

## KEY TAKEAWAYS

# WOULD YOU LIKE A REFILL?

*Presented by ThePackHub*



## KEY TAKEAWAYS

- 01 Reuse/refill is one of seven main sustainable packaging trends, and one that has seen significant innovation growth in the past twelve months.** While definitions vary, reuse typically refers to a package that is reused/refilled for the same intended purpose.
- 02 Early reuse adopters tend to be younger, eco-conscious, less price sensitive consumers.** However, several examples point to a widening of the customer base: Chile's Algramo reports significant numbers of older users (55+), and Asda UK, which targets price sensitive consumers, has a reuse pilot underway at their Sustainability Store.
- 03 The Loop reuse platform has been busy, establishing pilot reuse partnerships with large brands** like McDonalds and Restaurant Brands International (Burger King, Tim Hortons), as well as Canadian pet food company Open Farm. Already available in the UK, France and the US, Loop has a Canadian launch planned for 2021. The model is evolving to include grocery store reuse sections and drop-off reverse vending machines to compliment an e-commerce service.
- 04 Critics point to the environmental impacts of reuse models which require reverse logistics associated with collection, washing/sanitization and redistribution.** Many reuse models have conducted credible life cycle analysis (LCA) that accounts for these processes, and which guide estimates for a target number of reuse cycles required for a 'point of green neutrality'. This target varies from package to package, and depends on important factors such as capture rates, materials used and distribution distances.
- 05 Brands are actively creating their individual intellectual property and marketplace differentiation, but at the same time we see important examples of industry collaboration in the pursuit of providing efficient, simple and scaled solutions for the customer.**
- 06 Marketplace segments that have shown particular reuse model success include personal care and home cleaning products, dry food goods, and beverage cups.** Smart technology is also playing a role -- for example, Nestlé Purina, in partnership with Algramo in Chile, offers a shopping experience with a mobile app at the core of the service.
- 07 Overall, we are in a period of considerable emerging innovation, much of it in a fairly early stage, with companies large and small testing models and running pilots.** It will be very interesting to see how these various initiatives evolve over the next six to twelve months.

## OVERVIEW

The development of sustainable packaging continues to be a strategic priority, and there is one particular sustainable trend that is growing fast. Refillable and reusable packaging is advancing rapidly with ThePackHub's Innovation Zone database reporting a 68% year-on-year increase in initiatives. Many brands and retailers are now trialling their own solutions in market. What does the recent growth mean for the packaging industry and what does the outlook look like in five years?

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