

# THE PARADOX OF PACKAGING

Half a century ago, very little of the packaging we see today existed. But, as consumers grew more affluent, they demanded a wider range of products and the convenience that came with having them packaged up. Packaging has become ubiquitous, helping to ensure that goods reach customers in perfect condition. But its visibility has prompted a backlash. How much of it is produced, how does the UK measure up, what is being done with the waste and how are public perceptions of it changing?

## THE UK PRODUCES MORE PLASTIC WASTE PER CAPITA THAN THE EU AVERAGE

Packaging waste in selected countries in 2018

Eurostat, 2020

### Packaging waste (kg per capita)

Germany	222.2
Ireland	209.1
Italy	202.8
France	187.4
UK	176.2
Belgium	155.3
Hungary	117.7
Sweden	113.3
Slovakia	90.9
Bulgaria	54.7

**166.6**

EU average packaging waste (kg per capita) generated in 2018

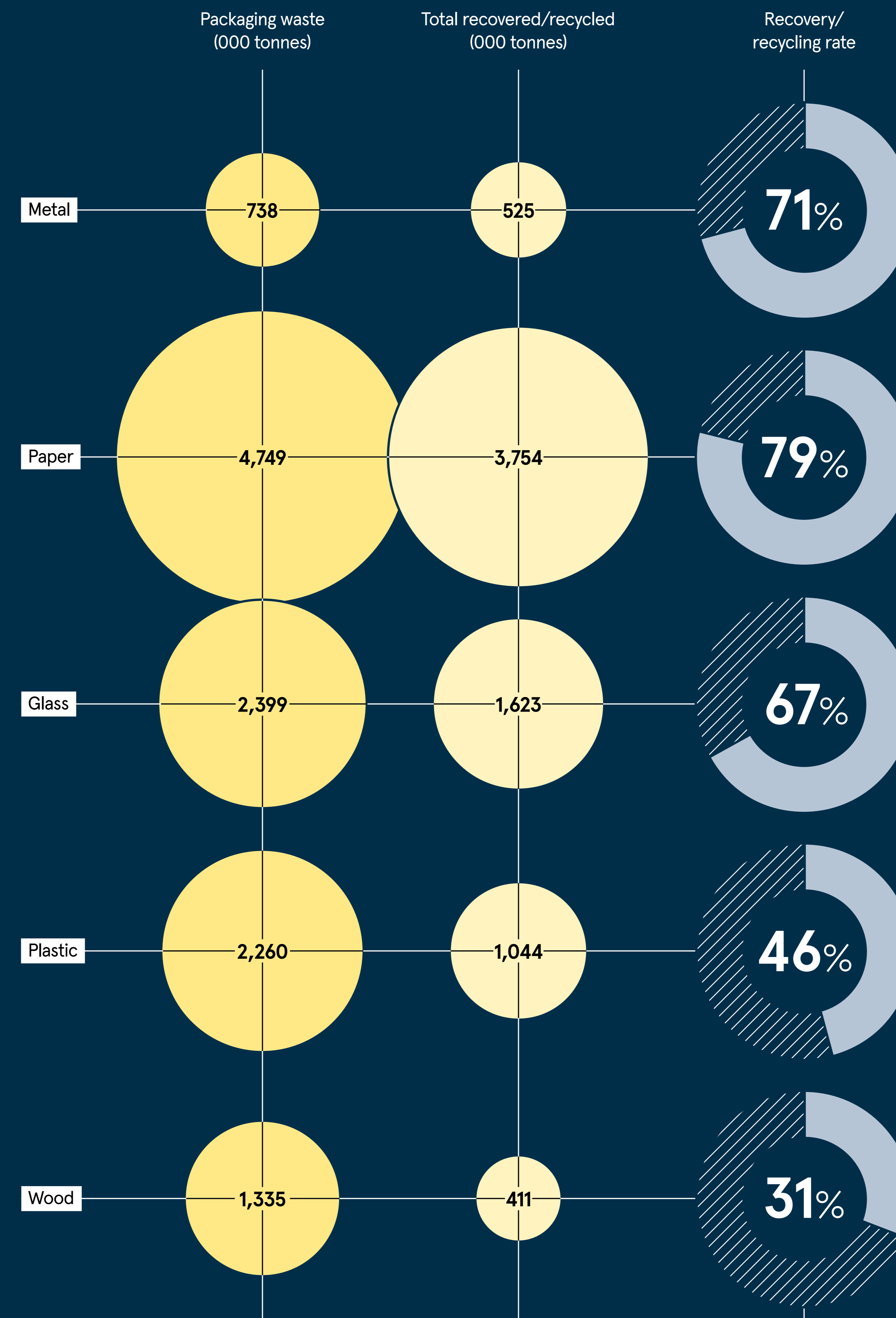
### Recycling rates of packaging waste (%)

