



**SUSTAINABLE PACKAGING  
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APRIL 2026

INNOVATION

RESOURCE

# 2026 Sustainable Packaging Trends Report

Insights into the compliance, innovation, and harmonization driving today's sustainable packaging strategy.



Packaging Design



Innovation

Explore these trends organized by our pillars, how SPC translates our principles of sustainable packaging into action-focused engagement.



Policy



Recovery



# FOREWORD

Over the past year, compliance has taken center stage across teams' sustainable packaging strategies. Companies are channeling enormous bandwidth and resources into navigating Extended Producer Responsibility (EPR) programs in the U.S., the E.U.'s PPWR legislation, and the UK's recyclability assessments and reporting requirements. But compliance alone won't solve long-term sustainable packaging challenges. When teams achieve compliance, they've addressed their immediate obligations, but they've also reached a critical inflection point. The teams that treat compliance as a powerful tool within their broader strategies — as a foundation rather than a finish line — will move us meaningfully closer to realizing the promise of a circular packaging economy.

Let's not underestimate the lift for sustainable packaging teams. The compliance burden is real and substantial. Companies are having to rebuild teams and reallocate resources to:

- Collect and report packaging data to producer responsibility organizations
- Understand material fee obligations and eco-modulation opportunities
- Decipher evolving policy language, inconsistent requirements, and shifting timelines
- Assess whether certain packaging formats and materials face "de facto bans" through unattainable recycling rate mandates

Still, a compliance-only approach leaves critical gaps. On its own, this kind of approach doesn't:

- Provide data on the collection, sortation, access, and end markets — or, in other words, the recyclability — of cups, tubes, thermoforms, films, and other contested packaging formats
- Respond to evolving consumer expectations about packaging materials or recyclability
- Build a long-term, resilient strategy that grapples with the economic and reputational risks of certain materials
- Allocate much-needed resources to R&D and innovation of alternative materials
- Bolster critical near-term waste collection solutions and infrastructure

## Our 2026 Sustainable Packaging Trends Report points to a different path forward.

Long-term gains will come from sustained, strategic efforts to close data gaps, harmonize design guidelines and recyclability assessments, and drive innovation in sustainably challenged packaging categories. Mastering EPR compliance is an essential, inevitable part of today's sustainable packaging landscape. And once we move beyond the complexity of implementation, we can begin to realize the benefits — the better data, recovery infrastructure, and design guidance — that support long-term sustainable packaging strategies. Companies that zoom out today to plan for the bigger picture will be better positioned to handle any turbulence tomorrow.

We hope you'll widen your lens on what's needed — and what's possible — with this year's Sustainable Packaging Trends Report. When you're ready to move from strategy to action, we encourage you to do so through the SPC's Resources and our 10+ Collaboratives.

Thank you for your efforts to advance sustainable packaging—through compliance work and beyond.



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## 1. Regions Define Recyclability



### IN CANADA: PROS ARE IMPROVING THE PERFORMANCE OF RECYCLING

The five largest Canadian PROs collectively serve nine provinces and territories to cover virtually all of Canada's population. In 2025, these PROs published new guidelines that will support greater recyclability of packaging and paper products. The **recyclability guidelines** outline material and design choices that result in "preferred," "detrimental," or "non-recyclable" packaging designs. Meanwhile, the PROs' **ecodesign guidelines** emphasize reduction, recyclability, and procurement of recycled content and renewable resources as three main strategies. Together, these two sets of guidelines aim to harmonize definitions and provide clarity about which design decisions lead to truly recyclable packaging across Canada.

### IS THE U.S. NEXT?

As the U.S. moves towards implementation of EPR for packaging across states, will we have one set of recyclability definitions and ecodesign guidelines any time soon? It's possible, but more work is needed. With **Circular Action Alliance (CAA)** acting as the single approved entity for producers in six of the seven states with passed EPR laws, the PRO is already taking the lead on giving producers and state legislators a common language. One framework for determining the recyclability of packaging and calculating eco-modulated fees may be next.

