



# Packaging Industry in the US

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### EXECUTIVE SUMMARY

Packaging in 2024: The big picture

2024 key trends

Food packaging is shifting towards sustainable materials and portion-controlled formats

Sustainable formats like rPET, cans and pouches are reshaping beverage packaging.

Aluminium cans gaining share in alcoholic drinks packaging

Circular and sustainable packaging innovations transforming beauty and personal care

Refillable systems and green materials driving change in home care packaging

Sustainable and convenient packaging trends redefining pet food

### PACKAGING LEGISLATION

The transformation of packaging laws in the US promotes sustainable solutions and producer accountability

Proposed circular economy law raises questions on recycling future

California's plastic pollution law sets new benchmark for sustainable packaging

### RECYCLING AND THE ENVIRONMENT

Deposit Return Schemes gain momentum to boost recycling rates in the US

Compostable packaging becoming a leading solution to plastic waste

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