



2025 Sustainable Packaging Trends Report

Insights into the new strategic directions and material choices, policy updates, and recovery strategies driving sustainable packaging

**APRIL
2025**



INNOVATION

GreenBlue is an environmental nonprofit dedicated to the sustainable use of materials in society. We bring together a diversity of stakeholders to encourage innovation and best practices to promote the creation of a more sustainable materials economy.

The Sustainable Packaging Coalition (SPC) is a membership-based collaborative that believes in the power of industry to make packaging more sustainable. We are the leading voice on sustainable packaging and we are passionate about the creation of packaging that is good for people and the environment.

Our mission is to bring packaging sustainability stakeholders together to catalyze actionable improvements to packaging systems and lend an authoritative voice on issues related to packaging sustainability. The Sustainable Packaging Coalition is a trademark project of GreenBlue.



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FOREWORD

2025 Marks a Critical Chapter in the Story of Sustainable Packaging



2025 goals have been swapped out for 2030 commitments. Extended Producer Responsibility (EPR) laws in six U.S. states have permanently shifted the conversation around what materials can be considered recyclable or compostable. Progress on reuse and refill has moved at a snail's pace, and efforts to source recycled content have stalled. Reduction strategies have been incremental and difficult to measure, while the use of virgin resin continues to grow.

So where do we go from here? The companies that will succeed over the next five years will be the ones that radically innovate their business models and reexamine their material choices. While the idea of sustainable packaging is now mainstream, when it comes to implementation, the devil remains in the details.

In this second-annual Trends Report, we call attention to the important sustainability shifts we're seeing across SPC's four pillars — **Innovation, Packaging Design, Policy, and Recovery** — that impact everything from material health and selection, reuse implementation, and curbside collection of materials.



We hope that highlighting these trends will shine a light on the sustainable future that's in reach for our industry — a future where all packaging is thoughtfully and safely designed, sustainably sourced, and effectively recovered.

In this report, we also follow-up on last year's trends, which are now well on their way to becoming established strategies for more sustainable packaging. "Paperization" has taken over brands' packaging portfolios, while seaweed continues to entice early adopters with its performance and low-carbon potential. The growth of machine learning within the recycling industry gives us hope for more effective recovery systems. On-pack labeling has made significant inroads to adapt to changing needs and legislation, and city-scale reuse efforts have captured national attention and imagination.

The time for action is now, and these trends should be part of your plan. Sustainable packaging leaders know that innovation is the only way to weather global uncertainty and planetary crises, and this year's four trends prove that we already have all the tools we need.



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STRATEGIC FORESIGHT

Packaging's Watershed Moment: Preparing For EPR and Beyond

Even though sustainability programs could continue to seesaw every four years at the federal level, states have made it clear: **The sustainable packaging paradigm is shifting.** 2025 is shaping up to be a watershed moment in this shift, as the first of six Extended Producer Responsibility (EPR) U.S. state laws goes into effect, and even more state houses across the country are proposing their own EPR or recyclability labeling laws.

Sustainability won't just be nice-to-have anymore — it'll be an imperative for operating anywhere from California to Maine.

In all these changes, there's good news for sustainable packaging professionals. Advancing packaging sustainability has always been the right thing to do, but now, it's never been easier to demonstrate the ROI of sustainable packaging: it costs less to produce less packaging, and to make that packaging more sustainable. Companies that don't comply with these new laws could face fees or penalties. Further down the road, EPR eco-modulation will even incentivize packaging that is recycled at high rates or made with more recycled content or renewable materials.

The days of voluntary sustainable packaging initiatives are numbered as we march toward mandatory compliance — and the companies that embrace this shift won't just adapt to our new packaging paradigm, they'll create it.



To begin navigating this new era, we'll need to get three things right.



First, we'll need to get new talent and new teams involved in our sustainable packaging.

To comply with EPR laws, teams will need to determine who will own reporting, compliance, and communications with the Producer Responsibility Organizations (PROs). And even though sustainability teams already work with departments like R&D, Compliance, Packaging Engineering, and Finance, we'll need roles dedicated to liaising and anchoring all of our EPR-related activities. Where can you start? If your company has already begun ESG reporting, consider implementing a similar approach. Investigate what you know about your baseline data — and what you don't know — and include everyone at the proverbial table; there's too much at stake not to.



Next, we'll need to find where new EPR costs and fees live in our budgets, and then adjust those budgets accordingly.

