



# Sustainable Packaging: Circularity for Rigid Plastics

August 2024

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## EXECUTIVE SUMMARY

Why read this report?

## INTRODUCTION

Key findings

Rigid plastics face challenges as climate concerns grow

## RIGID PLASTICS IN A CHANGING LANDSCAPE

Rigid plastics are a powerhouse but not immune to cost-of-living pressures

Future will be shaped by soft drinks and food as core end-uses, and by waste concerns

The climate matters: Consumers want to live more sustainably with less plastic waste

Rigid plastics rank among most discarded waste items, if some improvement

Environmental regulatory pressure on plastic is rising, with Europe leading

## ADVANCING CIRCULARITY: ECO-DESIGN TO RE-USE

Circularity is becoming more established in strategy and investment plans

Sustainable packaging is the top sustainability priority for new launches in 2024

Rigid plastics recyclability guidance: Not all plastics are equal

Redesign via recycle: Increase recycling and recycled content to reduce carbon impact

Coca-Cola India is partnering with Reliance Retail on a PET collection and recycling pilot

A place for refills: Potential for plastic and competitor substrates

New EU rules add pressure to drinks: On collection, recycle and for, the first time, refills

## EVALUATION OF PROGRESS

Businesses pledge to sustainable plastic, for packaging and climate goals

Reducing plastic's footprint: Renewable pack design action is strong

But many brands will not reach 2025 targets: Slow economy and infrastructure impede

Plastics' recycling: EU capacities are progressing but still off-target

Plastic Pacts: The value of voluntary collaborations to accelerate progress

Alongside the power of collaboration, policy is essential

Power of policy (if implemented) to supercharge recycled plastic: European taxation

EU's PPWR brings potential to fast-track PET beverage bottle collection, mostly via DRS

The reputational incentive to spur on plastics' sustainability

## CONCLUSION

Recommendations

Treat rigid plastic as a valuable resource destined for repeated re-use

Questions we are asking

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