



## Commission publishes guidance to support implementation of new packaging rules, for a more sustainable and competitive EU packaging sector

Brussels, 30 March 2026

Today, the European Commission published guidelines on the implementation of the [Packaging and Packaging Waste Regulation](#) (PPWR) to facilitate the uniform application of the new packaging rules across the EU and simplify compliance for economic actors and Member States. The full application of this law will contribute to a more sustainable and competitive packaging sector across the EU and to strengthening the Single Market for packaging through common rules.

On average, in 2023, each European generated 178kg of packaging waste. Without intervention, total packaging waste could further rise by 19% by 2030 compared to 2018 levels, while plastic waste could rise by as much as 46%. At the same time, the packaging industry faces significant administrative burdens as a result of divergent national packaging rules across Member States.

The [guidance document](#) presented today by the Commission clarifies rules where the PPWR need further interpretation and areas where stakeholders have requested assistance. For instance, it clarifies when a company is considered manufacturer or producer, as well as which items are considered packaging under the PPWR.

This document also spells out the restrictions on single-use packaging, enforcement of the PFAS (perfluoroalkyl and polyfluoroalkyl substances) restriction in food contact packaging, and the application of re-use targets. In addition, it provides guidance on how to apply extended producer responsibility for packaging and on the obligation to set up deposit and return systems.

The accompanying [Frequently Asked Questions](#) (FAQs) address a wide range of practical issues raised by stakeholders since the adoption of the PPWR last year. The Commission will update the FAQ document as needed. While providing more clarity on key provisions of the [new packaging rules](#), the guidance document and the FAQs do not replace, add to, or amend the provisions of the PPWR.

### Next steps

The Commission guidance document will be translated into all EU official languages before being formally adopted.

The Commission will continue to monitor and facilitate the implementation of the PPWR to ensure a smooth and effective roll out of the new rules.

Several [delegated and implementing acts](#) are being prepared, including on harmonised registration and reporting formats for the extended producer responsibility, labelling for waste sorting by consumers, recycled content in plastic packaging, and recyclability criteria. These are being prepared in close cooperation with Member States, stakeholders and trading partners.

### Background

The [Packaging and Packaging Waste Regulation](#) entered into force on 11 February 2025. It aims to address the pressing environmental challenges caused by packaging waste, harmonise rules for businesses operating on the single market, and to create opportunities for businesses involved in recycling and sustainable packaging solutions. The Regulation introduces measures such as mandatory recyclability by 2030, minimum recycled content in plastic packaging, and reduction measures against the excessive use of packaging. These measures will significantly cut greenhouse gas emissions, water use and environmental costs in the packaging sector.

### For more information

[Guidance document](#)

[Frequently Asked Questions](#)

[Packaging waste](#)

[Packaging and Packaging Waste Regulation](#)

[Implementation of the Packaging and Packaging Waste Regulation](#)

[Eurostat data on packaging waste from October 2025](#)

[PPWR facts page](#)

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Quote(s):

*"We are providing further clarity and support to businesses, Member States, and stakeholders to ensure a smooth transition to a more circular and competitive packaging value chain. I encourage all stakeholders to make use of this guidance and work together to ensure a smooth implementation of the Packaging and Packaging Waste Regulation, so we can achieve our ambitious goals and create resilience based on a competitive and sustainable footprint."*

Jessika Roswall, Commissioner for Environment, Water Resilience and a Competitive Circular Economy

Press contacts:

[Anna-Kaisa ITKONEN](#) (+32 2 29 57501)

[Maëlys DREUX](#) (+32 2 29 54673)

General public inquiries: [Europe Direct](#) by phone [00 800 67 89 10 11](#) or by [email](#)