Belgium	85.3
Sweden	70.1
Germany	68.5
Italy	68.3
Slovakia	66.6
France	65.7
Ireland	63.9
UK	62.1
Bulgaria	60.4
Hungary	46.1

## THE UK RECYCLES OR RECOVERS 60% OF ITS PACKAGING WASTE ON AVERAGE

Estimates of packaging waste and recycling/recovery, split by material, in 2017

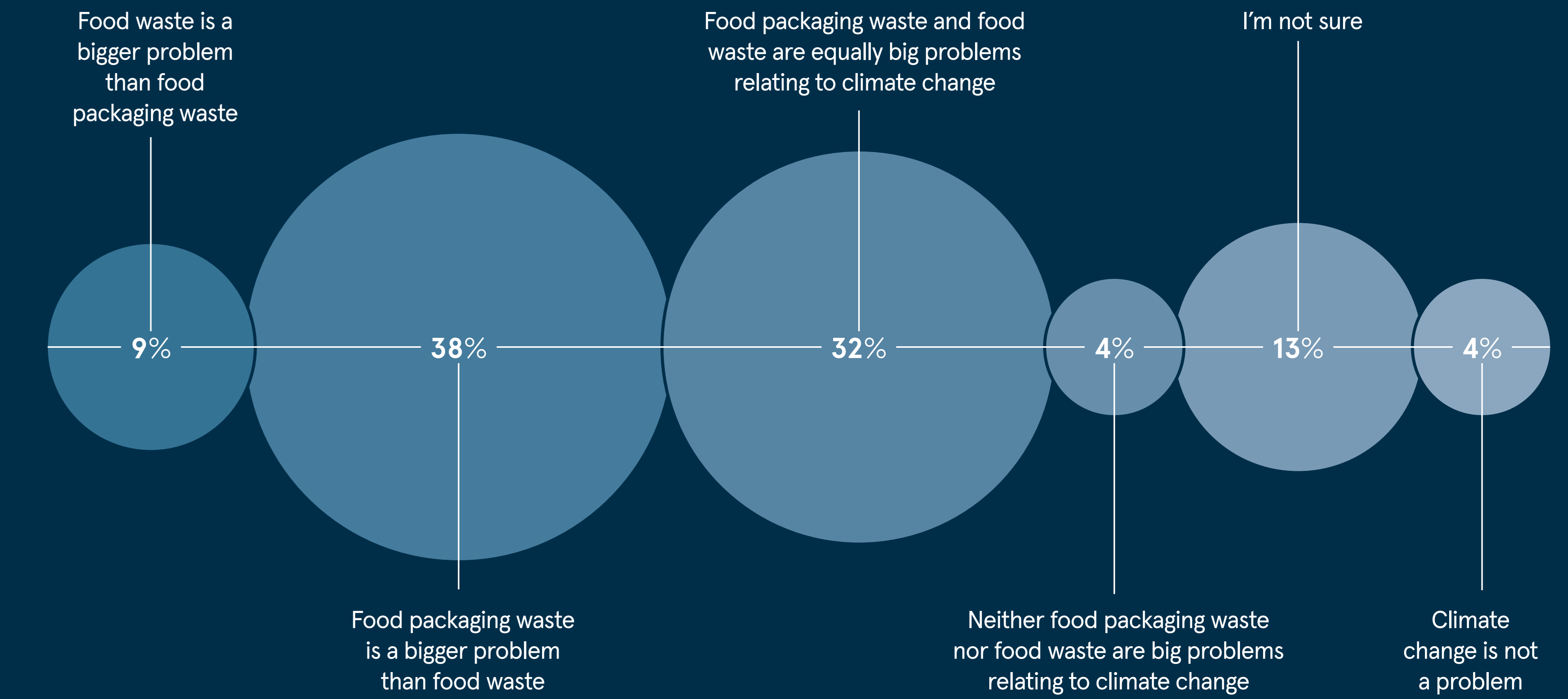
Defra, 2020



## ONLY 9% OF UK CONSUMERS CORRECTLY BELIEVE THAT FOOD WASTE IS A BIGGER PROBLEM THAN FOOD PACKAGING WASTE IN THE FIGHT AGAINST CLIMATE CHANGE

