

# Reusable and Refillable Packaging in Western Europe

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Table of Contents

## INTRODUCTION

### Scope

Refill is growing, tapping into convenience, hygiene and digital trends

## OVERVIEW

Climate concerns drive consumers to action

The potential of refillable and reusable packaging increasingly recognised

Key themes shaping refill and reuse packaging in Western Europe

### REUSABLE/REFILLABLE TRENDS: CONVENIENCE

Convenience is key in driving the democratisation of refill packaging

Case study: Subscriptions add convenience to refill habits

### REUSABLE/REFILLABLE TRENDS: HYGIENE

Refill pouches offer both convenience and hygiene

Case Study: Demand in home care and beauty drives refill schemes

### REUSABLE/REFILLABLE TRENDS: CONCENTRATED FORMULATIONS

Concentrated formulations further increase packaging efficiency

Case study: Towards concentrated refill formulations in home care

### REUSABLE/REFILLABLE TRENDS: PREMIUMISATION

Premium brands further elevated through exclusive refill designs

Case study: Sophisticated and smart design key for refill in premium

### REUSABLE/REFILLABLE TRENDS: TECHNOLOGY

Digital transformation drives consumer experience of refill concepts

Mobile app technologies make refill more accessible

Brands offer safe and smart refill schemes using technology

## RECOMMENDATIONS

Affordability, convenience and communication are key to success

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