

Packaging

PepsiCo's sustainable packaging approach is grounded in a vision to create a world where packaging never becomes waste. Sustainably managing our packaging requires comprehensive solutions, many of which are complex and hinge on significant systemic transformations such as improved infrastructure, policy or consumer engagement.

Packaging plays an essential role in safely delivering our foods and drinks to customers and consumers. We believe long-term transformation requires agility to identify what's working, what isn't, and adjust our approach to focus on areas where we can have the greatest impact.

We aim to design our primary packaging to comply with food safety regulations while maintaining the freshness and quality of our foods and drinks and carefully considering consumer preferences, environmental sustainability and consumer convenience.

Our packaging goals – refined in 2025 – include targets for primary and secondary packaging materials and focus on key markets where we believe our efforts can make the most positive impact and better account for external factors outside of the company's control. By prioritizing efforts in these key markets and continuing work to reduce our use of virgin plastic,¹ increase incorporation of recycled content¹ and improve the design of our packaging,² PepsiCo plans to focus on investments that aim to improve the packaging lifecycle.

Our goals remain ambitious and will continue to require investment, innovation and cross-sector collaboration to drive systemic change and support the business. At the same time, challenges remain. For example, India only passed laws allowing rPET for beverage packaging in 2023, with food packaging added this year. Well-designed collection and recycling policies, such as Extended Producer Responsibility (EPR) programs, are still lacking in many parts of the world.

No one company or industry can create a circular economy on its own. Advancing the sustainability and circularity of our packaging requires comprehensive systems solutions, many of which are complex and hinge on significant systemic transformations such as infrastructure, policy, and consumer engagement. We are working with our stakeholders, including governments, NGOs, suppliers, customers, peer companies, consumers and more, to find scalable solutions. To achieve these transformations, multi-stakeholder collaboration and action-oriented partnerships across key points along the packaging value chain are needed.

We believe this will not only help us, but also further help build a circular economy for packaging that benefits us all.

Among a number of ways that PepsiCo is lending its voice to influence the necessary systems change is our engagement as a member of the [Business Coalition for a Global Plastics Treaty](#). Through the coalition we advocate for an ambitious UN global agreement to end plastic pollution. We believe a global treaty that creates a common framework with legally binding rules for national action has potential to spur significant progress toward a more circular economy for packaging.

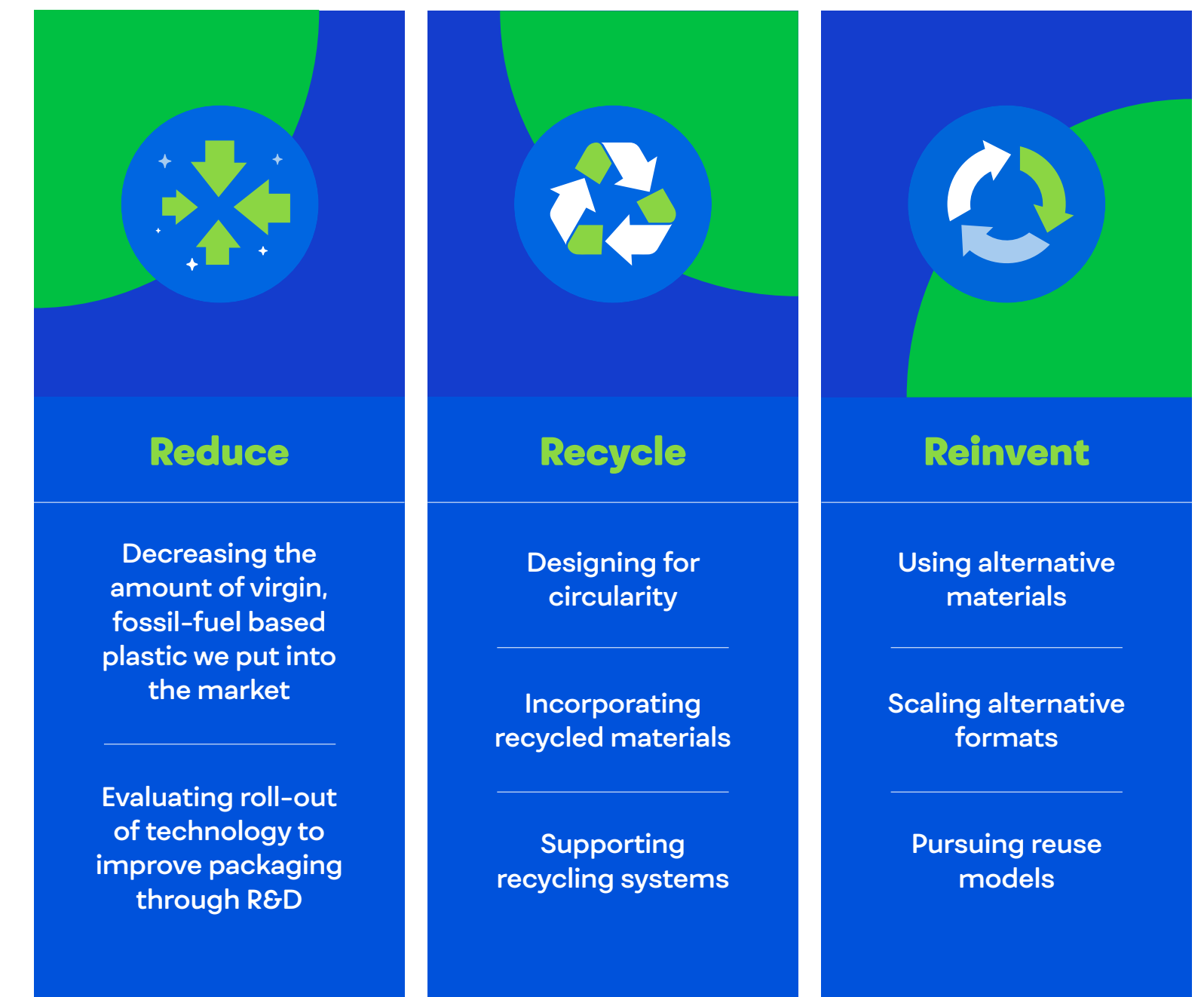
PepsiCo supports action across the value chain in the areas of reduction, circulation and waste prevention. More specifically, we believe the treaty could deliver benefits through aligned definitions and metrics, agreement on measures to improve packaging design and improved waste management systems, including smart EPR policies based on industry aligned principles, among other provisions.

