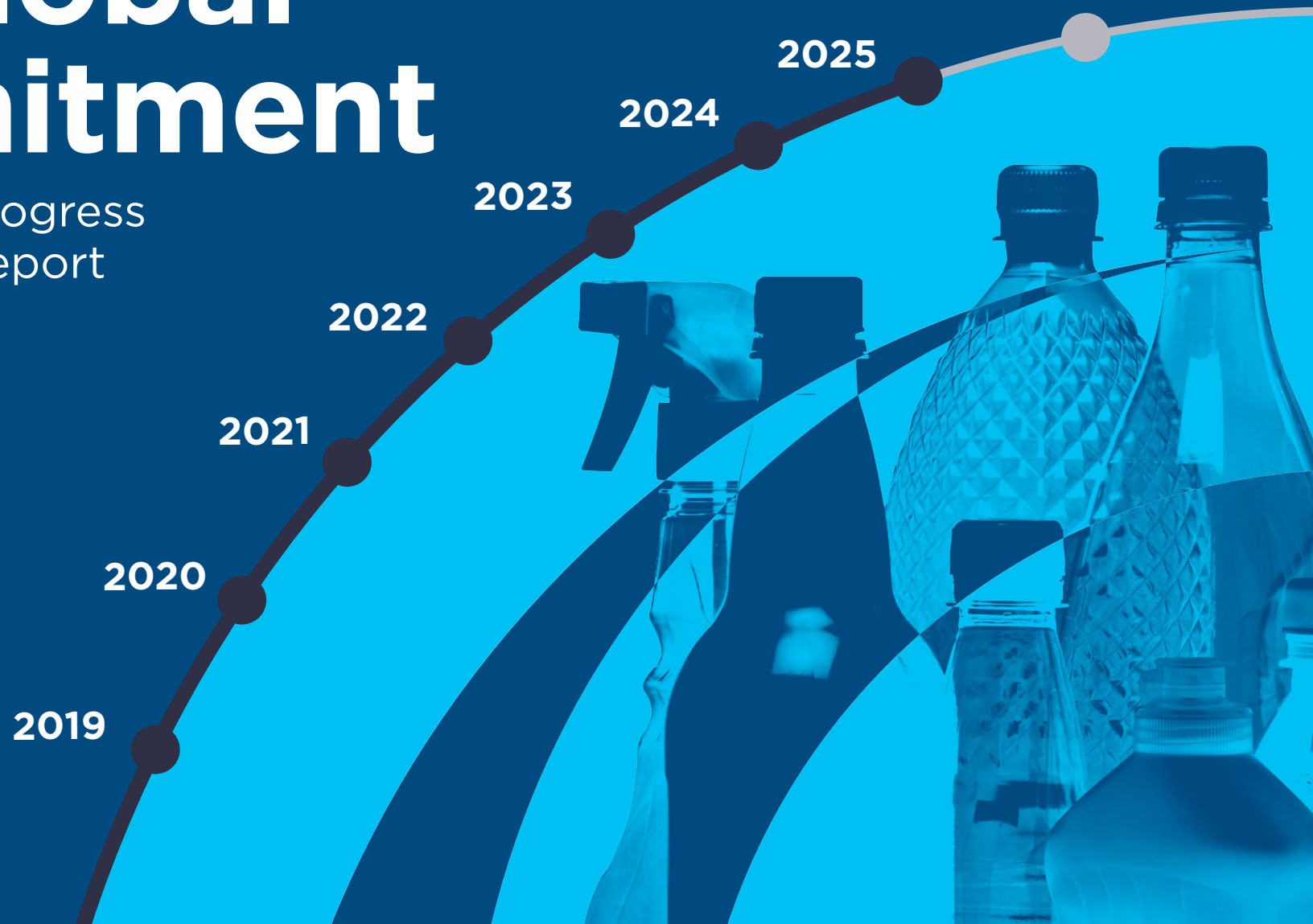


# The Global Commitment

**2025** Progress  
Report





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# INTRODUCTION

Since 2018, over 1,200 global organisations — including businesses representing 20% of all plastic packaging and over 50 governments — have supported the Global Commitment's vision of a circular economy. Signatories across the value chain set ambitious 2025 targets to help realise that common vision.