### WHAT WILL MAKE LIFE EASIER FOR GLOBAL COMPANIES AND THEIR PACKAGING DESIGNERS?

Streamlined, standardized definitions of recyclability and sustainability. When countries and even entire regions get on the same page about what success looks like, packaging teams can align with these definitions toward exceeding expectations.



### IN EUROPE: MAJOR NEW DESIGN CRITERIA ARE ON THE HORIZON

In Europe, similarly sweeping criteria are being developed to support the continent's landmark **Packaging and Packaging Waste Regulation (PPWR)**. By January 2028, the European Commission is **due to establish**, detailed design-for-recycling criteria and recyclability performance grades for different packaging materials. Eventually, each packaging unit sold in the EU market will need to be assessed against these criteria.

The PPWR's broader ecodesign implications will only continue to unfold as we move towards 2040, with stepping-stone requirements for separate collection of materials, higher grade quality recyclates, recycled content and reuse targets, and a minimum percentage of recycled content from post-consumer plastic waste along the way.

### GLOBAL HARMONIZATION AWAITS

The greatest opportunity lies in global harmonization. If requirements and definitions were harmonized across regions, packaging teams could start to work towards packaging portfolios that they know will be considered recyclable – and recycled in practice – around the world, from London to Lisbon to Los Angeles. A shared set of criteria across regions will accelerate the shift to sustainable packaging like never before.

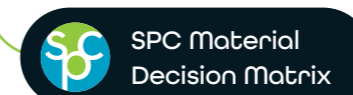
In our first trend, we're seeing that increasingly, guidance on recyclability and sustainability is being defined by producer responsibility organizations (PROs) in the context of extended producer responsibility (EPR), as well as by regional packaging groups.



### IN THE UK: SEE A PREVIEW OF WHAT'S AHEAD

If you're curious about what these recyclability grades might look like, consider the UK's evolving EPR program. Since January 2025, producers producers have been using the PRO-approved Recyclability Assessment Methodology (RAM), which outlines **standardized definitions** of recyclability and its stages, as well as **color-coded assessments** of material classes and sub-classes. These classifications go beyond guidance to directly influence the EPR fees that packaging producers will pay **starting in 2026**. And the assessments are also not static: In 2025, an update to the methodology eased some of the criteria that previously led various materials to fall into to 'red' or 'amber' recyclability challenged classifications.

*New to packaging design? The **SPC's Materials Decision Matrix** is your first stop for understanding the most common single-use materials and seeing areas of concern at a glance. For recyclability assessments, the How2Recycle program's **Decision Matrix** consolidates the criteria, standards, and data used by the How2Recycle program. Use it to understand the process behind How2Recycle label decisions.*





## 2. Bridging Safety and Sustainability in Healthcare and OTC Packaging

### FOR HEALTHCARE AND OTC WASTE, THE BENEFITS OF ACTION ARE SUBSTANTIAL

Plastic packaging has been an essential staple across modern healthcare, supporting infection prevention, patient safety, and pharmaceutical product integrity. Yet it also has significant consequences: A **2025 Systemiq and Eunomia report** found that device and pharmaceutical packaging together make up 22% of the single-use plastic consumption in the healthcare system. In a **Business-as-Usual** scenario driven by inaction, plastic waste, GHG emissions and costs could grow by 35 - 40% by 2040.

Perhaps even more widespread is the over-the-counter (OTC) packaging that sits so ubiquitously in household cupboards around the world. In the U.S., non-prescription medicines and products require strict FDA compliance for safety, purity, and clear consumer information. Products must also feature tamper-evident seals, child-resistant closures, and clear “Drug Facts” labeling. The OTC category often relies on virgin plastic and non-recyclable formats like blister packs or other formats that may be too small to be accepted in curbside recycling programs. With compliance and health on the line, it’s not surprising that this category has lagged when it comes to sustainable packaging.

