



CASE STUDY

# Understanding Packaging Regulatory Landscape across Regions





## OBJECTIVE AND SCOPE

The client, a CPG firm, was looking into sustainable packaging options for their products from different regions across the world. It wanted to explore the regulatory landscape concerning packaging materials, and sought Benori's support to:

- Assess regulations on popular packaging materials, waste management, producer responsibility, requirements for labelling and halal certification
- Identify quantitative data on total packaging usage, consumption, recycling rates, and penalties in various markets





## APPROACH

Our approach was to devise a weightage mechanism to assess frameworks and profiles of country-specific regulations. We considered parameters including packaging and waste management regulations, EPR, national action plan, halal certification, packaging placed, consumed, and recycled in tons for food and non-food packaging, and a centralised tracking system.



## METHODOLOGY



**Secondary  
Research**



**Primary  
Research**



**Data  
Modelling**





## IMPACT

The research helped the client in:

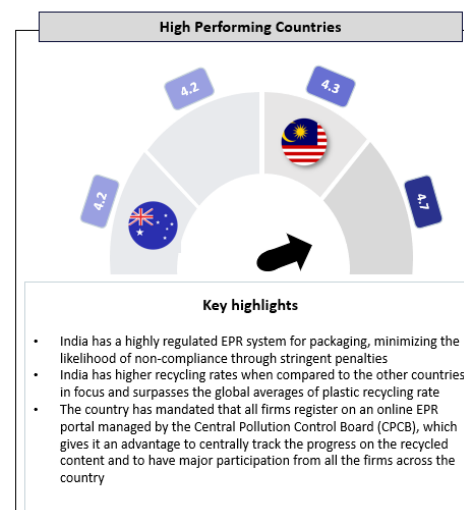
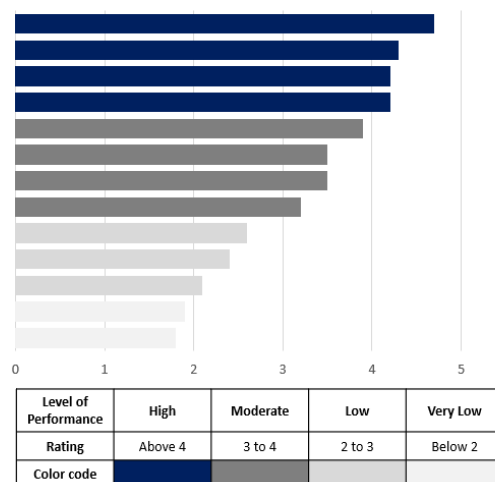
- Developing their strategy considering the countries with favourable packaging regulations for easier market entry and expansion
- Understanding the landscape to ensure that the company's packaging materials and designs meet legal requirements in each market



# SAMPLE OUTPUT

## Benchmarking Regulations

### Countries' Assessment basis Regulatory Landscape



## Regional Overview

### Packaging Placed (Tons) on the Market and Recycling Rates, 2022

	Plastic	Glass	Metal	Paper
Packaging POM	290,000	116,000	145,000	29,000
Recycling rates	11%	28%	80%	80%
Packaging POM	580,000	232,000	290,000	58,000
Recycling rates	11%	28%	80%	80%
Packaging POM	364,000	15,600	104,000	36,400
Recycling rates	30%	2%	10%	8%

### Key Highlights

- The country currently has company specific information on recycled content used by the organizations and is working on introducing a centralized tracking system soon
  - Around 55% of Glass packaging and 80% of metal packaging is used for Food packaging whereas 45% of Glass packaging and 20% of Metal packaging is used for Non-food packaging
  - Of the total PET waste generated in the country, 80% is recovered of which only 10% recycled and the remaining 90% is exported to different countries
  - The country is focusing on making 95% of the waste produced in the country recyclable by 2035
  - The country's cosmetics packaging market constitutes about 20% of total packaging consumed in the country
- Halal Certification:**
- Halal certification is mandatory in both xx and all GSO countries
  - Halal certification for recycled packaging was allowed recently in 2022 in UAE for food contact packaging



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[info@benoriknowledge.com](mailto:info@benoriknowledge.com)



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