## This year, the annual Global Commitment report focuses on:

- Business signatories' individual and aggregated performance against the 2025 Global Commitment's key progress metrics and targets, using the most recent (2024) reported data
- Government signatories' progress over the last reporting cycle
- Signatories' performance against broader market trends

As the report covers progress through 2024, final outcomes compared with 2025 targets will be reflected next year.

## Key trends from 2024 show that:

- Signatories have bent the curve on virgin plastic use in packaging. While the global market has increased virgin plastic use by 13% compared to 2018, brand & retail signatories have, on average, decreased their use by 6%.
- They tripled their use of post-consumer recycled content (PCR)
- They eliminated over 775,000 tonnes of packaging commonly identified as problematic or unnecessary — equivalent to tens of billions of items
- Systemic barriers, such as scaled reuse models, continue to hold back further progress

## Alongside this annual progress report, we also published an additional report: The 2030 Plastics Agenda for Business. It covers:

- Synthesised learnings from the past decade
- An evidence-based, practical agenda for the next five years to tackle plastic waste and pollution
- The Global Commitment 2030

Read more about the  
Global Commitment 2030  
and the 2030 Plastics  
Agenda for Business

THE  
GLOBAL  
COMMITMENT  
2030

# SPOTLIGHT ON IMPACT

Global Commitment signatories have shown progress is possible

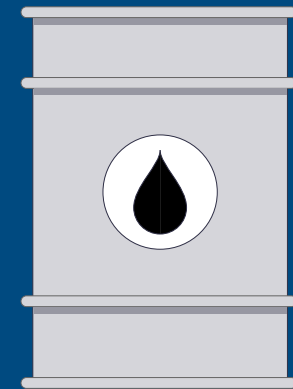
Thanks to their efforts as part of the Global Commitment, business signatories have had substantial, collective material and climate impact, by:<sup>1</sup>

Avoiding  
**14**  
million tonnes  
of virgin plastic  
since 2018, equivalent  
to almost **2 trillion**  
plastic bags



Avoiding  
**7.8**  
million tonnes  
of CO<sub>2</sub> per year,  
equivalent to a city of  
**1.7 million** people

Keeping  
**one**  
**barrel**  
of oil in the ground  
every second



# SIGNATORIES OUTPERFORM THE MARKET

The latest data reinforces that setting ambitious targets can drive accelerated action. Figure 1 shows that signatory companies working towards robust goals have outperformed the rest of the global plastic packaging market. This group has tripled their use of recycled content in just six years, and eliminated tens of billions of problematic items. In doing so, these leaders have shaped and positioned themselves strongly ahead of regulation. The remaining 80% of the market now also needs to join efforts to build a circular economy.

FIGURE 1

**Global Commitment business signatories, have outperformed the market across nearly all target areas where comparable data exists, even if not all targets will be met**

Target areas (brands and retailers)	2024	
	Global Market <sup>1</sup>	Global Commitment signatories <sup>2</sup>
<b>Virgin plastic use</b> (% change by weight vs 2018)	↑ <b>+13%</b>	↓ <b>-6%</b>
<b>Items commonly identified as problematic or unnecessary - EPS/XPS, PS, PVC<sup>3</sup></b> (% change by weight vs 2020)	↑ <b>+9%</b>	↓ <b>-6%</b>
<b>Reuse</b> (change vs 2018)	<b>Roughly flat</b>	<b>Roughly flat</b>
<b>Reusable, Recyclable, or Compostable<sup>4</sup></b> (percentage point change vs 2018)	n/a <sup>5</sup>	↑ <b>+10pp</b>
<b>Post-consumer recycled content</b> (percentage point change vs 2018)	↑ <b>+1pp</b>	↑ <b>+11pp</b>
<b>Production of recycled plastics</b> (in % increase vs 2018)	↑ <b>+28%</b>	↑ <b>+61%</b>

<sup>1</sup> Source: Wood Mackenzie plastic packaging market data

<sup>2</sup> Based on the weighted average of Global Commitment Brand and Retail signatories reporting all years of analysis

<sup>3</sup> These are items and materials that a significant number of Global Commitment signatories have identified as problematic or unnecessary. This analysis includes EPS and XPS such as for takeaway and retail food packaging as well as packaging peanuts. EPS for transport packaging has been excluded from this analysis.

