



Packaging

Packaging helps us get our products to our customers safely, reducing damage, waste and disappointment. But our packaging shouldn't cause more damage than it prevents.



From its raw materials to how it is made, used and disposed of, traditional packaging is a burden on the environment. Our planet is paying the price and our industry needs to do things differently.

That's why we are working to change the way we package our products, what we make our packaging from and what happens to our packaging after it has done its job.

To safeguard resources, stop using fossil fuels, protect our natural environment and to minimise waste, we're setting tough goals and targets to reduce the amount and impact of the packaging we use as well as making sure it never becomes waste.

By working with others, like The New Plastic Economy from the Ellen MacArthur Foundation, The Fashion Pact and the Pack4Good initiative by Canopy, we can drive real change across all industries.

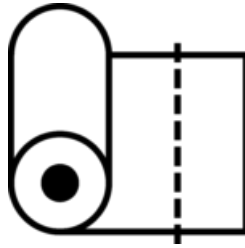
To reduce our impact on the earth we are working to:

REDUCE unnecessary and problematic packaging, including single-use plastic packaging, wherever possible.

INNOVATE and find new ways to package our products, by applying circular design and by using more sustainable materials.

RE-USE our packaging in a sustainable way such as re-using and recycling.

REDUCE



Make less packaging to save resources, minimise damage and reduce waste.

- Reduce packaging across our value chain 25% by 2025 (2018 baseline), including an absolute reduction in plastic packaging of 25% by 2025 (2018 baseline).
- Eliminate unnecessary and problematic packaging
- Replace single-use packaging with reusable alternatives wherever possible

INNOVATE



Make better packaging through smart design and sustainable materials.

- 100% of packaging made from recycled or other sustainably sourced material by 2030
- All packaging designed to be reusable or recyclable by 2025

REUSE



Make sure our packaging is put to good use once it has done its job.

- Re-use or recycle 100% of packaging waste from our own sites by 2025



Swapping plastic for paper

Our newest packaging initiative is an important step towards becoming circular and climate positive. Swapping single-use plastic for more sustainable paper for online orders means we can get our products to our customers without using problematic plastic that is not always recyclable.

Our new multi-brand paper packaging system is recyclable and made from certified paper. Because the packaging is neutral our brands can easily adapt the labels to their needs, which eliminates waste from outdated packaging.

Products can be packed with minimum air, so they take up less space during transport. And once customers receive their product safely, they can easily recycle the packaging.

[Find out more about our new paper packaging system here.](#)

Our partners

At H&M Group, we are determined to drive change in our industry, but we can't do it alone. Even though we have set clear goals and are on track to meet them we need to collaborate with others to really make a difference – together.

When it comes to packaging our biggest partners are the Ellen MacArthur Foundation, Fashion Pact and Canopy, which drives the Pack4Good initiative.

How we work with the Ellen MacArthur Foundation

To fight plastic pollution, we have signed The New Plastic Economy – Global Commitment.

This initiative promotes the replacement of single-use plastic packaging with reusable alternatives where possible, and the elimination of all problematic or unnecessary plastic.

By 2025 we will have reduced plastic packaging by 25% (2018 baseline), replace, and ensure that at least 25% of the plastic we use is from post-consumer recycled materials.

How we work with Fashion Pact

Fashion Pact is a global coalition of companies in the fashion and textile industry (ready-to-wear, sport, lifestyle and luxury) committed to key environmental goals in three areas: stopping global warming, restoring biodiversity and protecting the oceans.

As part of the Fashion Pact we have committed to:

- Eliminating unnecessary and problematic plastic in consumer packaging by the end of 2025 and in business-to-business packaging by 2030
- Use 50% pre and post recycled plastic in consumer packaging by 2025 and in business-to-business packaging by 2030.

How we work with Pack4Good

Any single-use packaging, whether plastic or paper, affects ecosystems throughout its lifecycle —from extraction to disposal. That is why we support the Pack4Good initiative by our partner Canopy, which works with the forestry industry's biggest customers and their suppliers to develop business solutions that protect last-frontier forests.

Our commitments include:

- Ensuring our paper-based packaging excludes fibre sourced from ancient and endangered forests by the end of 2022
- Prioritising innovative packaging design to reduce the amount of material needed
- Giving preference to paper-based packaging with high-recycled content, especially from post-consumer sources

OUR PACKAGING GOALS

	2020	2025	2030
REDUCE	Reduce packaging by 25% between 2018 and 2025	14% elimination of packaging 24% elimination of plastic packaging	Reduce packaging by 25% until 2025 Eliminate all unnecessary and problematic packaging, as part of the New Plastic Economy, Global commitment INPEC
Design All packaging designed to be reuseable or recyclable by 2025	6% reusable and recyclable plastic packaging* *If single use food containers, also compostable.	100% packaging to be designed for reusability and recyclability	
INNOVATE			
Material All packaging made from recycled or other sustainably sourced material by 2030.	89% in total 25% Post recycled content 25% Pre recycled content 49% Sustainably sourced 12% Post consumer recycled plastic 97% FCS certified paper	25% post recycled plastic in all packaging Phase out polystyrene by 2023 at the latest INPEC 50% recycled content (pre and post recycled) in B2C Fashion Pact	50% recycled content (pre and post recycled) in B2B Sub Goal Fashion Pact
RE-USE	Re use or recycle 100% of packaging waste from our own sites by 2025.	100% packaging in own operations reused or recycled INPEC	

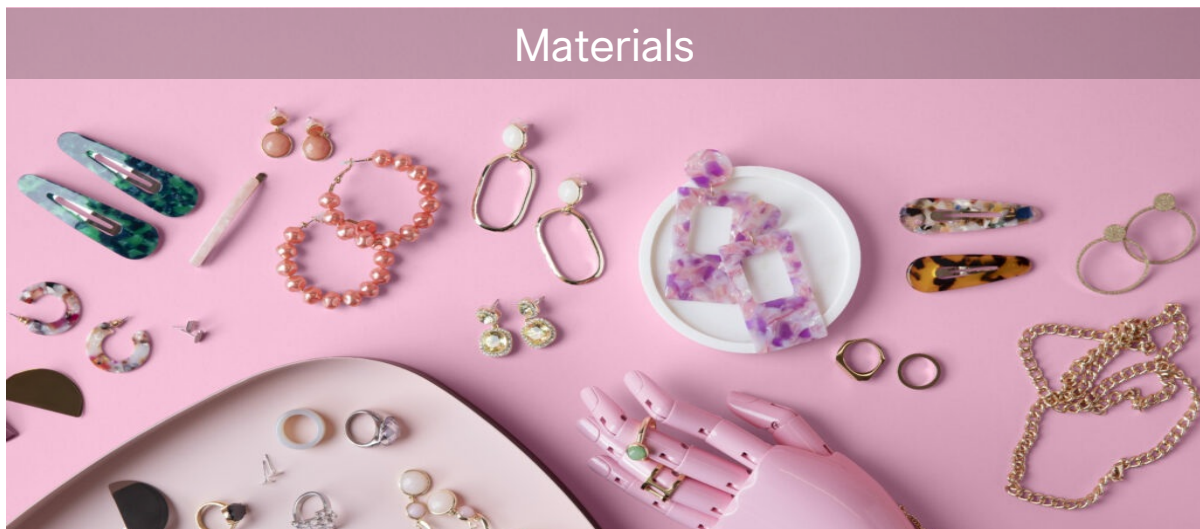
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