These new laws will legally bind companies to sustainability goals, such as high recycling rates, plastic source reduction, and reuse targets. Research has shown that tying sustainability targets to executive pay can be a strategy to strengthen these efforts; however, we need these initiatives to be "part of a concerted effort by company leadership and the board to fundamentally change the way the company operates." For EPR, this means exploring ways to set up incentives, planning beyond the money owed to PROs, and focusing on costs as an indicator of environmental performance and risk preparedness.



Last but not least, we can make sure that compliance serves as our baseline, not our ceiling, for ambitious sustainable packaging action.

We'll need that ambitious action to reach a regenerative packaging economy, so in the years ahead, sustainability teams should be proud of but not satisfied with being compliant. Moving forward, we can also focus on two of the most effective strategies for creating sustainable packaging: packaging reduction and system redesign. By reducing the amount of packaging used in the first place and redesigning the packaging to be reusable or refillable, companies can significantly lower resource use, carbon emissions, and environmental impact.



STRATEGIC FORESIGHT

Redefining What is “Recyclable”

State policy is redefining what packaging can be called, and labeled, “recyclable.” This means that state definitions and requirements for recyclability are going beyond the Federal Trade Commission’s Green Guides definition.

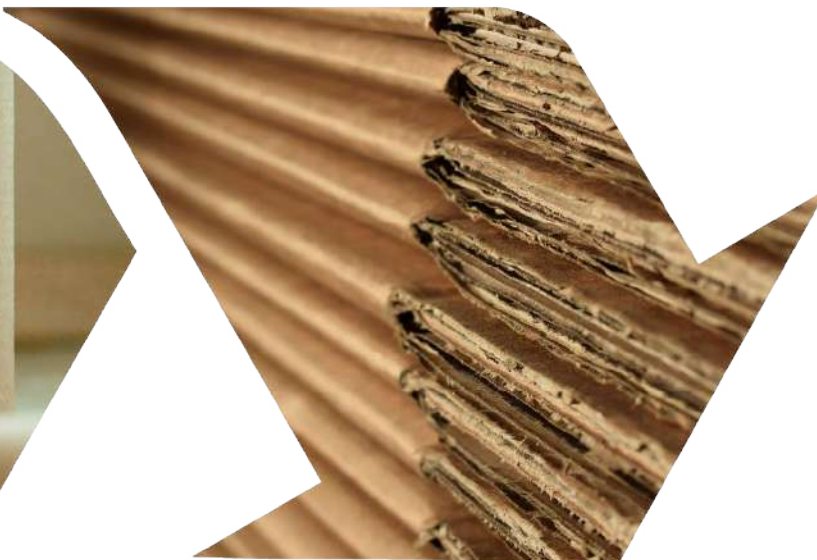
What’s driving this shift?

Over the last decade consumers’ trust in the recycling system has taken a nosedive. As of 2023, **32% of consumers** weren’t even confident that the items they recycle are being turned into new materials, let alone new packaging. State regulatory agencies and municipal governments share much of this skepticism, and have also pushed back against the idea of local collection programs shouldering the cost of sending these materials hundreds of miles out of state for processing.

As a result, we’re seeing evidence that, increasingly, states will require companies to reserve the “recyclable” designation for packaging that is, quite simply put, simple. This will likely include packaging that is mono-material, readily collected curbside, and has well-established end markets — think milk bottles and jugs, paper, cardboard boxes, and cans. Packaging that is multi-material, has difficult-to-separate linings or coatings, has too much product residue, or is damaged during the collection and sortation phases will likely not be considered recyclable. It will also likely rule out packaging that can only be collected through Store Drop-off programs.

What does this mean for brands?

Recyclability labeling and assessments will change to keep up. The How2Recycle® program rests, first and foremost, on the foundation of applicable law. When **states publish lists of packaging categories** that they consider recyclable, How2Recycle will follow suit. In many cases, we expect that companies will need to pursue additional recyclability or residue testing.



DEEP DIVE ADDITIONAL RESOURCES

CA publishes material list, source reduction updates

High costs, low demand, and imports stall Europe’s plastic recycling capacity

These Household Brands Want to Redefine What Counts as “Recyclable”

32% of consumers weren’t confident that the items they recycle are being turned into new materials

Source: ERM Shelton Group

INNOVATION TREND

Refills Make a Comeback For Spirits and Beauty



Need a recipe for reuse success?

