Material Shifts Driving 2027 Packaging Strategies

Looking back at the shifts of 2026, the mandate is clear: brands are moving beyond basic sustainability claims and demanding high-performance, circular-ready solutions.

Based on the latest deployments across SR Packaging's catalog, here are the selected dominant trends that we observed.

Versatile PET Bottle Collections

To balance luxury aesthetics with globally recognized recyclability, brands rapidly expanded their use of comprehensive PET bottle collections. These collections deliver glass-like clarity and shatter-resistant durability while ensuring seamless material recovery in established curbside recycling streams.



High-Performance PCR Integration

The industry has moved past token percentages of recycled content. This year, the focus shifted to high-integration Post-Consumer Recycled (PCR) tubes and closures that require zero compromise on structural integrity, sealing strength, or premium aesthetics.



Mono-Material & Refillable Systems

As Extended Producer Responsibility (EPR) regulations expand, "Design for Recycling" has become a procurement baseline. This drove a massive surge in mono-material airless pumps and intuitive refillable systems, which simplify the end-consumer recycling experience while drastically lowering carbon footprints.



Multi-Functional Dispensing

To streamline consumer routines without doubling packaging waste, multi-cartridge dispensing systems took center stage. These formats allow brands to house multiple active formulations in a single, elegant footprint.