Approach

PepsiCo's sustainable packaging vision is to help build a world where packaging never becomes waste. To achieve this vision and help drive progress toward our pep+ goals, we take a three-pronged approach focused on Reduce, Recycle and Reinvent.

Our sustainable packaging vision

As we work to achieve our vision, we measure progress against a defined set of packaging goals.



¹ Goal tracks primary plastic packaging in PepsiCo's key packaging markets. This scope represents more than 80% of PepsiCo's 2024 global plastic packaging footprint (by weight)

² Goal tracks primary and secondary packaging in PepsiCo's key packaging markets. This scope represents more than 85% of PepsiCo's 2024 global packaging footprint (by weight). Reusable packaging must also be designed to be recyclable or compostable

Reduce *(Use less packaging)*

Reducing plastic packaging supports both our packaging and climate ambitions by decreasing the amount of virgin, fossil-fuel based plastic we put on the market. Transitioning away from virgin plastic decreases the GHG emissions that would otherwise be generated from our production.

To reduce plastics across primary packaging, we have made progress in reducing the weight of our bottles and other packaging materials. Our R&D teams continue to explore and roll out technology to improve food packaging, including pre-settling food in order to use a smaller bag for the same amount of product and introducing new packaging materials.

Recycle *(Support a circular economy for plastic)*

Our approach to supporting a circular economy includes emphasis on designing for circularity; incorporating recycled materials; and supporting recycling systems.

While we work to phase out materials that are challenging in the recycling process, such as non-recyclable labels, we continue searching for solutions to improve the recyclability of flexible foods packaging and to increase consumer access to recycling.

Significant changes are needed to address broader recycling infrastructure, particularly to ensure packaging has the right end of life so it can eventually be incorporated into the recycled materials we use. Achieving circularity for certain materials, such as PET and other plastics, is contingent on many external forces, including both demand and supply. We will continue to engage externally and across industries to collaborate on the essential shifts needed to support this transformation.

We've made several changes to our packaging to reduce plastic usage and enhance the recyclability of our foods and drinks. We advanced progress toward our goal of achieving 97% or greater reusable, recyclable, or compostable (RRC) packaging by design by 2030 in our primary and secondary packaging in our key packaging markets, with 93% of primary & secondary packaging in key packaging markets designed to be reusable, recyclable or compostable (RRC) in 2024.¹ We continued work to design RRC packaging in different markets during 2024, including by:

- Changing the color of Mountain Dew bottles in Pakistan from dark green to light green in line with local recycling standards;
- Moving from whole-bottle shrink labels to partial-bottle wrap labels for Pepsi Black in China; and
- Transitioning to paper packaging for Snack A Jacks multipacks in the U.K. The new outer bag can be widely collected for curbside recycling collection.

We're also incorporating recycled polyethylene terephthalate (rPET) into the packaging we use within our beverages portfolio. In all, approximately 60 markets had at least one PepsiCo product with rPET in its packaging in 2024. Examples of these efforts include:

- Introducing the first 100% rPET carbonated beverage bottle in Taiwan with 7UP®; and
- Introducing the first energy drink in India with an rPET bottle for Sting®.