Start by picking the right product category. In 2024, two categories — spirits and beauty — stood out as growing examples of refillable packaging making simple sense for businesses, consumers, and sustainability objectives. Why refill? In both cases, these categories have high use and purchase frequency, sometimes in closed loop systems at hospitality venues or salons, and are often part of subscription models or have existing reverse logistics. This means that a reusable option is more likely to be successful because of high refill and return rates — both of which are critical for a program’s cost effectiveness and viability.



Credit: ecoSPIRITS

Let’s start with spirits.

Multinational spirits companies are serving up sustainability alongside their drinks with the help of returnable, refillable containers from reuse logistics and service provider ecoSPIRITS. With ecoSPIRITS, key brands like [Pernod Ricard’s Absolut vodka and Havana Club rum](#) as well as [Diageo’s Godon’s gin and Captain Morgan rum](#) are transported in bulk and delivered to hospitality venues in a reusable glass ecoTOTE container, similar to a beer keg. Empty containers are then collected, cleaned, and refilled, cutting down on the production and transportation of both primary bottles as well as protective secondary packaging. The cost savings and efficiencies of this system mirror those of [returnable transport containers for produce](#), and are realized quickly through business-to-business partnerships. It goes to show that even when the consumer isn’t involved, there’s room to optimize packaging for sustainability using reuse.

When it comes to beauty, consumers play a more active role.

Refillable jars and containers have slowly been making their way onto the market for several years now, especially because recyclability for beauty’s small format packaging has proven challenging. Whether it’s solutions like the [refillable glass jar for premium skincare products](#) or [inserts for makeup](#), refills are now available across all sectors and categories from skincare to fragrance, [mascara](#) to [lipstick](#).

As this space evolves, companies will need to look more closely at the challenge of disposal for the refill pods, pouches, cartridges, or inserts themselves, which are typically not recyclable. For example, the [Re-Feel jar insert](#) tackles this issue by relying on recyclable cellulose. Brands will also need to make sure they’re ready to put in the work of diligent, consistent multi-channel communication with consumers to make sure that they’re using refills appropriately and frequently enough to create environmental savings. As one [industry expert notes](#), when brands have products that they know 50% of their customers repurchase every 2 to 3 months, there is strong potential for the refill system to be successful with their current customers’ repurchasing habits.



Refillable Makeup, Skincare, and Fragrance | Estée Lauder

Estée Lauder Companies’ [portfolio offers a range of refillable options](#) for makeup, skincare, and fragrance across their various brands. For example, the [Bobbi Brown Extra Repair Moisture Cream Intense moisturizer can be refilled](#) with a pod that fits into the original packaging, and the [Luxury Fragrance collection uses a recyclable and refillable glass bottle](#). [According to the results](#) of the Life Cycle Assessment conducted, this reduces associated emissions and water consumption by 20% after the initial purchase, and the refillable bottle also helps to minimize packaging weight by 40%.



Curious about how refills could work in your portfolio? The [SPC’s Guidance for Reusable Packaging](#) is your first stop for understanding important reuse concepts like key assumptions and return rates, while our latest [Reuse Framework](#) helps you think about big ways to drive the right strategy, design, collaboration, and advocacy for reuse across best-fit categories.





PACKAGING DESIGN TREND

The Future of Design is Not Material Agnostic

What does it mean to be “material agnostic”?

For packaging, it can look like neutrality, or a lack of stated preference, about the specific materials used in a package or design. It implies that the choice of material does not matter as long as it meets the functional, aesthetic, or performance requirements. Historically, both SPC and many of our member companies have taken this approach, focusing on the “job” that packaging needs to do and trying to select a material that balances sustainability with efficiency and cost.

This is changing, however.

Public perception on plastic, U.S. and international packaging policy, the global plastic treaty discussions, and innovations in alternative materials have impacted the dialogue on materials. Although progress on a global plastics treaty stalled at the end of 2024, there were notable positions taken by a coalition of nations, including members of the European Union, South Korea, Canada, Rwanda, Peru, and – fleetingly but meaningfully – the U.S.. These countries pushed for international caps on plastic production and the elimination of certain harmful chemicals used in plastic manufacturing, which are decidedly “non-agnostic” positions.

Meanwhile, more companies are setting material-specific goals and touting their work to moving away from certain materials, typically plastic.

