



Packaging Industry in the United Kingdom

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Packaging in 2024: The big picture

2024 key trends

Changing consumer behaviour and economic pressures drive the shift towards convenience-focused and flexible packaging formats

Rising sustainability expectations and inflationary pressures reshape food packaging formats

Regulatory targets and brand carbon goals accelerate the shift to rPET and low-impact non-alcoholic formats

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Circular beauty expectations and retailer action accelerate refill and bio-based packaging adoption

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EPR obligations and traceability requirements reinforce adoption of smart packaging technologies

Table 1 - Overview of Packaging Recycling and Recovery in the United Kingdom: 2022/2023 and Targets for 2024

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