<sup>4</sup> Metric is significantly influenced by portfolio composition and sector

<sup>5</sup> The Global Commitment developed its own definition of 'recyclability', requiring 'recyclability in practice and at scale'. Therefore no comparable market data is available. While there are indications the signatory group might be outperforming the market (e.g. signatories' substantial investments in technical recyclability and outperformance on the elimination of non-recyclable items such as PVC), there is no robust data available to validate this.

# KEY PROGRESS METRICS

Progress area	Business progress	Government progress
<b>1</b> <p><b>Decrease the use of virgin plastic in packaging</b></p>	<ul style="list-style-type: none"> <li>• Brand and retail signatories reduced virgin plastic use by 1.5% from 2023 to 2024, primarily through increased use of PCR content.</li> <li>• This marks the fourth consecutive year of reductions, suggesting these companies have moved beyond peak virgin plastic consumption.</li> </ul>	<ul style="list-style-type: none"> <li>• Not a direct target for governments. Governments continue fostering enabling conditions, with policy measures and incentives on reuse, elimination, and PCR.</li> </ul>
<b>2</b> <p><b>Increase the share of post-consumer recycled content target across all plastic packaging used</b></p>	<ul style="list-style-type: none"> <li>• Signatories have again steadily increased their use of PCR (from 14% to 16% in 2024). This is despite many citing challenging market conditions.</li> <li>• Brand and retail signatories more than tripled their use of PCR content since 2018 (from 5% to 16%).</li> <li>• Recycler signatories continue to increase volumes of plastics recycled with a 6% increase compared to 2023, bringing their recycled content production to almost 2 million metric tonnes (MMT) this year.</li> </ul>	<ul style="list-style-type: none"> <li>• Over 40% of governments' signatories have now revised or introduced minimum thresholds for PCR in packaging.</li> <li>• Chile introduced a minimum 15% PCR threshold in beverage bottles, and the UK government's packaging tax applies to packaging with less than 30% PCR content.</li> </ul>
<b>3</b> <p><b>Eliminate problematic or unnecessary plastic packaging</b></p>	<ul style="list-style-type: none"> <li>• Since 2019, signatories have cumulatively eliminated 775,000 tonnes of plastic packaging items commonly identified as problematic or unnecessary with 180,000 tonnes in 2024 alone.</li> <li>• In 2024, 62% of brand and retail signatories have continued to reduce PVC, PS, and EPS/XPS in business-to-consumer packaging. Since 2020, they have reduced their use of items commonly identified as problematic or unnecessary by 6%.</li> </ul>	<ul style="list-style-type: none"> <li>• Almost 60% of governments have established legal measures, such as bans or restrictions on packaging items that have been commonly identified as problematic or unnecessary.</li> <li>• Bans include measures such as the Welsh government's ban on single-use carrier bags.</li> </ul>

# KEY PROGRESS METRICS

Progress area	Business progress	Government progress
<div data-bbox="145 531 280 687">4</div> <div data-bbox="336 547 757 659"> <b>Take action to move from single use towards reuse models where relevant</b> </div>	<ul style="list-style-type: none"> <li>As in previous years, the adoption of reusable plastic packaging remains limited, with brand and retail signatories reporting that only 1.2% of their total packaging is reusable.</li> <li>Signatories have also begun reporting against a new <u>reuse metric</u>, which tracks the share of products delivered through packaging reuse systems. Over time, this measure will offer a more accurate picture of progress on implementing reuse.</li> </ul>	<ul style="list-style-type: none"> <li>Over 40% of governments have reported piloting or scaling up reuse solutions, with the same number having delivered awareness-raising campaigns to encourage consumer behaviour, such as the City of Paris's engagement campaign for citizens and shopkeepers.</li> </ul>
<div data-bbox="145 906 280 1062">5</div> <div data-bbox="336 898 674 1054"> <b>Ensure 100% of plastic packaging is reusable, recyclable, or compostable</b> </div>	<ul style="list-style-type: none"> <li>Brand and retail signatories increased their share of reusable, recyclable, or compostable plastic packaging by nearly 2 percentage points in 2024 to 72%. This was partly driven by eliminating problematic resins, as well as the redesign of products into mono-material packaging.</li> <li>Signatories' share of packaging that is designed for recycling has continued to increase (by 2 percentage points, from 83% in 2023 to 85% in 2024).</li> </ul>	<ul style="list-style-type: none"> <li>More than 70% of reporting governments have reported investment in infrastructure to increase collection, sorting, and recycling rates, up from 56% last year.</li> <li>Government investments have risen by 20% from the 2023 reporting period, such as AUD 200 million invested by the Australian Government into recycling infrastructure.</li> </ul>

