

Repack the packaging of FMCG

Could the reuse and standardisation of FMCG be the solution to be more sustainable?



PROBLEM

In the Netherlands, and Europe we face a big packaging waste problem. The current packaging of supermarket products poses a significant problem, residents of the European Union produced an average of 34.6 kilograms of plastic packaging waste in 2020. This staggering amount of waste calls for immediate action to implement more sustainable packaging practices. Given the environmental impact and growing concerns about sustainability, finding effective solutions to reduce packaging waste and promote more eco-friendly alternatives has become increasingly relevant in our society.

CHALLENGES

Standardisation of packaging presents several challenges, including limited opportunities for brands to differentiate themselves through unique packaging designs. Furthermore, the implementation of reuse systems and standardisation requires infrastructure and logistical processes that are capable of handling the collection, cleaning, and reutilisation of packaging materials. Another significant challenge in implementing reuse practices is the need to maintain a consistent and widespread practice of returning packaging for reuse.

SOLUTION

Based on this research findings, it appears that the solutions of reuse and standardisation hold great potential in addressing the issue. Consumers show a positive tendency towards these approaches, and the implementation of reuse and standardisation greatly contributes to the circularity and sustainability of packaging. Furthermore, upcoming legislation is expected to emphasise on reuse, and standardisation serves as a key enabler for achieving effective reuse practices.

BENEFITS

Standardisation and reuse of supermarket product packaging offer several benefits. They enhance supply chain efficiency by reducing production and transportation costs, and the realization of economies of scale. Additionally, standardisation and reuse contribute to waste reduction and promote sustainability by avoiding single-use packaging. Furthermore, they increase consumer satisfaction through convenient and easy return processes and improve positive brand images associated with sustainability and responsibility.