### INDUSTRY INNOVATION IS CATCHING UP TO SUSTAINABILITY CHALLENGES

The good news is that across the healthcare system, applying circular economy levers **can cut plastic use** by up to 53%, GHG emissions by up to 55%, and system costs by up to 24% by 2040. The benefits of better design for OTC packaging, while not calculated, are likely to be similarly staggering.

What can this look like in practice? Reduction, reuse, material substitution, improved recycling, and lower-emissions plastics are all part of the solution set. Stakeholders are already on board: According to a **2024 industry survey**, minimizing plastic material and using recyclable materials were the top two priorities for those working in healthcare packaging.

### INNOVATIONS EMERGE FOR OTC PACKAGING

Despite OTC’s unique challenges, the **paperization trend** has also arrived for this category. **Blue Ocean Closures’** fiber-based screw cap landed a winning spot in Packaging Europe’s 2025 Sustainability Awards. Their closure solution, NutraCap, is the first paper solution able to tackle the advanced properties and functionality required for the nutraceuticals space. Brands are catching on, too. Towards the end of 2025, following a successful pilot, **Great Earth of Scandinavia** implemented the fiber caps on all their supplement products.

Even reusable solutions are emerging in this space. **Cabinet Health** has developed Cabinet Glass, a refillable system available at Target and Amazon that offers durable bottles for some of the most common OTC medicines that can be restocked with refills.

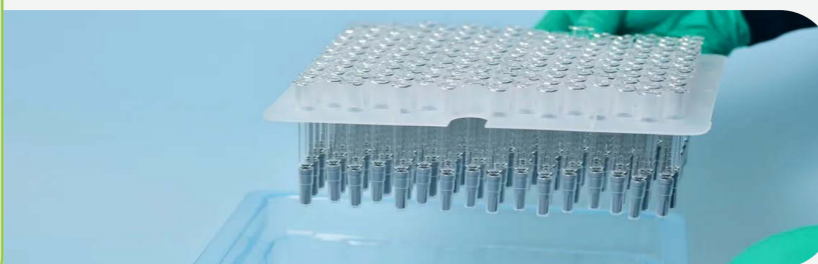
### SOLUTIONS IN THE PHARMACEUTICAL INDUSTRY

For pharmaceutical packaging, progress is already underway. When it comes to reduction and lower-emissions plastics, we’re seeing leaders like Olympus Corporation and Dupont use **mass balance** to replace fossil fuels with renewable feedstocks, lowering CO2 emissions for the Tyvek single-use medical device packaging line by approximately one-third.

On the material substitution front, **Parcel Health** announced the world’s first and only paper prescription pill bottle made primarily from sustainably sourced paper – with a child-resistant cap made from recycled plastics. The startup has already launched collaborations with **UVA** and **Allegheny Health**.



And progress on recycling healthcare plastics continues – last August, the advanced recycler Brightmark **announced** that it had recycled over 1 million pounds of medical plastics in its partnership with Lewis Salvage. Healthcare plastics were transported to Brightmark’s facility in Indiana using their Plastics Renewal technology.



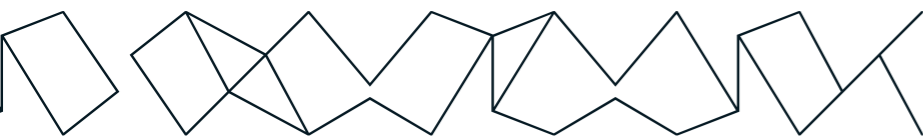
### Member Spotlight

**Plastic Ingenuity** has developed a polyester-based, lower-weight, thermoform-ready tub for use in the pharmaceutical industry. The tub moves away from traditionally injection-molded polystyrene that faced increased scrutiny in the European market. Using in-house tooling, the manufacturer has greater control over the entire process and can realize sustainability, cost savings, and quality control for its customers.





