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New EU regulation PPWR: what to expect & when for B2B transport packaging



Schoeller Allibert



A guide to the PPWR

The Packaging and Packaging Waste Regulation (PPWR) is a set of rules created by the European Union to tackle the environmental impact of packaging waste. The new regulation – which went into force in February 2025 and applies across the EU from August 2026 – will impact transport packaging, setting clear targets for reuse, recycled content, and recyclability.

Under the PPWR, transport packaging includes pallets, foldable

plastic boxes, trays, plastic crates, intermediate bulk containers, pails, drums, canisters of all sizes and materials (including flexible formats), and pallet wrappings or straps.

Now that we know what the PPWR covers, let's dive into the key targets and deadlines you need to know to stay ahead of the game and ensure your transport packaging is future-ready.



Key targets

Here's a refresher on the targets for reuse, recyclability and recycled content under the PPWR.
Please note: detailed rules and technical specifications will be worked out in secondary legislation.

Reuse*

All transport packaging must be
40%
reusable by **2030**

All B2B transport packaging
in one member state
or between sites of the
same operator in different
member states must be
100%
reusable by
2030

Must be
70%
reusable
by **2040**

Recyclability

ALL
packaging must
be recyclable
(grade A or B)
by **2030**

Recycled content**

Non-PET contact-sensitive plastic
packaging (including food packaging)
must contain:

10%
recycled
content by
2030

25%
recycled
content by
2040

All other plastic packaging must contain:

35%
recycled
content by
2030

65%
recycled
content by
2040

*Exceptions apply

**Recycled content is calculated as an average per manufacturing site, per year.



Key dates

2025

11 February

PPWR enters into force

2027

February

rules specifying minimum rotations for reusable packaging to be drafted

2030

1 January

reuse, recycled content and recycling targets apply

2034

evaluation PPWR

2026

12 August

PPWR applies across the EU

December

methodology to calculate the recycled content of packaging to be established

2029

February

reusable packaging placed on the market must bear a reuse label

2033

evaluation 2040 targets for recycled content; potentially set new targets

2040

1 January

increased reuse and recycled content targets



Are you ready for 2030?

As a trusted partner, we're here to help turn sustainability challenges into opportunities, just as we've done for many businesses over the years. Let's work together to future-proof your transport packaging. [Contact us](#) to discuss your needs.



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This white paper aims to provide a (non-exhaustive) overview of relevant (current and upcoming) EU sustainability regulations and their impact on the packaging sector, particularly returnable transport packaging. The regulatory requirements referenced in this white paper are based on the EU's provisional agreement on the Packaging and Packaging Waste Regulation (PPWR). The white paper summarizes Schoeller Allibert's current view on and understanding of the provisional agreement on the PPWR, **as well as certain other rules and regulations relevant for the packaging industry**, and should not be relied upon as legally binding or for compliance with any such **rules and regulations**, including but not limited to the PPWR (in this regard, please refer to the full text of **the PPWR** and any other applicable rules and regulations). Please note that this document by no means can be interpreted as a representation, warranty or guarantee of any kind. Schoeller Allibert does not make any (express or implied) representation or warranty as to the accuracy or completeness of the information and shall have no liability to you or any other party in relation to the use of this white paper.