# ANNUAL PROGRESS OVERVIEW

FIGURE 2

Change vs 2023<sup>2</sup>



FIGURE 3

# Top 10 FMCG companies by revenue: key progress metrics on plastic packaging, 2018–2024<sup>a</sup>

■ Historic comparison (restated)  
■ 2024  
■ 2025 target

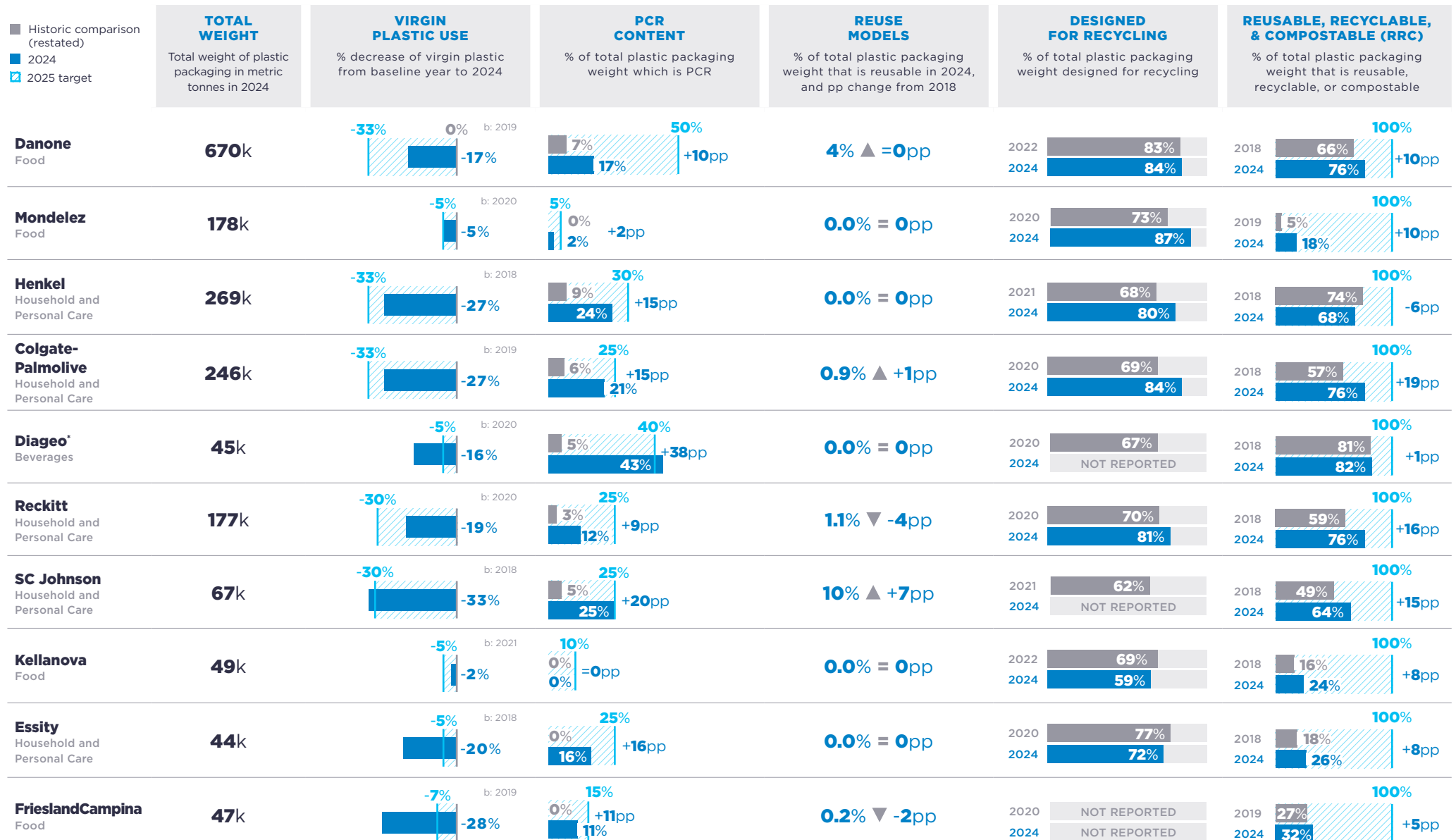


## Notes:

- a) Except where noted otherwise, this table shows progress made by signatories in 2024 compared with their 2025 targets. In next year's report, commitments will be updated to reflect 2030 targets for all companies.
- b) Signatories are ranked according to their revenues as of the beginning of the Global Commitment in 2018.
- c) Where applicable, 2018 data and other prior year data have been restated to reflect the current business portfolio (following divestments and acquisitions), allowing comparison with today's data. Original data for these years can be found in prior year progress reports.
- d) Year-on-year growth is calculated in percentage for virgin weight and using percentage points for all other metrics.
- e) All quantitative data are provided for the latest year reported, in most cases for the relevant company's financial year ending 2024. Details of the reporting timeframe for each signatory are provided in their individual reports online.
- f) To find more information about individual plastic reduction targets, baseline years, and baseline weight, please look at the online reports.
- \* PepsiCo's Virgin Plastic Use and PCR Content reporting reflects its refined goals and reporting as of May 2025. For details as to the scope of PepsiCo's goals, see this report's endnotes<sup>4</sup>
- \*\* Unilever's reporting scope is limited to primary and secondary plastic packaging in 27 markets, representing approximately 82% of the plastic footprint.
- \*\*\* The Coca-Cola Company's reporting scope is limited to consumer-facing primary plastic packaging, which covers approximately 90% of total plastic usage

FIGURE 4

# Other large FMCG companies by revenue: key progress metrics on plastic packaging, 2018–2024



## Notes:

- a) 'Other large FMCGs' refers here to those with the highest revenues after the Top 10 displayed on page 15, as of beginning of the Global Commitment in 2018.  
