



Demand and supply side of single-use alternative straws



The plastic problem is an emerging global issue. Cambodia alone produces more than 10,000 tons of waste per day or more than 3.6 million tons a year, and plastic straws are one of the most commonly used plastic items in the country.

PLASTIC STRAW USE

3 in 4 people living in urban areas use plastic straws either at home or outside of their home, owing to...



86%

Ease of use*



24%

Hygiene reasons*

*Multiple-answer question

THE NEGATIVE IMPACTS OF PLASTIC STRAW USE

Whilst users continue using plastic straws



97%

agree that it is harmful to the environment



91%

agree that it has an impact on their health, especially amongst younger people

AWARENESS OF ALTERNATIVE STRAWS



Younger, single, women, who are without children, earn a higher salary show greater awareness. This owing to the following:



Cultural expectations on women



Exposure to social media



1 in 5

were already using alternative straws and were more likely to go to local and international branded coffee shops

ALTERNATIVE STRAW PREFERENCE

Our large-scale experiment with 605 straw users revealed that



26%

preferred paper straw



28%

preferred grass straw



46%

preferred rice straws

Why rice straws?



96% cited ease of use*



96% reported no chemical aftertaste*



95% liked the dark green colour of the rice straw, which conveys being natural*

*Multiple-answer question

WILLINGNESS TO PAY FOR ALTERNATIVE STRAWS



\$0.15 is the average price people are willing to pay for a rice straw



\$0.12 for paper straws



\$0.10 for grass straws

SUPPORT FOR SINGLE-USE ALTERNATIVE STRAWS

CONSUMERS

9 in 10 consumers



are willing to reduce their plastic straw usage and would prefer to go to restaurants where alternatives are used, specifically branded coffee-shop goers (93%)

BUSINESSES

Some businesses have already supported the use of single-use alternative straw owing to certain motivations:



International exposure



Environmentally conscious



Caring about consumer health



Educate Cambodians to adapt eco-friendly habits

IMPORTERS

Importers were selling rice and grass straws for around \$0.02 which includes a small margin of profit, and are motivated to do so because of the following:



Environmentally conscious



Business opportunity



Inspired by other countries

Supply originates in neighbouring Thailand, Vietnam and China; suppliers in Cambodia have been able to test the products and establish a relationship with suppliers in these countries.

Findings for businesses and importers were based on a small number of interviewees, and so % figures have not been included

Methodology: these findings are taken from a large-scale experiment amongst 605 Cambodian citizens, some farmers, importers and business supporters in Phnom Penh, Siem Reap and Sihanoukville. We employed a central location test (an experimental approach), ethnographies and in-depth interviews to understand how single-use alternative straws can be effectively introduced into the Cambodian market.

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