

Plant based alternative materials to plastic packaging: An evolution or a revolution?

Plastic packaging, by generating more than 120 million tonnes of waste per year, is a primary contributor to the global plastic waste issue. With ever-growing pressure from regulators and the increasing voice of conscious consumers, the packaging industry is in the midst of realigning its focus towards sustainability and at the same time delivering on performance.

With growing pressure to protect the environment, packaging stakeholders including brand owners, retailers, converters, raw material suppliers are turning their attention towards renewable plant-based materials as potential alternatives to plastics. The use of plant-based materials is leading to newer business models in the ecosystem focused on themes such as 'biodegradable', 'compostable', and 'recyclable'.

This webinar provides you with key insights and take-aways on the following:

- What is the current landscape of plant-based packaging materials?
- Which are the novel technologies already commercialized and where is R&D focused on?
- What are some of the key challenges of adopting plant-based packaging materials? How do plant-based alternatives compare with conventional materials?
- How are investments and industry collaborations driving the growth of plant-based packaging materials?
- FutureBridge take and prognosis