Percentage of UK adults

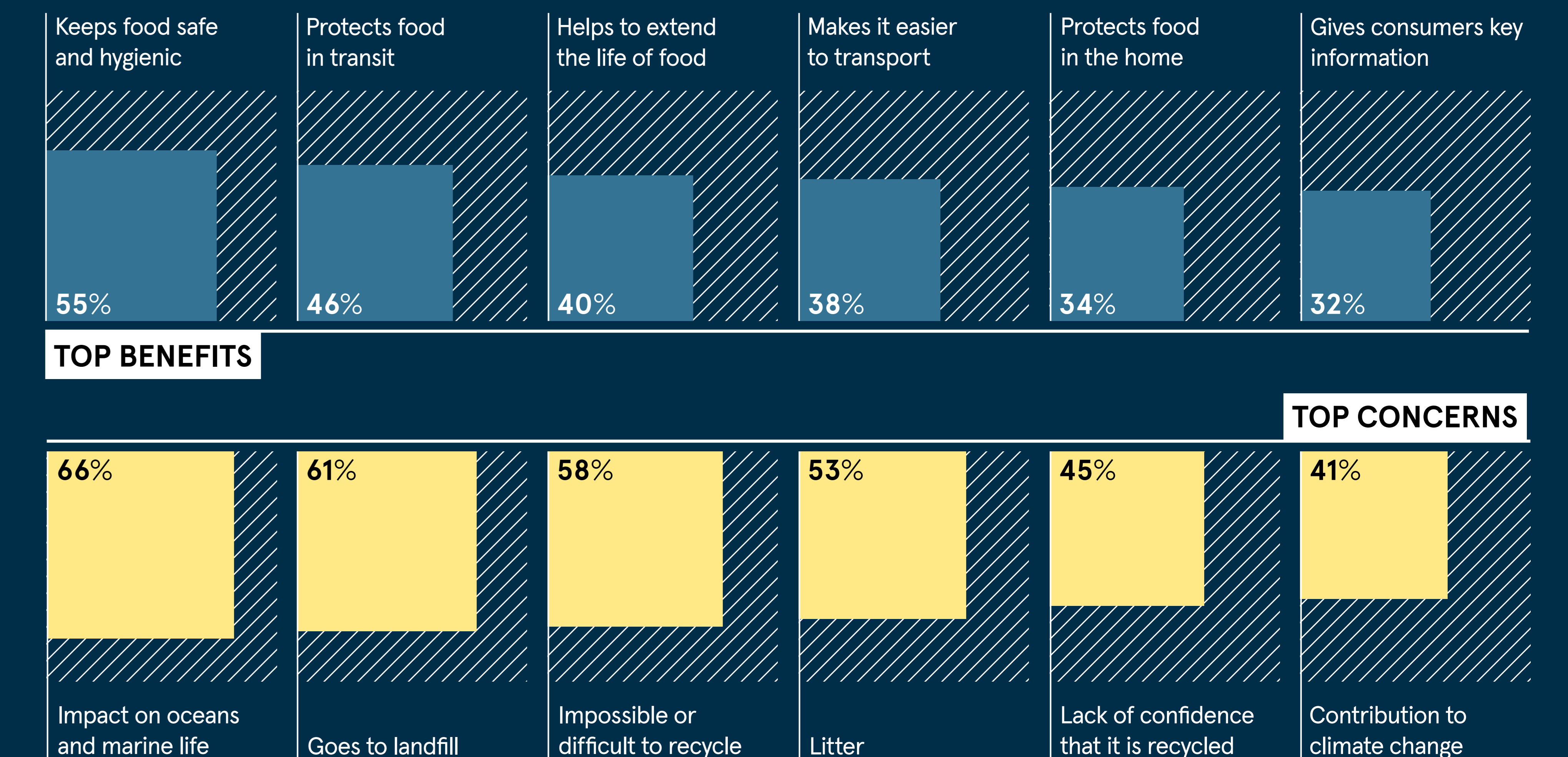
Industry Council for Packaging and the Environment and WRAP, 2019



## CONSUMERS UNDERSTAND THE BENEFITS OF PACKAGING, BUT ARE CONCERNED ABOUT ITS ENVIRONMENTAL IMPACT

Percentage of UK adults citing benefits and concerns relating to food packaging

Industry Council for Packaging and the Environment and WRAP, 2019



## THE UK RANKS LOWER THAN SEVERAL OTHER COUNTRIES ON PACKAGING RECYCLABILITY

Analysis of the recyclable content of the packaging for 11 global household products, including KitKat, Whiskas and Dove body wash, by percentage of total weight

