

PPWR Packaging Checklist

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EU compliance for merchants

Packaging and Packaging Waste Regulation readiness

Scope and roles

- Identify all packaging you place on the market as an online seller.
 - Confirm your role for each item, whether manufacturer, importer or distributor.
 - Note that general application of Regulation (EU) 2025/40 begins on 12 August 2026, with some requirements phased in later.
 - Assign responsibility for packaging compliance within the business.
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Packaging minimisation

- Review packaging to remove unnecessary weight, volume and layers.
 - Limit the empty space in e-commerce packaging, with an empty-space ratio target of around 50 per cent.
 - Right-size boxes and void fill to the product being shipped.
 - Document the design choices that justify the packaging used.
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Recyclability

- Assess each packaging format for design-for-recycling.
 - Prefer materials that can be collected, sorted and recycled at scale.
 - Avoid material combinations that hinder recycling.
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Recycled content

- Track the recycled content of plastic packaging.
 - Prepare for indicative recycled-content targets applying from 2030.
 - Obtain evidence of recycled content from your suppliers.
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Labelling

Apply harmonised packaging labelling on material composition to support sorting.

Ensure labels are legible, durable and consistent.

Provide any consumer sorting information required.

Extended producer responsibility

Register for extended producer responsibility in each Member State where you place packaging on the market.

Report packaging volumes as required by each national scheme.

Pay the applicable EPR fees per country.

Keep evidence of registration and reporting for your records.

The Packaging and Packaging Waste Regulation applies generally from 12 August 2026, with several obligations, including recycled-content targets from 2030, phased in over time.