

The future of plastic packaging in a (more) circular economy

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Susan Hansen – 17 September, 2019



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a better world
together.*

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Outline



I Global consumer trends – impact on plastic packaging demand?

II Sustainability and circularity challenges and opportunities

III What does the future hold for plastic packaging?

Plastic packaging paradox: strong fundamental drivers yet massively under pressure from society

- *Strong fundamental demand drivers: demographics, lifestyle and convenience*
- *Plastic packaging stands to benefit the most, but....*
- *Innovation and chain co-operation: absolutely crucial to develop viable sustainable solutions*
- *Heaps of investments needed: re-design, materials, infra*
- *Innovation in smart/intelligent packaging of growing importance, but this goes for all materials*
- *The pressure on plastics from substitute materials is growing, but it's not a free ride....sustainability is not only an issue for plastic packaging. Who's next?*

Please contact Susan Hansen (e-mail below) to request a copy of the full presentation.

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