

JULY 2024

UPP

UNLIMITED PACKAGING POSSIBILITIES



Packaging's New Era: Challenges & Innovations

Including:

**Growing demand
& challenges in
PCR packaging**

PAGE 3

**Sustainability
goals adjusted**

PAGE 4

**Packaging
industry calls for
clarity in UK**

PAGE 6

**Key trends
shaping beauty
and personal care**

PAGE 7

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UPP provides a snapshot of some of the recent stand-out market and product news.

UPP stands for Unlimited Packaging Possibilities and in this edition we have compiled a round-up of news from July 2024. As the packaging industry navigates 2024, several pivotal trends are shaping its landscape. The demand for plastic packaging with post-consumer recycled content is on the rise, driven by regulatory pressures and sustainability pledges from major corporations. However, challenges such as cost, availability, and quality of recycled materials remain significant hurdles.

Companies like Unilever and PepsiCo are adjusting their sustainability goals, reflecting the complexities in meeting ambitious targets. The recent UK general election has also sparked calls for policy clarity, emphasising the need for robust packaging regulations and sustainable growth.

In the beauty and personal care sector, trends are evolving with a focus on premiumisation and ingredient-driven products.



New Corto Airless Pumps

Introducing the **Corto Airless Pump** range – where **functionality meets style to enhance your product packaging!** Perfect for the beauty, skincare, topical health care, personal care, hair care, and even animal health care industries. The **Corto pumps** utilise airless technology to keep your liquid formulations fresh and effective by preventing air exposure. This means longer shelf life, less waste, and precise and 360° dispensing every time.

With sleek designs that add a touch of elegance, the Corto range is all about offering an excellent user experience while protecting your product's integrity. One of the key benefits of this range is its versatility; each actuator fits 49mm diameter bottles with a broad range of volumes: 30ml, 50ml, 80ml, 100ml, 150ml, and 200ml.



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Growing demand and challenges in PCR

Packaging Europe reported on recent analysis by RaboResearch, Rabobank's analysis and knowledge team, highlighted a significant increase in demand for recycled polymers in the US and UK markets, driven by state and EU-level regulations as well as corporate commitments.

The global post-consumer recycled content (PCR) market has seen over half of its consumption in Europe, especially within the food and beverage sector, which accounted for two-thirds of PCR usage in 2021. This surge in demand underscores the necessity for substantial investments in collection and recycling infrastructure to support sustainable packaging efforts, with regulatory frameworks acting as key catalysts in Europe.

The report also notes the slower adoption of PCR content in the US due to challenges like higher costs, limited availability, and product

quality concerns. The US Food and Drug Administration (FDA) has expanded approved sources for PCR through "letters of no objection."

The report suggests that without additional measures such as extended producer responsibility (EPR) schemes and deposit refund schemes (DRS), this imbalance could worsen. Meanwhile, Europe's recycled plastics production, despite a 17% capacity growth in 2021, has been affected by economic headwinds reducing demand. According to Packaging Europe, the EU's Packaging and Packaging Waste Regulation (PPWR) aims to drive the necessary expansion in recycled plastic production to meet 2030 goals, requiring significant increases in recycled polypropylene, polyethylene, and PET volumes.

Source: Packaging Europe, Report Suggests Recycled Plastic Demand to Grow in US and EU Markets, 25th July, 2024



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Major corporations adjust sustainability goals

Recently, major corporations like Unilever, PepsiCo, and Colgate-Palmolive have announced they will not meet their packaging sustainability goals.

Unilever, initially aiming to halve its plastic consumption by 2025, revised its target to a one-third reduction by 2026 due to performance needs and recycling system shortcomings, raising concerns about increased plastic production. Colgate-Palmolive, despite achieving 89.5% recyclable, reusable, or compostable packaging by the end of 2023, has cited industry challenges with flexible packaging, delaying its full transition goal to 2025. Similarly, PepsiCo acknowledged it would miss its 2025 target for 100% recyclable, compostable, biodegradable, or reusable packaging, citing unique challenges but committing to ongoing sustainability efforts.

Packaging Europe reported that these adjustments reflect the complexities of achieving ambitious sustainability targets. While some view these revisions as necessary and transparent, others criticise them as financially driven retreats from environmental commitments. Despite these setbacks, it is crucial for these companies to persist in their sustainability efforts to meet their long-term environmental goals.

