

Tethered Closures: Eu Plastic Packaging Regulation and What it Means for the Beverage Industry

April 2021

INTRODUCTION

Scope: Global and European demand for beverage closures in 2020

Key findings

ENVIRONMENTAL CONCERNS SHAPE REGULATION OF CLOSURES

Beverages, largest industry user of closures, is under regulatory scrutiny

A dominance of plastic beverage closures, globally and in Europe

Safety, functionality and sustainability spur on closure innovation...

...but consumers are concerned about the planet and plastic waste

Corporate commitment to the environment holds on in the pandemic

For rigid plastics, European brands lead in on-pack sustainable messaging

And other milestones that support adoption of the EU's plastic directive

No time to waste: 'Tethered' caps, a solution for plastic cap pollution

EU SINGLE-USE PLASTIC DIRECTIVE: ARTICLE 6

EU Single-Use Plastic Directive coverage and key dates for beverages

Tethered caps and closures in the EU: Article 6 specifics

How plastic beverage closures appear today versus their tethered future

BEVERAGE PACKAGING AND CATEGORY IMPACT

Size of the task: 100 billion beverage packs impacted by SUP directive

Among rigid plastics, the soft drinks PET bottle requires most focus...

...alongside design of the popular screw cap

Key beverages requiring adaptation for PET: Water, carbonates and juice

And for liquid cartons: Liquid dairy, Juice and RTD tea

Existing tethered water bottle closures to guide(1): Cristaline

Tethered water bottle closure(2): California's Crystal Geyser

Tethered newcomer(3): San Benedetto EcoGreen with QR code to educate

PROGRESS ON TETHERED CLOSURE SOLUTIONS

Need to harmonise standards for plastic screw configuration as priority

With many boxes to tick across the value chain, collaborative action is key

Cetie seeks to agree technical common standards for early compliance

Commercial offering and collaborations: (1) Bericap (2) United Caps

Coca-Cola European Partners announces tethered trial in May 2021

OUTLOOK

A balance to strike: technical spec, consumer comfort and sustainability

Milestones to complete EU tethered cap conversion by 2024

Prospect of geographic expansion as responsibility on plastic rises

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/tethered-closures-eu-plastic-packaging-regulation-and-what-it-means-for-the-beverage-industry/report.