



TOPFEELPACK CO., LTD
COSMETIC PACKAGING SUPPLIER

PPWR

IMPACT ON COSMETIC PACKAGING

How EU Packaging Regulation
is reshaping beauty packaging

2026 Trend Report



WHAT IS PPWR?

PPWR stands for Packaging and Packaging Waste Regulation, a new EU regulation replacing the Packaging and Packaging Waste Directive (PPWD).

Its main goals:



Reduce packaging waste



Improve recyclability



Promote a circular economy

WHY PPWR MATTERS FOR BEAUTY BRANDS



Stricter EU compliance requirements

Higher standards for packaging design and waste management



A shift toward recyclable packaging systems

Packaging must be designed for recycling



Increased demand for PCR materials

Mandatory recycled content targets will rise



Acceleration of refill & reuse systems

Reusability and refill systems become the new norm

Sustainability is no longer optional
it is a regulatory requirement



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DESIGN TRANSFORMATION IS ACCELERATING

1 Monomaterial structure

- Easier recycling process
- Reduce the use of mixed materials
- Improve recycling rates



2 Lightweight packaging

- Reduce material consumption
- Reduce the use of mixed materials
- Improve recycling rates

FROM PACKAGING TO SYSTEMS

3 Refill Systems

- Reusable outer shell
- Replaceable inner cartridge
- Extend product life cycle



4 Modular design

- Snap-fit structure
- Easy disassembly
- Facilitate sorting and recycling



MATERIAL INNOVATION IS KEY

01

PCR plastics (PP / PET)

Use post-consumer recycled materials to reduce virgin plastic usage

02

Bio-based materials (emerging)

Explore renewable and plant-based material solutions

03

Transparent recycled materials

Combine aesthetics with sustainability



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WHAT BEAUTY BRANDS NEED TO ADAPT



Design for recyclability



Provide compliance documentation



Increase recycled content (PCR)



Develop refillable solutions



Partner with capable suppliers



HOW TOPFEELPACK SUPPORTS PPWR COMPLIANCE

 Mono-material packaging solutions

 Refillable systems development

 PCR material integration

 OEM/ODM customization



Let's build future-ready sustainable packaging together



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