



Sustainable Packaging Opportunities: Meeting Demand, Ensuring Compliance

March 2025

EXECUTIVE SUMMARY

Unwrapping sustainable packaging communication

Key findings

SUSTAINABLE PACKAGING OVERVIEW

Key facts to share

SUSTAINABLE PACKAGING OVERVIEW

Opportunities to accelerate sustainable packaging solutions

Redesigning for circularity is key to curbing waste and emissions

What is driving sustainable packaging development?

CLOSING THE LOOP ON RECYCLABILITY

Growing demand to boost recycling rates and enhance recycled content quality

Global regulatory push for recyclability

Recyclability communication regaining momentum

Recycled content is expanding across categories, yet not at the proper speed

Sustainability communication: Recyclability examples

EMBRACING ALTERNATIVES TO REDUCE WASTE

Moving beyond the path of least resistance is key to unlocking adoption of alternatives

Global regulatory push for packaging optimisation and waste reduction

Consider category-specific challenges, sourcing and disposal in the shift to alternatives

Unlock optimisation triple impact: Less materials, waste and costs

Sustainability communication: Examples of alternative materials

APPROACHING CIRCULARITY THROUGH REUSE/REFILL

Circular models can boost convenience, loyalty and sustainability

Global regulatory push for reuse/refill systems: Business implications

Reusable/refill solutions can lower sustainable purchase barriers

Maximising sustainability and consumer engagement: Right model, right category

Sustainability communication: reuse/refill examples

CONCLUSION

Recommendations/opportunities for growth

Evolution of sustainable packaging

Questions we are asking

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