The most high-profile example of this is Google's plastic-free packaging goal to eliminate plastic packaging for new consumer electronics products by 2025. In 2024, the behemoth made news by open-sourcing its plastic-free guide and sharing their learnings and products with peer companies at SPC Advance. The company is already 99% of the way to its goal, and the redesigns have catalyzed other sustainability wins – packaging weight and volume have been reduced by at least 50%.

Amazon removed 95% of its plastic air pillows as part of its multi-year effort to remove plastic delivery packaging from North American fulfillment centers, replacing them with paper filler made from 100% recycled content. This amounted to the company's largest plastic packaging reduction effort in North America and will avoid nearly 15 billion plastic air pillows annually. The paper filler is easier for consumers to recycle curbside and, perhaps surprisingly, easier for employees at fulfillment centers to work with. Amazon isn't just optimizing materials for circularity, it's also trying to reduce material use altogether through its Ships in Product Packaging program.



Other examples include Takeda's 50% sustainable paper packaging goal and Unilever's efforts to “transition from hard-to-recycle plastics into paper with a compostable barrier” and “replacing plastics with an alternative material in the future.” At the product level, examples of “plastic-free” packaging abound – whether it's toothbrush packaging from Aldi or tea boxes from Celestial Seasonings. Companies – and perhaps even society – are approaching materials in a new way, setting boundaries around what kind of packaging materials they want to work with. We're seeing these kinds of environmentally conscious shifts in other realms, as people opting to eat less meat has sparked plant-based “meat” innovations.

In packaging, these shifts are prompting more and more companies to outline what materials they will, and will not, allow in their portfolio. Of course, any material will have sustainability and performance trade-offs, and opportunities for negative consequences abound.



At the SPC, our newly launched **Environmental Trade-Offs Collaborative** is helping to answer these tough questions by educating SPC members on the nuances associated with evaluating the trade-offs of different packaging materials.

By creating new resources and supporting industry initiatives aimed at standardizing the packaging Life Cycle Assessment process, we're working to give members specific, actionable guidance on materials based on best-use categories.



POLICY TREND

Material Health Takes Center Stage in Packaging Policy

Move over, recyclability. Material health will be a key area of concern in packaging bills moving forward.

Increasingly, the health and safety of packaging is being met with serious scrutiny from governments, consumer advocacy groups, and consumers themselves. As research [finds plastic chemicals in food](#) and in the [human body](#), questions about how and why this is happening, despite industry safeguards and testing, remain unanswered and contested. Meanwhile, packaging policy across the U.S. increasingly includes restrictions on a wide range of toxic chemicals.

Importantly, the focus is not just on perfluoroalkyl and polyfluoroalkyl substances (PFAS) anymore. Although PFAS is receiving attention through focused bills across [13 states](#) and even [one at the federal level](#), a cursory glance at other introduced bills shows the potential breadth of scope of other “high priority chemicals.”

Vermont’s [introduced House Bill 601](#), though not passed, would have prohibited packaging components that contain ortho-phthalates; bisphenols; non-detectable pigments including carbon black, oxo-degradable additives, short chained, medium chained, and long chained chlorinated paraffins; benzophenone and its derivatives; antimony trioxide when used as a processing aid in polyethylene terephthalate plastic; formaldehyde; and perchlorate. Had it passed, [California’s Assembly Bill 1290](#) would have similarly prohibited distribution of chemicals like PFAS and PVC, nondetectable pigments, oxo-degradable additives, and rigid plastic packaging containing polyethylene terephthalate glycol. A proposed bill in [New Jersey](#) would amend the “Toxic Packaging Reduction Act” to prohibit the sale of packaging (and products placed in packaging) that contains toxic metals, PFAS, and vinyl chloride.



Greater scrutiny of chemicals has also been folded into the EPR laws that have passed in six states and counting. For example, California, Minnesota, and Maine’s EPR laws require eco-modulation fees to incentivize the elimination of intentionally added toxic substances in [covered materials](#).

How should companies handle this development?

With increased due diligence. Manufacturers and brands will need to go above and beyond to demonstrate — and even certify — that packaging materials are not leaching chemicals into food and water. Testing with the Food and Drug Administration and Letters of No Objection [may not be enough](#) anymore. Today, companies often perform migration and other food safety tests on their packaging, but sharing these results is not common. This may have to change as more and more stakeholders become concerned about chemicals of concern, and plastic packaging in particular faces increased scrutiny.

