



Sustainable Packaging: Circularity for Rigid Plastics

August 2024

Table of Contents

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

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with

country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/sustainable-packaging-circularity-for-rigid-plastics/report.