## EPR Matures 3. Toward Equilibrium



### PACKAGING EPR TURNS FIVE IN THE U.S.

Less than five years ago, the U.S. had no extended producer responsibility (EPR) laws for packaging. As recently as 2020, brands, trade associations, and state officials felt these bills were on shaky ground, especially when the **pandemic froze progress** on high-profile bills. Yet we know now that in August 2021, when Maine became the first state to mandate EPR, it set a precedent for its six successors.

Now that bills have passed in seven states, the critical question shifts to implementation: How quickly will these laws deliver results? When will funds actually flow to recycling infrastructure and collection programs? For perspective, we can look at other transformative shifts in recent history.

The Wright Brother's first powered, sustained flight took place in 1903. Just six years later, Louis Bleriot flew across the English Channel, and twenty-one years later, a U.S. Army expedition conducted a first flight around the world. **Fifty-four years** after that first shaky, solo flight, the Boeing 707 launched a new era of widespread jet travel. Packaging EPR has clearly taken flight — and although we're making quick time, we're not flying business just yet.

### THE CHALLENGES ARE CLEAR, AND UNCERTAINTY REMAINS

Five years into EPR laws being proposed, passed, and entering early implementation with the help of Producer Responsibility Organizations (PROs) like **Circular Action Alliance (CAA)**, we've moved from being completely in the dark to being able to clearly list EPR's challenges. High on this list: the various definitions and producer requirements aren't aligned across states.

States with other packaging laws, such as labeling laws and recycled content mandates, must also ensure that the definitions and requirements in the suite of bills are **complementary**. Also high on the list: missing legislative pieces. In some states, regulations **haven't been finalized yet**, even as deadlines approach. In California, for example, final regulations are not yet in place even though CAA must submit its program plan by June 15, 2026.

Perhaps most challenging for the long-term are the "de facto" restrictions for certain product categories. Take California as an example in which categories like flexible films and small format packaging are facing a future — only six years away — where they cannot be labeled as recyclable or even sold in the state if they do not hit recycling rates of 65%.

### KNOWING ENOUGH TO ACT

Though we're missing some important details surrounding EPR implementation, the industry knows enough to plan and act. We know which product categories currently have single-digit recycling rates and are unlikely to meet strict new requirements. We know, based on approved program plans in **Oregon** and **Colorado**, the range of fees for more difficult-to-recycle packaging materials. We know that on-pack labeling, one of the best ways to educate consumers about what is recyclable, will require more supporting data than ever before. And we know that EPR-funded improvements to recycling infrastructure — while critical to improved recycling rates — **will take time**.

Rather than waiting for the regulatory landscape to settle, companies can commit to a proactive path forward. Expect that packaging regulations will stay as strict as they are today — or get stricter. Plan for packaging fees to increase significantly, particularly for difficult-to-recycle materials, with real consequences for falling short. Assume a sizable investment in recycling infrastructure will be needed, and that your company will be part of the group paying for it. By setting these assumptions now, you're building a strategy on your terms, not reacting to someone else's timeline.

### The best antidote to uncertainty? Creating your own certainty.

The first aviators operated on a conviction: Flight was inevitable, even when the path forward wasn't clear. Today, EPR's role in packaging's future is equally certain. We already know what causes turbulence in this transition. The companies that proactively redesign their packaging portfolios today will navigate this shift more smoothly, while others face a rougher ride as regulations tighten around them.

**SPC's Policy Pillar** is where members can find resources and working groups to make sense of the rapidly-changing landscape of not only EPR laws, as well as other types of packaging policy such as bottle bills, bans, recycled content laws, and labeling laws. While the SPC does not engage in lobbying activity, we provide our perspective on the evolving implications policy continues to have for more sustainable packaging design. Join our **Packaging EPR Collaborative** and read our monthly **Policy Roundup**.





