

Packaging & Packaging Waste Regulation

1st January 2030

The PPWR is a European regulation that aims to reduce the environmental impact of packaging over its entire life cycle.

The PPWR was adopted in April 2025 and is expected to come into force between 2025 and 2030, depending on certain requirements. All manufacturers, distributors and marketers of packaging in the European Union are affected. This also includes companies that import or export products packaged in the EU.

PPWR has very **specific objectives**:

Reducing packaging waste

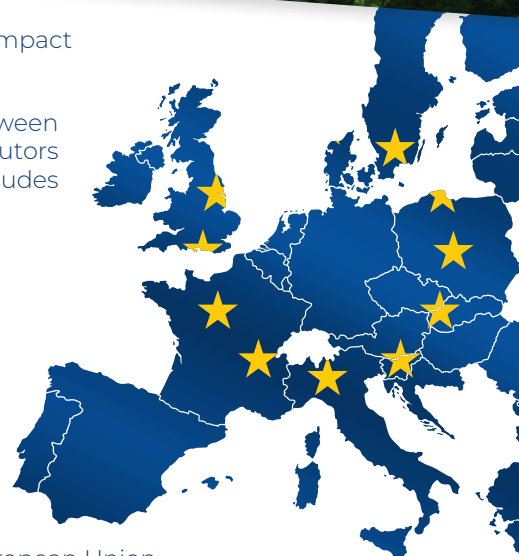
Developing the circular economy

Promoting re-use

Effective recyclability of packaging

The use of **post-consumer recycled materials**

Harmonisation of rules across the European Union



RECYCLABILITY :

From 1 January 2025, all packaging placed on the market must be recyclable:

2030 Packaging placed on the market must have a **recyclability rate of at least 70%**.

2038 Packaging placed on the market must have a **recyclability rate of at least 80%**.

The rates vary from year to year and from packaging category to packaging category.

A common tool will be introduced to determine the recyclability rate of packaging. This tool will enable harmonisation at European level.

➔ **Marketers** will have to create single-material packaging that is compatible with existing sorting and recycling systems

The **Member States of the European Union** will have to develop or strengthen collection, sorting and recycling facilities.

You can find the categories and additional information directly on our FAQ page.



RECYCLED :

In order to limit the use of virgin raw materials, all packaging placed on the market will have to contain mechanical recycled material. Find out more about the rates imposed:

	2030	2038
Suitable for food contact	35% of PCR	50% of PCR
Not suitable for food contact	10% of PCR	50% of PCR

The recycled material used is PCR, a mechanical recycled material that consumes less energy.

What are the exemptions for recycled products?

- Packaging for transporting **dangerous goods**
- Packaging for **baby food & baby medical products**
- If PCR recycled packaging represents **a risk to human health**
- All packaging containing **less than 5% plastic**

➔ The Commission will be re-examining the possibility of using **bio based materials** for packaging requiring contact with food. This will only be possible if there is not enough recycled PCR raw material available.

REUSABLE :

40% of transport and sales packaging must be reusable.

What are the exemptions for re-use?

- Packaging for transporting **dangerous goods**
- Packaging for transporting bulky products
- Flexible packaging with food contact

➔ **First-to-marketers** will have to ensure that packaging has a re-use system.



PACKAGING RESTRICTIONS :

Single-use packaging will be prohibited for :

- Batch creation
- Unprocessed fruit and vegetables
- Catering to be used on site
- Single-use portions (HORECA)
- Very light packaging (less than 15µ), unless used for food prevention or hygiene reasons.

In August 2026, new restrictions will be implemented regarding the amount of PFAS in packaging.

AUGUST 2026

The rate of empty space



↑ packaging with a void rate of **more than 40% is prohibited**

Find out more about exemptions for void space in our FAQ

REDUCTION IN WASTE PER INHABITANT

2030	2035	2040
-5%	-10%	-15%

PACKAGING INFORMATION:

Information on packaging is intended to make it easier for consumers to sort waste, promote re-use and improve environmental transparency. Various types of information will need to be indicated, such as the **composition and origin of the materials**, whether the **packaging is compostable or biodegradable**, whether the packaging contains **recycled or biosourced materials**, **information on sorting**, how to **reuse the packaging** and whether there is a **deposit system** (e.g. for plastic bottles).