Safer Packaging and Product Ingredients | ChemForward and SPC Members

[ChemForward](#) is a collaborative nonprofit working towards a world where all chemicals are vetted before use. They seek to make sure that no more hazardous chemicals enter circulation, and existing hazardous chemicals can be systematically replaced with verified safer alternatives. SPC has worked with ChemForward to develop [CleanPackage](#), which lists materials for a variety of packaging applications, initially focusing on but not limited to PFAS alternatives and plastic additives. Listed trade name materials must meet the criteria of approved third-party programs that include rigorous disclosure and assessment requirements, including [ChemFORWARD SAFER](#), [GreenScreen Certified for Food Service Ware](#), and [Cradle to Cradle Certified](#). SPC members who have materials listed include Ahlstrom, Dow, EcoProducts, TotalEnergies Corbion, and World Centric.





RECOVERY TREND

Specialized Recyclers Fill the Gap for Hard-to-Recycle Packaging Formats

What's so special about specialized recyclers?

In a world where the list of hard-to-recycle packaging items is long, these recyclers are working to make sure that films, pouches, wrappers, and bread tags, as well as batteries, light bulbs, and textiles are no longer quite so hard to recycle. Instead of having to be the kind of dedicated citizen who searches for and goes out of their way to visit individual recycling drop-off locations, these recyclers make it as easy as setting the items out on your front porch.

Small, specialized local recyclers are helping to fill the gaps left behind by municipal recycling programs that keep residents from putting common items, such as films and multimaterial plastics, in their recycling bins. Although there's an added cost to the monthly services, participants appreciate the ease of putting items out for collection, and the gratifying stories of stockpiled films and corks joining up with their neighbors' stockpiles to finally be turned into something useful.

What's next for this space?

We won't be surprised to see the expansion of small recyclers across other large metropolitan areas across the U.S. We can also look out for new partnerships between small recyclers and the companies who make these packages or the producer responsibility organizations increasingly being tasked with better collection.



A Closer Look At Specialized Recyclers

Specialized recyclers include [Girls with Glass](#), a curbside glass recycler out of Corpus Christi, Texas, [Rabbit Recycling](#), a “zero waste in a bucket” service provider operating in the greater Philadelphia region, and [The ReCollective](#), which offers services in North Carolina’s “Research Triangle.” Perhaps the largest specialty recycler, [Ridwell](#), started operations in Portland and Seattle in 2018 and has since expanded to Atlanta, Austin, the Bay Area, Denver, Los Angeles, and Minneapolis-St. Paul. In addition, curbside composting service provider [CompostNow](#) is also jumping in to offer “hard-to-recycle services,” smartly piggy-backing off its existing residential routes and eager customer base.

With their localized approach and focus on trust and transparency, these small recyclers are doing their part to rebuild consumer trust in the recycling system.

They often [step in to offer services](#) in states with limited curbside recycling services. And when cities and larger waste providers like Waste Management are forced to suspend collection of certain materials, these companies may be able to step in. For example, towards the end of 2024 [Ridwell added glass](#) to its collection list in Tacoma and Olympia, Washington, two cities affected by the closure of a nearby glass container plant in Seattle.

Specialty recyclers are also challenging the notion that there are no end-markets for some of these hard-to-recycle items — rather, they're demonstrating that if materials are kept clean, separated, and collected at sufficient scale, even the most challenging items can be recycled.





Following Up On 2024's Trends

- 1 The “Paperization” of Everything
- 2 Ocean-Based Feedstocks Redefine Biobased Packaging
- 3 Machine Learning’s New Mission: Getting Recyclables to Their Next Home
- 4 Analog + Digital = The Best of Both Worlds for Recyclability Labeling
- 5 Pilots Are Out, a City-Scale Approach to Reuse Is In

TREND 1

The “Paperization” of Everything

2024 was indeed a strong year for “paperization,” as more and more companies moved into fiber-based options for food packaging, bottles, e-commerce, and secondary packaging. Converters and manufacturers worked to bring exciting new capabilities to fiber-based packaging, including better barrier properties, coatings, closures, and finishes. Paper is increasingly able to do almost as much from a performance standpoint as other materials.

Amid all the buzz, it’s important that companies keep three sustainability factors in mind: sourcing, sortation, and residue.

1. Is the fiber for these new packages coming from **verified, sustainable** sources?
2. Will the new format be correctly sorted and processed at a Material Recovery Facility (MRF) and at paper mills?
3. Will any remaining food residue pose a problem for recycling?

