

The sustainability gap: CPG brands and their 2030 ambition

As global consumer packaged goods (CPG) brands set ambitious goals for sustainability, the journey to achieving these targets is far from straightforward. With packaging seen as a key contributor to environmental impact, the disparity between sustainability ambitions and actual progress has never been more apparent.

Targets vs. progress

Nearly all global CPG brands aim to have 100% recyclable, reusable, and compostable packaging by 2030.

Over 80% are falling short of their waste and recycling targets.

100%

+80%

Packaging impact



1/3

Most emissions targets are set for a 2030 deadline, and only 1/3 of CPGs are on track to hit their goals.

Sustainable packaging accounts for up to 50% of upstream GHG emissions.

↑ 50%

Recycling potential

+70%

Mechanically recycled PET and HDPE are over 70% less emissions-intensive than their virgin plastic counterparts.

For every kg of PET packaging that gets recycled, brands can save 1.4 kg of carbon emissions and 1.9 kg of carbon emissions per kg of HDPE that gets recycled.

1.4 kg
from PET

+ 1.9 kg
from HDPE

Consumer influence



61% of consumers expect to increase their spending on sustainable products over the next three years,

Consumers are willing to pay an average of 12% more for packaged goods with a minimal environmental impact.

+12%

Bridging the sustainability gap together

The path to 2030 is challenging, but progress is within reach. How can we collectively accelerate sustainable packaging solutions?

Download our white paper at makingpackagingcircular.com



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