We have also prioritized investments in sustainable packaging solutions and alliances across the value chain. To help meet our recycled content ambitions, we work with a variety of stakeholders to drive improvements to collection and recycling systems. In 2024, we continued to invest in infrastructure that will provide greater accessibility to consumers who wish to recycle through collaborations and engagements including:

- Continuation of [Journey to Zero Waste](#), a voluntary EPR program in Thailand for the collection and recycling of flexible packaging; in 2024, the program collected over 9,000 kg of multilayered packaging that was upcycled into school desks and chairs.
- We announced a new collaboration with Intuitive AI to offer the Oscar Sort AI recycling and sortation system in high-traffic areas across the U.S. Oscar Sort has been deployed at several PepsiCo office locations and will be launched at select customer locations in the coming months, including locations like universities, airports, malls and stadiums. Oscar Sort identifies materials and guides users to the correct bin to aid in proper disposal, improving overall recycling accuracy.
- We continued our work with the [Fair Circularity Initiative](#) (FCI) – launched in 2022 – where we work with peers and NGOs to support a set of principles to guide corporate engagement with the informal waste sector and work towards a fairer circular economy. Internally, a cross-functional group is developing a holistic strategy to implement these principles through internal guidance, on the ground projects and multi-stakeholder partnerships.
- The Purna Project, funded by PepsiCo India, focuses on efforts to improve ownership of waste, recognition and dignity as well as health and hygiene of the waste pickers, professional benefits and growth and entrepreneurship opportunities.

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Reinvent *(improve the packaging and materials that we use)*

PepsiCo's reinvention efforts focus on improving the environmental impact of our packaging by developing and supporting packaging innovations and new technologies. This work includes using alternative materials; scaling alternative formats; and pursuing reuse models. One example from 2024 is with Quaker® cereals in Brazil: Within our convenient foods business, we are implementing new technology to change the way we package our foods. In 2024, we reduced the plastic used in packages for Quaker® cereals in Brazil by switching the pouches from plastic to paper.

Reuse models used in our beverages business include, but are not limited to, SodaStream®, fountain beverages delivered in reusable containers and returnable glass and plastic bottles sold to customers. For example, In 2024, we launched Gatorade® glass bottles in Guatemala.

We're continuing to reinvent our offerings to deliver high-quality drinks through reusable formats. These models aim to help us decouple business growth from virgin plastic use and, over time, decrease GHG emissions. Informed by the Ellen MacArthur Foundation's [reuse framework](#), we are pursuing multiple approaches to scale reuse, including:

- Expanding SodaStream®;
- Building out our returnable plastic and glass bottle offerings in collaboration with customers and PepsiCo bottlers; and
- Driving adoption of reusable cups for our fountain drinks.

Reuse

When we announced our updated packaging goals in May 2025, we sunset our reuse goal while continuing to track reusability as part of our refined RRC goal. Reuse remains core to our packaging approach and our partner engagements to identify reuse solutions within the value chain and advocate for smart policies. Examples include:

- Our continued engagement with the [NextGen Consortium](#). The multi-year industry collaboration with Closed Loop Partners works to reimagine away-from-home packaging including accelerating learnings and action on reusable cups. Together, we are striving to develop reuse and refill models that will inspire consumers and drive reuse growth.
- In 2024, we joined forces with Starbucks®, The Coca-Cola Company and other major brands to launch the Petaluma Reusable Cup Project, an initiative led by the NextGen Consortium that aims to make reuse a norm across an entire U.S. city. In total, eight Pepsi® customers served as both a cup outlet and/or return location. In addition to collecting over 200,000 cups for reuse, the pilot program provided key insights into what may be required to improve collection and consumer participation in future reuse initiatives.

We know that transforming the traditional beverage consumption model will require a holistic approach on the part of industry, consumers, retailers and government. While this starts with making reuse and refill options accessible and convenient at scale for consumers, industry efforts are only one piece of a complex puzzle – we will need all parties to take action.

We regularly engage with policymakers and stakeholders throughout the value chain with the goal of a broad definition of reuse models being adopted and incentivized to scale, as we have been doing during the policy process leading to the finalization of the European Union's Packaging and Packaging Waste Directive (PPWR). We're actively engaged with industry platforms such as Ellen MacArthur Foundation and the World Economic Forum's Consumers Beyond Waste to scale reuse models.

We know working toward more sustainable packaging solutions is a complex endeavor, one that will require collaboration from federal, state and local governments, the private sector and NGOs. This, coupled with an effective and well-designed policy framework, will help us progress toward a more circular economy. PepsiCo is supportive of global action and aims to be part of the solution.