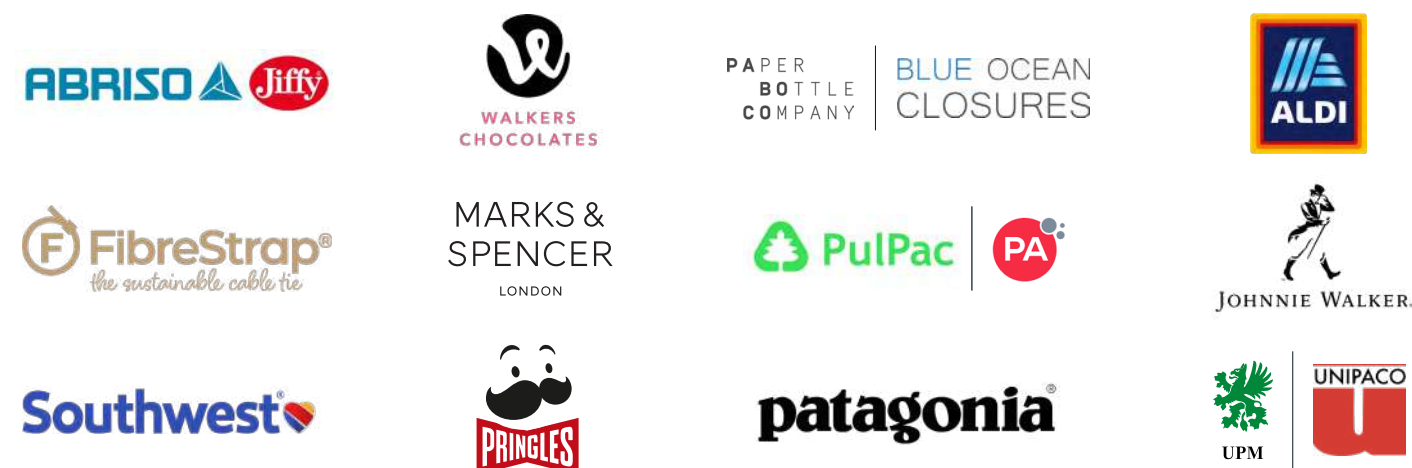
The last two in particular continue to be open questions with missing data.



The SPC’s **Paper Packaging Recyclability Collaborative** aims to address these gaps. SPC Members can join this working group to learn more and contribute their data and insights.



Looking for more examples of this trend? Explore some of the paper innovations below:





TREND 2

Ocean-Based Feedstocks Redefine Biobased Packaging

Ocean-based feedstocks, particularly seaweed packaging, rode a wave of continued growth and interest in 2024, with key startups securing further investment and expanding their collaboration with interested groups like the fashion industry.

In case you missed the ocean-based feedstock commotion, seaweed is an exciting feedstock for packaging because it's already grown and harvested for other commercial purposes, and can be turned into coatings, foams, films, and pellets for packaging. All this, plus seaweed sequesters carbon at the beginning of its life and has demonstrated compatibility with both composting and recycling streams at the end of its life.

SPC explored this topic more closely at our members-only event, SPC Advance in Chicago, with a lineup of founders and innovators sharing how their companies plan to scale and meet demand from brands.



Julie Marsh, Co-founder & CEO, Sway presents at SPC Advance 2024

Need more proof?

Check out a few of the aquatic innovations that caught our eye in 2024:



Scaling compostable seaweed-based polybags with fashion brands



Seaweed packaging startup secures £20 million investment



Over €5 million raised to upscale compostable seaweed packaging



Seaweed-based single-serve olive oil pipettes launched in the UK



Keurig brewing up compostable K-Rounds as alternative to plastic pods

TREND 3

Machine Learning's Mission: Getting Recyclable Materials to Their Next Home

DEEP DIVE ADDITIONAL RESOURCES

Tomra's AI-enabled sorter now targeting used beverage cans at MRFs

Cities Look to AI to Flag Residents' Trash and Recycling Mistakes

Advancements push AI from jargon into practice for packaging management

AMP and Waste Connections partner to build new Colorado MRF

AI in recycling: How artificial intelligence is transforming waste management

Black plastics are hard to sort. Newer tech from Specim may help

What we learned about recycling by detecting 40 billion waste objects in 2024

Perhaps the least controversial artificial intelligence (AI) headlines were made in the waste industry, where the promise of AI includes more accurate material sortation in MRFs. This is expected to lead to recycling facilities capturing more high-value materials, removing common non-recyclable packages to reduce contamination, and even opening up new recycling streams for items that were previously considered not recyclable. One key example? Small format packages, such as caps and butter tubs, which have previously eluded capture, could now be identified and collected.