 b) Where applicable, 2018 data and other prior year data have been restated to reflect the current business portfolio (following divestments and acquisitions), allowing comparison with today's data. Original data for these years can be found in prior year progress reports.  
 c) Year-on-year growth is calculated in percentage for virgin weight and using percentage points for all other metrics.  
 d) All quantitative data are provided for the latest year reported, in most cases for the relevant company's financial year ending 2024. Details of the reporting timeframe for each signatory are provided in their individual reports online.  
 e) To find more information about individual plastic reduction targets, baseline years, and baseline weight, please look at the online reports.  
 \* Diageo has a reduced PCR reporting scope and target, reported figure refers to PET bottles only which cover 55% of total plastics portfolio.

# EXPLORE THE DATA

This annual progress report provides an overview of signatories' progress based on the latest (2024) reported data at the aggregate level. Further information is available **by individual signatory**.

Access the progress of Global Commitment signatories, grouped into the following categories, via the online data platform:

- **Plastic producers**
- **Packaging producers and users**
- **Collecting, sorting, and recycling companies**
- **Suppliers to the plastic packaging industry**
- **Governments**

[ACCESS HERE](#)

Access the individual progress reports submitted by the signatories whose data is used in this report. The full dataset is also available for download.



# APPENDIX

## Plastic packaging reduction targets in the Global Commitment

In 2020, it became mandatory for brand and retail signatories to set targets to reduce total plastic packaging or use of virgin plastic in packaging by 2025.

Plastic packaging reduction targets can manifest in a variety of ways. Below is an overview of different types of reduction targets that can be set, and the specific requirements for reduction targets to be accepted within the Global Commitment, aimed at maximising their transparency and consistency.

