

# Turning packaging sustainability from pressures to competitive advantages

Data shows that packaging circularity is at a turning point. Consumer demand, regulatory mandates, brand commitments and employee sentiment are converging, driving an unprecedented shift toward sustainability.

## CPG commitment

96% of the top 50 brands have established specific targets concerning recyclability and waste management.



## Consumer beliefs



31% of consumers believe that brands investing in sustainable packaging is one of the top three ways to address environmental issues.

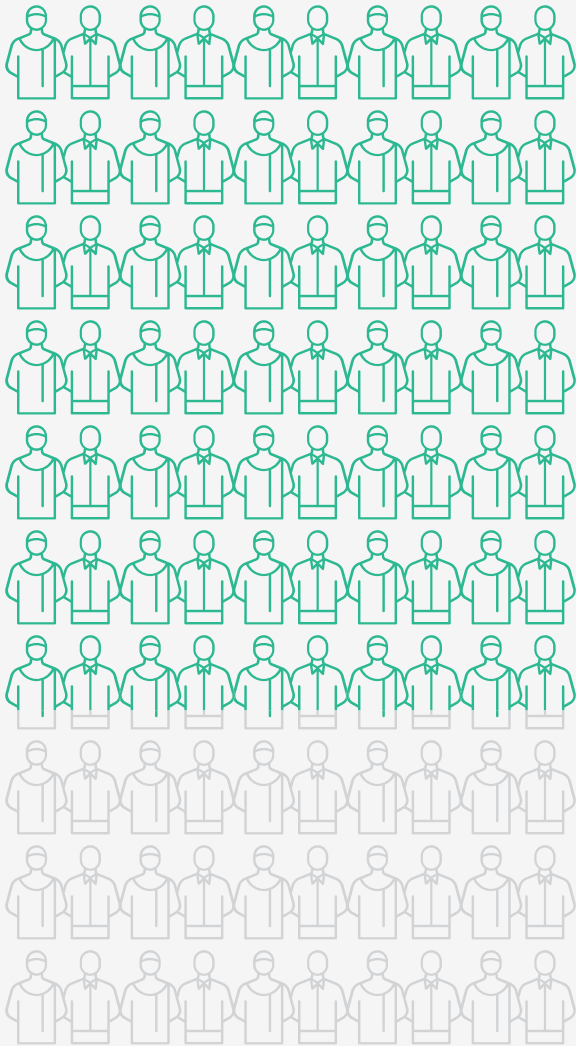
## Legislation and regulation impact

Regulatory pressures are mounting on brands as legislators implement policies to reduce carbon emissions, minimize waste, and promote a circular economy. Regulations vary significantly by country, region, state, and municipality, with Europe leading in advanced, stringent policies.



## Impact on employees

68% of employees are more willing to accept jobs from organizations they consider to be environmentally sustainable.



Packaging circularity is at a turning point. Discover how CPG leaders are responding to these pressures and turning them into actions to forge a more sustainable future.

Download our white paper at [makingpackagingcircular.com](https://makingpackagingcircular.com)



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