Waste companies aren't the only ones partnering with a handful of machine learning, data, and robotics companies. Cities have also entered the conversation, using upstream technologies to educate consumers and help correct recycling mistakes.



Join the SPC's new **Recovery Technologies Collaborative** to stay on top of how the latest technology innovations are being integrated into existing recycling facilities and what this means for the future of packaging sortation and recyclability.



TREND 4

Analog + Digital = The Best of Both Worlds for Recyclability Labeling

Towards the end of 2024, all eyes were on recyclability labeling. To meet the evolving needs of brands and consumers, the How2Recycle program [launched](#) an updated label design to both improve the user experience of its analog label and offer a QR-compatible, dynamic version of the label. Key partners and brands were instrumental to these changes, and paved the way for a new era of recyclability labeling.



All this took shape as key states like California started to set out new requirements for what packaging can be considered and labeled as recyclable. Brands will need to stay on top of the latest policy developments, and the [SPC's Packaging EPR Collaborative](#) can help. Being nimble when it comes to on-pack labeling will also be a key strategy. A label with recycling instructions in both analog and digital form can help brands better educate consumers on the nuances of preparing packaging for recycling, give them location-specific instructions, and take them to additional recycling resources.



Join the [SPC's Packaging EPR Collaborative](#) to stay on top of the latest policy developments.

TREND 5

Pilots Are Out, a City-Scale Approach to Reuse Is In

When it came to reuse, there was arguably one announcement in 2024 that caught everyone's eye: the launch of reusable cups across a variety of national brands and local businesses in the city of Petaluma, California. This was the first initiative to catalyze reuse across an entire city, and was led by the NextGen Consortium, a collaboration managed by the Center for the Circular Economy at Closed Loop Partners. With big participants like Starbucks and Dunkin', a simple yet stand-out design, plus reuse being offered as the free, default option, this program had all the ingredients for success.

The learnings from this first city-wide effort were [released](#) after months of data analysis, sharing findings that inform what it takes for reuse to become an everyday reality. With easier access and more brands and locations participating in a reusable offering, the more likely consumers will engage frequently and correctly with the program. Having reuse be the default option is also likely going to be a key factor for success, helping to make reuse inclusive and accessible, supporting return rates that make reuse a less carbon intensive option than single-use packaging.

Other reuse programs from last year took up these ideas, building out reuse across not only cities in Europe and Canada, but also sectors like sports venues and arenas.



Source: Petaluma Reusable Cup Project, Photo Credit: Kellyann Petry

DEEP DIVE ADDITIONAL RESOURCES

How2Recycle Has Partnered with The Recycling Partnership to Offer Real-Time, Localized Disposal Instructions on Packaging Across the U.S.

European Commission consults on harmonised waste sorting labels under PPWR

New Domino printing lines replace bottle labels with on-cap QR codes

Danone chooses cartons for initial How2Recycle Plus rollout

Metsä Board introduces QR code with recycling information for all its delivery packaging materials

3 insights for navigating the 'messy middle' of labeling policy

Learn more about how the city-scale approach to reuse took hold in 2024:

'Sip, return, repeat': How this California city is trying to normalize reusable cups

How Cities Are Leading the Charge to Replace Single-Use Packaging with Reuse Systems

Chicago Bears, Keurig Dr. Pepper add to reusable cups trend at sports venues

These 7 product categories are the best fit for reusable packaging solutions

Reuse system can cut city emissions by 54%

A reusable coffee cup program helps a Danish city clean up

New reusable packaging program launches in Ottawa

Barcelona's bold step towards reusable take-away packaging



2025 Sustainable Packaging Trends Report

Equipped with the resources and network they need for success, we aim to help our members move fearlessly towards the big changes that our planet needs.

If you'd like to accelerate your own sustainable packaging journey, join the SPC community!



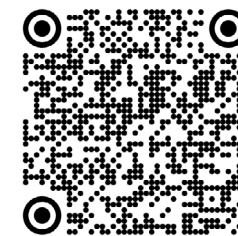
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Interested in joining an SPC Collaborative? Scan the QR code to learn more.



Projects of GreenBlue