For our primary plastic packaging in key packaging markets, we:

5%

Achieved a 5% reduction in our absolute tonnage of virgin plastics between 2023 and 2024¹

15%

Used 15% recycled plastic in 2024¹



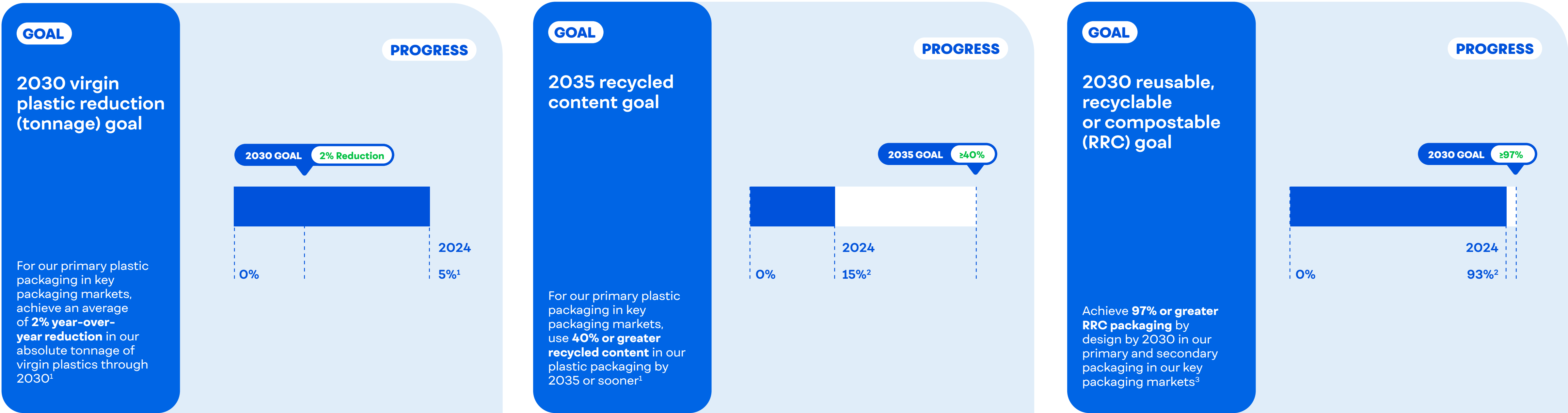
¹ Refined goal announced on May 22, 2025. 2024 performance calculated retroactively. For more information, see [Calculation Methodology](#)

Goals & progress

Our packaging goals – updated in May 2025 – cover specific types of packaging and focus on the key markets where we believe our efforts can make the most positive impact while accounting for external realities and business growth. Our 2024 ESG reporting suite, which includes this Summary and the [ESG Topics A-Z](#) pages, represents the first time we are reporting progress against these evolved goals.

By prioritizing efforts in these key markets, continuing work to reduce our use of virgin plastic and improve the design of our packaging and sunsetting our stand-alone reuse goal, PepsiCo plans to focus on investments that aim to improve the [packaging lifecycle](#).

While challenges, including those related to infrastructure and technological advancements, persist, our goals remain ambitious, and progress will continue to require investment, innovation and cross-sector collaboration to drive systemic change.



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GOAL

Innovative packaging materials goal

Develop and support innovation, in **collaboration with our partners and external organizations**, of new packaging material technologies and solutions

PROGRESS

Our 2024 actions include:

Using **market-leading, bio-based** and renewable materials

Transitioning the exterior bag for Snack A Jacks® multipacks from **plastic to recyclable paper packaging** in the U.K.

Converting Mini's canisters from metal to **recycle-ready paper** bottoms for all take-home size canisters in North America

GOAL

Recycling rates goal

Invest to **increase recycling rates** in our key packaging markets

PROGRESS

Our 2024 actions include:

Helping to set up a **voluntary EPR program** for the collection and recycling of flexible packaging in Thailand

Launching the **Positive Packaging Outcomes Fund**, a program for funding internal projects aimed at progressing our sustainable packaging goals. In 2024, we **established collection programs for increased recycling** in Mexico, Brazil and Uganda

Launching a chip bag **collection program with a recycling consortium** at our Plano, Texas offices

Announcing a new **collaboration with Intuitive AI** to offer the Oscar Sort AI recycling and sortation system in high-traffic areas across the U.S.

Explore Packaging topics in more depth

PepsiCo's [ESG Topics A-Z](#) provides detail on strategy, data, policy, progress and more on a wide range of subjects.

- [Green Bond](#)
- [Packaging](#)
- [Sustainable product design](#)



[Read stories about Packaging initiatives at PepsiCo](#) →