## 4. Shared Data Creates Recyclability Clarity Under EPR

### TOWARD COLLECTIVE PROOF OF RECYCLABILITY

You've probably pondered the classic philosophical thought experiment, "If a tree falls in a forest and no one is around to hear it, does it make a sound?" But have you considered the packaging industry's version: "If a package enters a material recovery facility and no one knows what happens to it, does it count as recyclable?" 2026 could be the year this question turns from philosophical to practical, as more industry groups, brands, and converters work together to "hear the sounds" of recycling in practice.

Recycling data has always been critical, but today's EPR programs are laser-focused on recycling rates by packaging material and format. In response, the industry is shifting how relevant data is collected and shared. Recognizing that no single company can solve systemic recycling challenges alone, the industry is increasingly pooling resources and sharing data to gain clearer insights into packaging recyclability across the value chain. Collaboration and transparency around curbside program acceptance and end market data is officially here.

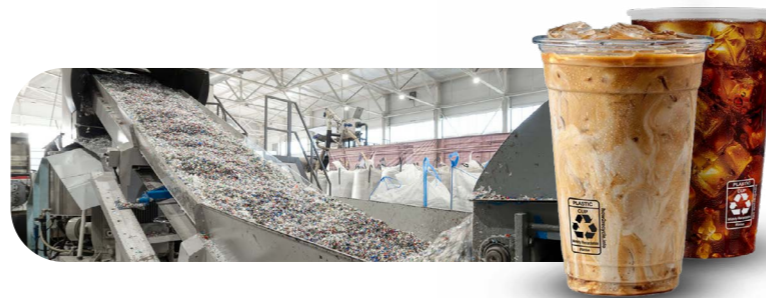
Take The Recycling Partnerships' **Circularity Council**, a group of industry leaders, material experts, and recycling system practitioners unified around one goal: breaking down barriers to recyclability. The Council works to establish national standards for acceptance data, packaging design, and labeling that both elevate local program performance and drive producer accountability. Success here hinges on open data exchange: participants pooling their knowledge of how specific packaging formats perform throughout the recycling system.

### WITH NEW DATA, CONSUMERS NOW HAVE MORE CLARITY ON CUP RECYCLING

All this data sharing drives real-world change. Polypropylene (PP) and HDPE beverage cups, for example can now carry "Widely Recyclable" on-pack disposal labels. This comes after **WM announced** in late 2025 that it will be adding polypropylene plastic and paper cups to its universal acceptance list for materials allowed in curbside recycling programs. The company, which operates as North America's largest recycler, found that recent **automation upgrades** and **changes to bale specifications** helped spur change, along with market demand for these materials.

In the How2Recycle program, this new data translated to an "upgrade" of polypropylene beverage cups from "Check Locally" to "Widely Recyclable." Now, all HDPE and PP beverage cups are eligible for "Widely Recyclable" How2Recycle labels in both the U.S. and Canada. Paper cups, while not upgraded as part of the change in early 2026, could soon follow earning a "Check Locally" label.

This label change is just the beginning of continued collaboration. Now, WM, Starbucks, The Recycling Partnership, How2Recycle, the NextGen Consortium, and municipalities plan to work together to drive awareness and update recycling guidelines of what materials can be accepted in communities.



In 2026, the **SPC's Paper Packaging Recoverability Collaborative** will be going on a fact-finding mission to uncover critical recycling data for paper packaging in California. As a result of SB 343's audits, coated paper and molded fiber packaging formats were downgraded. What new sortation or reprocessing data might turn this around? Join our **Collaborative** to share what you know and participate in the fact-finding.



### WHAT PACKAGING MIGHT BE NEXT?

After the **launch** of the Packaging Recyclability Advancement Task Force in 2025, work continues to improve recyclability for PE squeeze tubes, often used for toothpaste, and PET thermoform containers, such as those used for berries, baked goods, and deli items. It all starts with barriers to higher effective recycling rates, acceptance in more local programs, and reaching a higher How2Recycle® recyclability category. In short, it comes back to data.