Source: Packaging Europe, [Why are so many brand owners set to miss their packaging sustainability targets?](#), 4th July 2024

A collection of clear PET bottles of various shapes and sizes, including rectangular, cylindrical, and rounded forms, arranged in a circular pattern around the central text. The bottles are set against a light green background with a faint purple circular graphic behind the text.

Do you need PCR packaging?

Your PET packaging can be made in a variety of PCR strengths. Increasing the level of PCR provides an even greater sustainable solution.

Explore our wide range of packaging with recycled content.



Packaging Industry Calls for Clarity After UK General Election

The packaging industry is seeking clarity and confidence following Labour's significant victory in the UK general election. The Labour Party's manifesto pledged a move towards a circular economy but lacked specific references to resources and waste.

Industry leaders, including Paul Vanston of INCPEN, emphasised the need for statutory household recycling targets and ringfencing producer funding under Extended Producer Responsibility (EPR) to enhance recycling services. Eamon Lally from the Local Government Association highlighted the need for incentives to reduce packaging waste and increase investment in reuse and refill systems.

Additionally, the waste and recycling sectors are pushing for clarity on legislative changes. Michael Topham, CEO of Biffa, stressed the importance of implementing policies like EPR, Simpler Recycling, and a UK-wide deposit return scheme. Industry representatives from SUEZ, Valpak, and the Environmental Services Association echoed the call for decisive government action to drive towards a zero-waste economy and ambitious environmental targets. The sector also seeks harmonised policies across the UK's devolved nations to facilitate smooth trading and effective packaging legislation enforcement.

Source: Packaging News, [Packaging industry calls for clarity after general election](#), 29th July 2024



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Key Trends Shaping the Beauty and Personal Care Industry in 2024

In 2024, the beauty and personal care industry continues to evolve, driven by consumers' shifting perceptions of value and wellness. According to Euromonitor, consumers are becoming more ingredient-savvy and willing to pay a premium for specific ingredients rather than relying on general claims. The term "longevity" is gaining traction, reflecting a desire to maintain health and wellness over time. The market is also balancing premiumisation and affordability, with consumers trading down in some categories to afford higher-end options in others. The trend of seeking out affordable alternatives, or "dupes," is especially prevalent among Generation Z, who often lack the purchasing power of older generations.

The ingredient-led beauty trend is also gaining momentum, with consumers increasingly looking for

specific actives to address their beauty concerns. Ingredients like probiotics and collagen, which initially gained popularity in supplements and food, are now prevalent in skincare products.

Additionally, the wellness trend is driving demand for sun care products that offer skin health benefits beyond UV protection. There is a growing focus on women's health, particularly how hormonal changes impact skin and hair, leading to a rising demand for specialised products. The market for hair growth products, for instance, is expected to expand as awareness of hormonal impacts grows. Euromonitor predicts that as inflation normalises, consumer sensitivity to pricing will persist, with mass, masstige, and entry-level premium brands continuing to capture market share.

Source: Euromonitor, [Top trends shaping the beauty and personal care industry in 2024](#), 9th July 2024



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recyclable



Endlessly
reusable



Range
of sizes



Pumps &
closures
available



Innovative advertising trends in packaging

Packaging Gateway recently reported that packaging has evolved into a dynamic medium for brand engagement and advertising, moving beyond its traditional role. Jenny Stanley, Managing Director at Appetite Creative, highlights several innovative trends transforming the packaging landscape.

Interactive packaging, incorporating QR codes, AR, and NFC technology, creates immersive experiences that connect physical products with the digital world, enhancing user experience and providing valuable consumer behaviour data. Sustainability remains a crucial trend, with brands adopting eco-friendly packaging solutions like biodegradable materials and recyclable designs to appeal to eco-conscious consumers and build positive brand images.

Personalisation and smart packaging are also revolutionising the industry. Personalisation creates unique consumer experiences, making products feel special and fostering deeper brand connections. Advancements in digital printing have made customised packaging more accessible and cost-effective. Smart packaging, embedded with sensors and smart labels, offers real-time information about product conditions, origin, and authenticity, enhancing consumer confidence and combating counterfeiting. Additionally, aesthetic appeal and shelf impact remain vital, with creative designs and unique shapes helping packaging stand out and effectively convey brand messages. As consumer preferences and technology evolve, brands must embrace these innovative trends to stay competitive.

Source: Packaging Gateway, [Innovative advertising trends in packaging](#), 30th July 2024.



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