

Gartner for Supply Chain

Top Packaging Sustainability Trends You Can't Ignore



Is your packaging sustainability strategy ahead of the curve, or falling behind?

Today's organizations employ a variety of approaches to improve the sustainability of their packaging. Gartner researchers have identified nine popular approaches currently trending among organizations making strides in packaging sustainability. Consider these as you develop your own packaging strategies:

Top Packaging Sustainability Trends You Can't Ignore



**Entering
Alliances, Consortiums
and Foundations**



**Committing to
Plastics Recycling**



**Increasing the Use
of Recycled Content**



**Converting to Reusable
and Refillable Packaging**



**Reducing the Amount
of Packaging Used**



**Eliminating
Problematic Materials**



**Securing Certified
Sourcing for
Paper Packaging**



**Increasing Training
and Technical
Collaboration**



**Investing in
Specialized
Packaging Projects**

Source: Gartner

Most companies with packaging strategies incorporate at least one of these approaches and many companies take part in several.

The landscape for sustainable packaging is changing rapidly, driven by evolving legislation, competitive activity, technology and consumer expectations. Keeping up with these changes is challenging, especially because supply chain sustainability is generally demanding due to limited resources, conflicting priorities, lack of understanding of sustainability concepts and low visibility on early wins.

Understanding the top sustainable packaging trends will help you operationalize your packaging sustainability strategy. Additionally, to drive support for supply chain sustainability initiatives, work collaboratively with suppliers and keep pace with emerging technologies.

Supply chain sustainability: How Gartner can help

Supply chain sustainability delivers business value, but too few supply chain leaders today have well-developed supply chain sustainability initiatives. Common obstacles to supply chain sustainability include limited resources, conflicting priorities, lack of understanding of sustainability concepts and low visibility on early wins. Turn to Gartner for the support to overcome these obstacles: We work with hundreds of supply chain leaders who have successfully reduced waste in operations, improved energy consumption, and managed supplier relationships for responsible sourcing, and we deliver back to our clients effective insights and tools. We will assess where you are with supply chain sustainability and guide you in prioritizing the right supply chain sustainability investments, from smarter packaging to responsible sourcing to strategic materials usage. Visit gartner.com to learn more.



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