

# Fact bite #59



## Packaging and Packaging Waste Regulation (PPWR)

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**By 2030, all packaging placed on the market must be recyclable, and plastic packaging must contain up to 35% post-consumer recycled content, depending on the use case, increasing to 65% by 2040.**

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**By 2030, 10% of beverage containers must be reusable, increasing to 40% by 2040 with some exceptions.**

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**From 2030, take-away food operators must offer 10% of products for sale in a reusable packaging format.**

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**From 2030, many applications of single-use plastic packaging will be banned, including those used for fruits and vegetables under 1.5 kg, food and beverages served in restaurants, and individual portions of condiments, sauces, milk creamers, and sugar.**

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**18 months from its entry into force,  
packaging items exceeding set  
thresholds for per- and polyfluoroalkyl  
substances (PFAS) will be banned.**

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