Other recyclability-challenged packaging is next on the data docket. Small-format plastic — including beauty items, medications, and candy packaging — have long been considered difficult to recycle due to its size and other factors. Yet research from the **Consortium to Recover Small-Format Packaging** shows that more of these materials could be with the help of equipment upgrades and AI vision technology. Through assessments at California MRFs and glass plants, the group will quantify recoverable materials, optimize equipment, and verify end market demand.

### FROM DATA TO ACTION: THE SOUND OF RECYCLING GETS LOUDER

Our industry's mandate is clear: what gets measured gets managed, and what gets managed gets recycled. As data-sharing initiatives break down information silos, we're moving from philosophical debates about recyclability to practical solutions backed by hard numbers. The success stories of beverage cups and the promising pipeline of new recyclability for PE tubes, PET thermoforms, and small-format plastics prove that when industry players share data, recyclability isn't just a label — it's a trackable, reachable reality.



# Following up on 2024-2025 Trends

## 1. The Paperization of Everything

## 2. Innovative Refills Make a Comeback

## 3. Material Health Takes Center Stage

## 4. Specialized Recyclers Fill the Gap



### The Paperization of Everything

Is switching materials a sustainability win? More companies seem to believe so. In 2025, companies continued to tout their efforts to move away from certain materials, typically plastics. Although progress on a global plastics treaty has stalled, two big factors have kept up the pressure to design familiar packaging with alternative materials:

- First, public attitudes towards plastic, which continues to rank lowest in “sustainability perception” in global consumer surveys.
- Second, extended producer responsibility (EPR) laws – and the high fees they set for complex plastic packaging – have kept the focus on alternative materials.

As a result, brands and retailers have doubled down on switches to paper, aluminum, and glass packaging. See the headlines to track this trend for yourself:

- Companies lean into paper packaging innovations amid scrutiny of plastic
- McDonald’s Fiber Lids, Better Battery Co.’s Plastic-Free Packaging, and James Cropper Pulp Bottle Wrap
- Packaging innovations: Lego favors fiber, Old Bay gets back to basics with metal
- All Babybel cheese snacks to be packaged in paper by 2027
- Amazon Expands Plastic-Free Shipping Initiative

Want more intel on the switch to paper? Join the SPC’s Paper Packaging Recyclability Collaborative, which tracks innovations in the paper space and is helping the industry address changes to recyclability labeling for coated paper packaging and cartons.



### Innovative Refills Make a Comeback

We predicted that two categories, spirits and beauty, would stand out as areas where refillable packaging makes simple sense. Both categories have high use and purchase frequency, are often part of subscription models, or have existing reverse logistics. These factors are critical to driving down costs and building consumer habits, and the headlines from 2025 proved that there is continued momentum for refill in both spirits and beauty, especially in the European market.

Check out the latest innovations:

#### Beauty:

- From zero to acquisition: How Wild’s iconic refillable deodorant was brought to life
- Why your next bottle of shampoo might come in a soda can
- Clean Cult Rolls Out Redesigned Refill System at Target
- Reloadable, airless eye cream pack produced by Aptar Beauty and Clarins

#### Spirits:

- From Singapore Slings to Vegas pours: ecoSpirits tackles spirits’ packaging waste, now eyes other sectors
- Saxco and Revino to distribute reusable wine bottles in US
- Downton Distillery: Redefining Spirits Through Craft, Conservation and Circularity
- ‘The implementation of circularity in an industry as traditional as spirits is incredibly complex’ – EcoSpirits co-founder & CEO Paul Gabie speaks to Global Drinks Intel
- Amazon Expands Plastic-Free Shipping Initiative

Join the SPC’s Refill-at-Home Collaborative to learn about our latest research into what can drive greater consumer motivation when it comes to refilling personal care and beauty products. In 2026, this research, along with member workshops on shared pain points and design challenges, will be synthesized into a design resource that outlines design best practices to ensure the success of refill solutions.





