

Sustainable Packaging: Moving Beyond Recycling Labels

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RECYCLING LABELS IN CONTEXT

Key findings

Recycling labels are back-of-pack and not a driver of ethical behaviour

Recyclable pack types are ubiquitous in soft drinks

Major recyclability pledges are in every big player's CSR strategy

Recycling labels and pledges not translating into less waste so far

Packaging waste remains a global issue

CONSUMER AND COMPANY MOTIVATIONS

Spotlight on plastic waste has yet to curb plastic packaging usage

Environmental messages make sustainable packaging a central focus

Only one in 10 consumers are willing to pay more for recyclable packaging

Spotlight on global fmcg to do more as they face "worst offenders" tag

COMMUNICATING VALUE BEYOND RECYCLING

Looking beyond recycling labelling: how to market sustainable packaging

Reduce: fresh produce loses the plastic in favour of laser marking

Reduce: paper-based replacing plastic packaging

Reduce: "plastic-free" commitment goes front-of-pack in private label

Re-use: recycling incentives can build brand loyalty

Re-use: industry-wide circular initiatives go mainstream

Recycle: choosing recycling labels with clear messaging

Recycle: global players supporting consumer education initiatives

Recycle: bioplastic packaging can differentiate brands

CURRENT OUTLOOK AND PROSPECTS

Manufacturers not yet investing in sustainable pack types

Coca-Cola brands driving sustainable pack types in Japan and the US

Dairy players target sustainable packaging but still have a long way to go

Case study: even baked goods rises to sustainable packaging challenge

Conclusions

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