To be accepted in the Global Commitment, targets must be formulated as an absolute reduction in the total weight of plastic packaging or in the total weight of virgin plastic in packaging by 2025. They should be set against a recent, historical baseline and expressed in line with the following structure:

*“By 2025, we will reduce our total annual [plastic packaging / virgin plastic in packaging] by [xx] % compared to [xx] million tonnes in 20[xx].”*

	Accepted in the Global Commitment	Not accepted in the Global Commitment
What is being reduced?	<p>✓ <b>Total weight of plastic packaging or virgin plastic in packaging</b></p> <p>Signatories are permitted to express targets either as a reduction of total plastic packaging weight, or as a reduction of total virgin plastic (from both finite and renewable sources) in packaging. Given the need for reduction in the overall amount of plastic packaging, as well as the amount of virgin plastic in packaging, virgin plastic reduction targets are expected to be underpinned by efforts on reuse and elimination, and not exclusively based on increasing recycled content.</p>	<p>✗ <b>Virgin fossil-based plastic in packaging</b></p> <p>Targets to reduce virgin fossil-based plastic include efforts to increase renewable content as well as those on recycled content and reducing plastic packaging volumes overall. These types of targets are not accepted to avoid shifting focus from efforts on overall reduction – delivered through elimination and reuse – by incorporating an overly broad set of contributing measures.</p> <p>✗ <b>Reduction of packaging made from other materials and other products</b></p> <p>There is a need to reduce overall packaging volumes, regardless of material. However, the focus of the Global Commitment is specifically on plastic packaging.</p>
How is the reduction calculated?	<p>✓ <b>‘Absolute’ reduction</b></p> <p>To build an economy that can thrive long-term, there is a need for absolute – not relative – decoupling from fossil fuels, and an absolute reduction in the negative impacts on the world’s natural systems. As a result, reduction targets in the Global Commitment must be calculated in absolute terms against the total amount of plastic packaging (or virgin plastic in packaging) in the baseline year.</p>	<p>✗ <b>‘Relative’ reduction</b></p> <p>Reduction targets measured relative to sales (e.g. ‘intensity’ per dollar of revenue or units sold), or a future estimated scenario (e.g. versus a projected total for a year under ‘BAU’) or any other ‘relative’ benchmark are not accepted. Dependent on levels of actual or assumed organic growth, these types of targets can result in widely varying levels of actual reduction and, in some cases, growth in absolute levels of plastic packaging or virgin plastic use.</p>
What baseline is used?	<p>✓ <b>Published total weight for a recent year (2017 or later)</b></p> <p>Reduction should be calculated against a recent, historical base year for which the total weight of plastic packaging has been calculated. This baseline weight must be reported publicly to ensure transparent measurement of progress, and will be used to show how much progress has been made against targets through annual progress reporting as part of the Global Commitment.</p>	<p>✗ <b>Baselines that aren’t published</b></p> <p>Transparency on the baseline weight is critical to measure progress against the target set, and as such ensure credibility of the commitment.</p> <p>✗ <b>Baselines for any year before 2017</b></p> <p>This is aimed at ensuring similar timelines across signatories and focusing measurement on recent efforts and progress achieved since the launch of the Global Commitment, in line with other commitments made.</p>
What is the timeline for achievement?	<p>✓ <b>2025</b></p> <p>Reduction targets must be set to be delivered by 31 December 2025. This reflects the need to start acting now, and is aligned with all other commitments signatories have made as part of the Global Commitment.</p>	<p>✗ <b>Any timeline beyond 2025</b></p> <p>While some signatories may have separately set 2030 targets and communicated these elsewhere, the Global Commitment requires that at least an intermediary 2025 milestone is set.</p>



# ENDNOTES

- 1 Spotlight on impact numbers are in comparison to a business-as-usual scenario
- 2 Based on the weighted average of Global Commitment Brand and Retail signatories
- 3 Packaging considered recyclable in practice and at scale
- 4 In May 2025, PepsiCo refined its sustainable packaging goals, which is reflected in part in Figure 3. PepsiCo's reporting scope for its Virgin Plastic Use and PCR Content is limited to primary packaging in its key packaging markets, representing more than 80% of PepsiCo's 2024 global plastic packaging footprint (by weight). PepsiCo's reporting scope for its RRC goal: (i) is limited to primary and secondary packaging in its key packaging markets, representing more than 85% of PepsiCo's 2024 global packaging footprint (by weight); and (ii) focuses only on design for recycling, excluding end-of-life criteria (i.e., recyclable in practice and at scale). The Ellen MacArthur Foundation is reporting this progress under "Design for Recycling" rather than RRC. The RRC figures appearing in Figure 3 have been estimated by the Foundation.

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