

Review of packaging and packaging waste rules

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Regulation [2025/40](#) on packaging and packaging waste

What is changing and why?

This Regulation establishes new rules for all packaging and packaging waste made of any material, with the aim that packaging can be reused or recycled by 2030.

Sustainability requirements

Under the new rules, when packaged food is exported from non-EU countries to the European Union, the packaging must be compliant with sustainability requirements. This includes:

- from 12 August 2026, food-contact packaging must not contain polyfluorinated alkyl substances (PFAS) over the maximum levels (Table 1)
- by 2030, packaging must be recyclable
- by 2030, plastic packaging must contain a minimum amount of recycled plastic (Table 2) – but this obligation does not apply to food packaging if that amount of recycled content would be a risk for human health
- by 2030, packaging must be as small and light as possible while still being effective and ensuring food safety
- from 12 February 2028, sticky labels on fruit and vegetables must be compostable
- by 2030, single use (non-reusable) plastic packaging must not be used for quantities of fresh fruit and vegetables <1.5 kg.

Conformity

- Packaging manufacturers must provide a conformity declaration that the packaging is in line with the new rules before placing the packaging on the EU market.
- Non-EU manufacturers of recycled plastic packaging must demonstrate that plastic is produced in a way that is equivalent to EU standards for collection of plastic and environmental emissions.

Labelling and documentation

Packaging must be correctly labelled with:

- standard pictograms showing the composition of packaging materials, to help consumers to sort materials for recycling – applies to all types of packaging (including e-commerce packaging), with the exception of transport packaging
- labels (on reusable packaging) stating that it is reusable – QR codes can be used to give information on reusability and collection points
- the share of recycled content, where relevant.

Packaging manufacturers must provide technical documentation demonstrating that packaging meets sustainability requirements. This documentation must be passed along the supply chain and can be requested by EU Member State control authorities.

Packaging must be identifiable. It must bear a type, batch, or serial number allowing identification, or this must be provided in a document accompanying the packaged product.

Actions

Under the new rules, non-EU exporters of packaged foods to the EU market must ensure by the end of 2025 that:

- any packaging has undergone an appropriate conformity assessment procedure
- the relevant technical documentation has been drawn up by the packaging manufacturer
- the manufacturer has provided a written declaration of conformity for the packaging type.

Suppliers exporting packaged foods should engage early with packaging manufacturers to review testing, monitoring, and documentation processes. Packaging manufacturers must be able to provide the information and documentation necessary for the exporter manufacturer to demonstrate compliance with this Regulation.

Exporters will need long-term strategies for sourcing packaging that can meet new recyclability criteria and, in the case of plastic packaging, for ensuring that recycled plastic is produced in a manner equivalent to EU standards.



Suppliers of fruit and vegetables should closely monitor how EU Member States intend to implement rules on single use plastic packaging for products weighing <1.5 kg. They should explore sources of compostable sticky labels.

Timeline



Regulation [2025/40](#) applies from 12 August 2026. However, the rules apply from different dates (see Table 3).

For more information see the [full record](#) on the AGRINFO website – where you can also view the latest [AGRINFO Update](#) newsletters and [search](#) the database.


Tables & Figures

Table 1 Limits on concentrations of PFAS in packaging	
Type of polyfluorinated alkyl substances (PFAS)	Limit
Any PFAS as measured with target PFAS analysis (polymeric PFAS excluded)	25 parts per billion (ppb)
Sum of PFAS measured as sum of targeted PFAS analysis	250 parts per billion (ppb)
PFAS (polymeric PFAS included) ^[1]	50 parts per million (ppm)
<p>[1] If total fluorine (F) exceeds 50 mg F/kg, the manufacturer, importer, or downstream user of packaging must, if requested, demonstrate proof that the fluorine is measured as content of either PFAS or non-PFAS.</p> <div>   </div> <p>www.agrininfo.eu</p>	

Source: Art. 5(5) in Regulation [2025/40](#)

Table 2 Minimum percentage of recycled plastic per unit of packaging		
Type of packaging ^[1]	Minimum percentage recycled content	
	By 2030	By 2040
Contact-sensitive packaging ^[2] (except single-use beverage bottles) with polyethylene terephthalate (PET)	30	50
Contact-sensitive packaging ^[2] (except single-use beverage bottles) made from plastic materials other than PET	10	25
Single-use plastic beverage bottles	30	65
Plastic packaging other than the above	35	65
[1] Certain sorts of packaging (e.g. certain medical packaging) do not have to fulfil these criteria. [2] Contact-sensitive packaging includes packaging that comes into direct contact with food.		
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Source: Art. 7(1) and (2) in Regulation [2025/40](#)

Table 3		
Dates of entry into force of requirements set by Regulation 2025/40		
Category	Requirements	From
Substances of concern (SoCs)	Food-contact packaging must not contain concentrations of PFAS higher than the levels presented in Table 1	12 August 2026
Compostable packaging	Tea, coffee, and related beverage bags that are designed for single use and sticky labels attached to fruit and vegetables must be compostable	12 February 2028
Labelling	Packaging will have to be marked with a harmonised label (pictograms) to inform about the composition of packaging material and help consumers to sort recyclable materials	12 August 2028
	Reusable packaging will have to be marked with a label showing its reusability	12 February 2029
Interdiction of packaging	Single use plastic packaging cannot be used for quantities of fresh fruit and vegetables <1.5 kg	1 January 2030
Packaging minimisation	Packaging must be reduced to the minimum volume/weight needed to ensure its functionality	
Minimum recycled content	Plastic packaging must contain at least the minimum percentage of recycled plastic per unit of packaging, as set out in Table 2	
	Packaging must be designed for recycling	
Recycling packaging	Packaging with less than 70% recyclability cannot be put on the market	1 January 2038
	Packaging will have to meet Grade A or B to be placed on the market	
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Source: based on Regulation [2025/40](#)

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