

Turning packaging sustainability from pressures to competitive advantages

Data shows that packaging circularity is at a turning point. Consumer demand, regulatory mandates, brand commitments and employee sentiment are converging, driving an unprecedented shift toward sustainability.

CPG commitment

96% of the top 50 brands have established specific targets concerning recyclability and waste management.



Consumer beliefs

31%

31% of consumers believe that brands investing in sustainable packaging is one of the top three ways to address environmental issues.

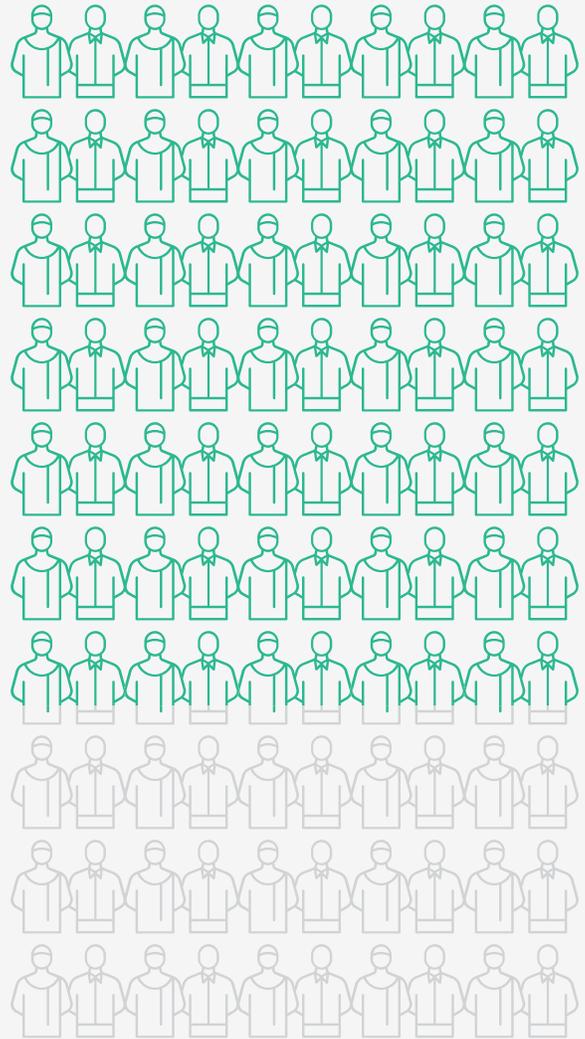
Legislation and regulation impact

Regulatory pressures are mounting on brands as legislators implement policies to reduce carbon emissions, minimize waste, and promote a circular economy. Regulations vary significantly by country, region, state, and municipality, with Europe leading in advanced, stringent policies.



Impact on employees

68% of employees are more willing to accept jobs from organizations they consider to be environmentally sustainable.



Packaging circularity is at a turning point.

Discover how CPG leaders are responding to these pressures and turning them into actions to forge a more sustainable future.

Download our white paper at makingpackagingcircular.com



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