## Material Health Takes Center Stage

While EPR bills dominated the U.S. policy spotlight, we anticipated that material health and chemicals of concern would quietly gain prominence in the 2025 packaging policy landscape. This prediction has borne out. Last year, 34 state-level bills were introduced that included restrictions on chemicals in packaging, such as phthalates, and 21 new bills focused on per- and polyfluoroalkyl substances (PFAS).

New Mexico is just one state with a key new law on the books. As part of its **PFAS Protection Act (HB 212)**, beginning in 2027 it will join Minnesota and Maine in phasing out certain consumer products containing intentionally added PFAS. In 2032, the state will prohibit those products unless the use of the PFAS is designated as a currently unavoidable use, and it will require manufacturers to report certain information.

These laws go beyond restrictions. New Mexico is also contemplating a companion on-pack labeling rule – one that would direct consumer product manufacturers to include warning labels about PFAS. These labeling requirements would be the **world's first** to apply to so many types of products.

See other big material health news from 2025:

- Systemiq: Plastic's Role in a Trillion-Dollar Health Crisis
- More Worries About PFAS in Packaging
- Toxic substances in PET bottles scrutinized by researchers
- Packaging: ECHA launches consultation on substances of concern
- Thousands of toxic chemicals found in humans as scientists urge food pack transparency
- 4 Tactics to Safeguard Your Brand from Chemicals of Concern

SPC's Packaging EPR Collaborative and its Packaging Policy newsletter help SPC members to keep track of evolving packaging policies.



## Specialized Recyclers Fill the Gap

Are specialized recyclers on your radar? If not, they'll likely become essential partners in the years ahead. These companies make it easy for consumers to recycle items that aren't allowed in curbside recycling bins – from flexible plastics to textiles to batteries to food waste – by setting them out on their front porch for collection or mailing them in to be recycled.

2025 was clearly a growth year for these providers. Leading operator Ridwell hit over 130,000 customers, textile recycler Trashie collaborated with the **NBA**, and **Wirecutter** even published a guide to these services. **Best Buy**, which has a longstanding electronics recycling program, also started experimenting with a mail-in option. Meanwhile, the baby food and snack brand **Once Upon a Farm** launched a partnership with **Recyclops** for mail-back recycling of its flexible pouches.

These recyclers are 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.

Get up to speed on more specialty recycling news here:

- Recycling startup Ridwell hits 130,000 customers as new mail-in service takes off across the U.S.
- Facing increasing volumes, Ridwell tweaks textile recycling
- Mill partners with DC hauler to take the 'ick' out of curbside organics
- Trashie Tackles 92M Tons of Global Textile Waste Crisis

The SPC and How2Recycle are keeping a close eye on these emerging recycling options, and in 2026, we'll be exploring how a new on-pack label can help educate consumers about recycling using drop-off, pick-up, and mail-in services.

SPC's Store Drop-off Recovery Collaborative keeps SPC members up to date on new mail-back and drop-off label options being evaluated by the How2Recycle program – join the group today to learn more.





Sustainable packaging has entered a new, non-optional, operational phase. For years, the conversation centered on commitments and material choices, but now, sustainability is defined by performance – how packaging moves through collection, sortation, and reprocessing – rather than promises.

EPR is accelerating this transition, but it is not the transition itself. Just five years ago, the first state EPR law passed, and today, 1 in 5 Americans lives in an EPR state. The lesson here? We can't keep planning for today's regulations.

Companies that step back and plan to scale sustainability across their design, innovations, policy strategy, and recovery efforts will be best positioned for what comes next. Compliance will keep you in the game. Designing for the big picture future of sustainable packaging will determine who leads it.

**If you're ready to turn these ideas into action, we welcome you to connect with the SPC community, explore our resources, and participate in a Collaborative. We'd love to work alongside you.**

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*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), a trademark project of GreenBlue, is a membership-based collaborative that believes in the power of industry to make packaging more sustainable. As the leading voice on sustainable packaging, our mission is to catalyze actionable improvements to packaging systems while lending an authoritative voice on packaging sustainability challenges.*



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