

Packaging and Packaging Waste Regulation PPWR timeline

August 2026

2025

- PPWR officially come into effect into force.

2026

- Packaging identification rules become applicable, including details such as the producer's name, registered trademark, address and contact information.
- Additional clarification from the European Commission is anticipated regarding scope, labelling formats and traceability requirements.

2027

- Packaging must display either a symbol or QR code demonstrating participation in an Extended Producer Responsibility (EPR) scheme.

2028

- Mandatory sorting information must be provided, including material composition, recyclability, compostability and a clear instruction not to discard packaging in the natural environment.
- The European Commission will define recyclability assessment criteria and performance classifications.
- Requirements aimed at reducing unnecessary empty space in packaging will apply.

2029

- Reusability information must be included on packaging.
- A QR code must direct users to local, national or EU-wide reuse schemes and collection locations.

2030

- All packaging placed on the market must be designed to be recyclable or reusable.
- Businesses will begin reporting progress against reuse objectives.
- Plastic packaging will be required to contain a minimum proportion of recycled content.

2038

- Packaging must achieve at least a Grade B recyclability standard (80% recyclability) to remain on the market.

2040+

- Regulatory requirements will continue to become more stringent over time.
- Measures will support alignment with the EU's target of climate neutrality by 2050.
- Plastic packaging will be required to contain a minimum of 65% recycled content.

Information and dates may change at any time.

Source: Packaging and Packaging Waste Regulation Implementation - European Commission

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