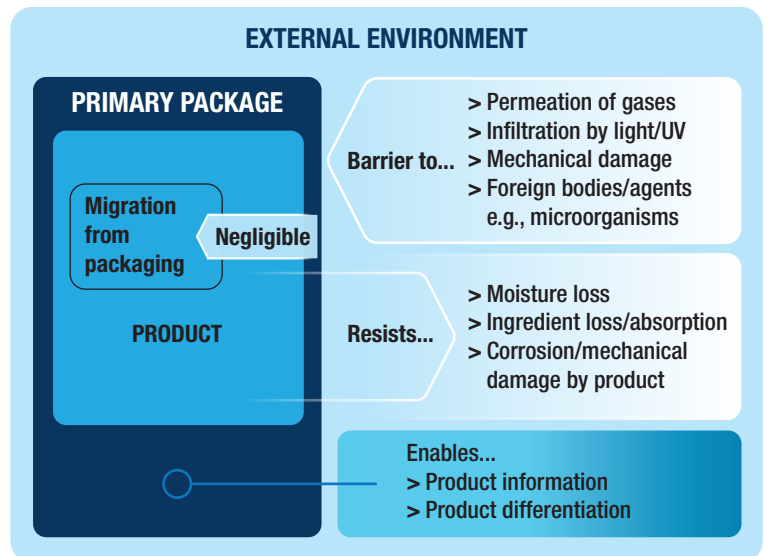


Packaging essentiality and sustainability for the hygiene, personal care & specialty products industry

Our industry is committed to effective packaging with decreased environmental impacts through design, material efficiency and recoverability

Packaging is essential for product quality, safety and consumer information

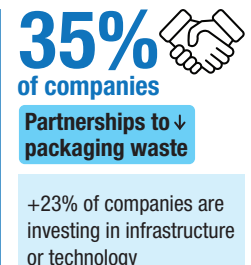
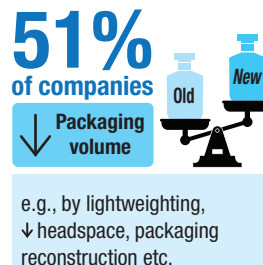
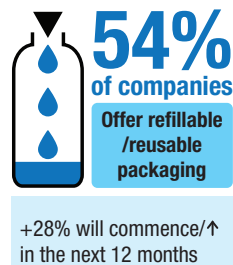
- > Product protection and containment, ensuring quality and safety throughout transport, storage & use e.g., sunscreen can be damaged by heat and UV light; dangerous goods must stay contained
- > Effective and safe product delivery, whilst minimising residue and product loss e.g., liquid soap dispensers in shared spaces prevent product contamination
- > Information to consumers/users e.g., cosmetic ingredient list, net contents, warning labels, certifications, best before date...
- > Product promotion i.e., a non-purchased product is useful to no one!



Well-designed packaging advances sustainability

Packaging fundamentally contributes to sustainability efforts by protecting goods. Because the environmental impacts of packaged goods usually outweigh those of their packaging, effective packaging is crucial to optimising goods usage and minimising wastage.

Many companies are increasing packaging sustainability through packaging design and other innovationsⁱ

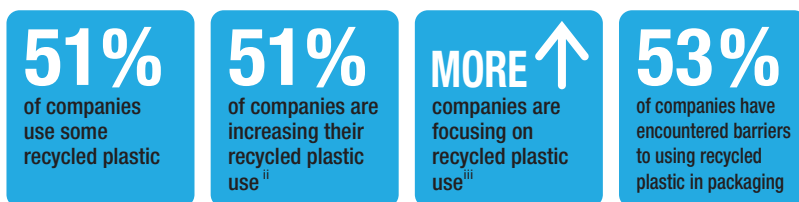


Spotlight on... use of recycled content

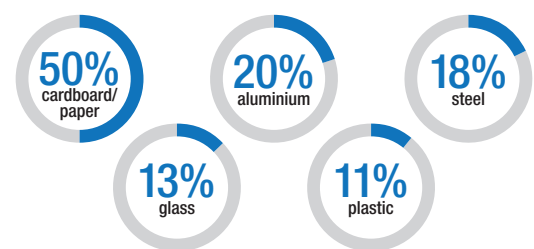
Use of post-consumer recycled content is an important aspect of packaging sustainability. But using recycled content is not always straightforward, especially for contact-sensitive products and dangerous goods packaging where the recyclate may compromise packaging quality or integrity. Insufficient grade/quality and high cost are the main barriers to recycled plastic use.

Member achievementsⁱ

Use of recycled plastic in packaging



Average recycled content in packaging



Accord and its member companies are committed to responsible action and leadership in addressing the packaging challenge for our sector in the context of concurrent whole-of-system improvements.

ⁱ Accord 2024 Packaging Survey | ⁱⁱ In last 12 months or next 12 months | ⁱⁱⁱ Compared to 2021 (from Accord 2021 Packaging Survey)