food Products



Seafood Products



Household & Everyday Products

OPPORTUNITY FOR COMPANIES

Microplastics Are Invisible. Trust Is Not.

According to the study, microplastics are invisible to consumers. This creates a significant communication opportunity:

Companies that communicate microplastic-free product content in a transparent and trustworthy way can clearly differentiate themselves from competitors.

The study clearly shows:
Consumers respond positively to understandable information and credible evidence.



Companies that provide guidance build trust.
Companies that build trust win purchasing decisions.



Kneipp Leads by Example

With flustix PRODUCT CONTENT MICROPLASTIC-FREE, Kneipp already relies on independent certification and consumer-friendly communication of microplastic-free product content.

EMPCO CHANGES THE RULES OF THE GAME

„Microplastic-free“ Becomes a Green Claim.

The claim “microplastic-free” constitutes an environmental claim and therefore falls under European requirements for substantiated green claims and independent verification under the Empowering Consumers Directive (EmpCo) (EU) 2024/825, which becomes applicable from September 2026.

As a result, credible communication of microplastic-free product content will increasingly require independent third-party certification.

flustix PRODUCT CONTENT MICROPLASTIC-FREE is currently the only independent certification mark in Europe providing companies with a clear, consumer-friendly and market-ready solution.



EmpCo creates clarity – and makes independent verification a decisive competitive advantage.

INDEPENDENT. RECOGNIZED. SECURE.

The Solution:

flustix PRODUCT CONTENT MICROPLASTIC-FREE



flustix Connects What Consumers Really Want

- ✓ **Independent Verification**
through accredited laboratories
- ✓ **Scientifically Based Assessment**
of product contents
- ✓ **Transparent Consumer Communication**
- ✓ **Visible Product Labelling**
directly on the product



With flustix PRODUCT CONTENT MICROPLASTIC-FREE, companies can communicate microplastic-free product content clearly, visibly and independently verified.



This transforms a complex technical product characteristic into understandable and trustworthy consumer information.

MAKE MICROPLASTIC-FREE PRODUCT CONTENT VISIBLE

TURN MICROPLASTIC-FREE PRODUCT CONTENT INTO YOUR COMPETITIVE ADVANTAGE

Communicate Clearly.
Build Trust. Win Consumers.



Schedule a Meeting

We will show you how to communicate microplastic-free product content visibly, credibly and in compliance with upcoming requirements.

[Book a Meeting Now](#)



Or Call Us Directly

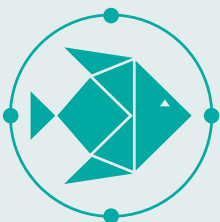
Scan the QR code and save our contact details directly to your smartphone (vCard).

Study Reference

Janzik et al. (2026): "Is the public really concerned about microplastics?"
Journal of Environmental Psychology

Full Study available via:

<https://flustix.com/download-center>



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