



# PACKAGING AND PLASTIC REPORT

REPORTING PERIOD: FY 2023/24

**METRO**



# PACKAGING WHOLESALE TRANSFORMATION WITH SCORE STRATEGY



**PRODUCTIVITY  
GAIN**

**OB  
MASSIFICATION**

**COST  
SAVINGS**

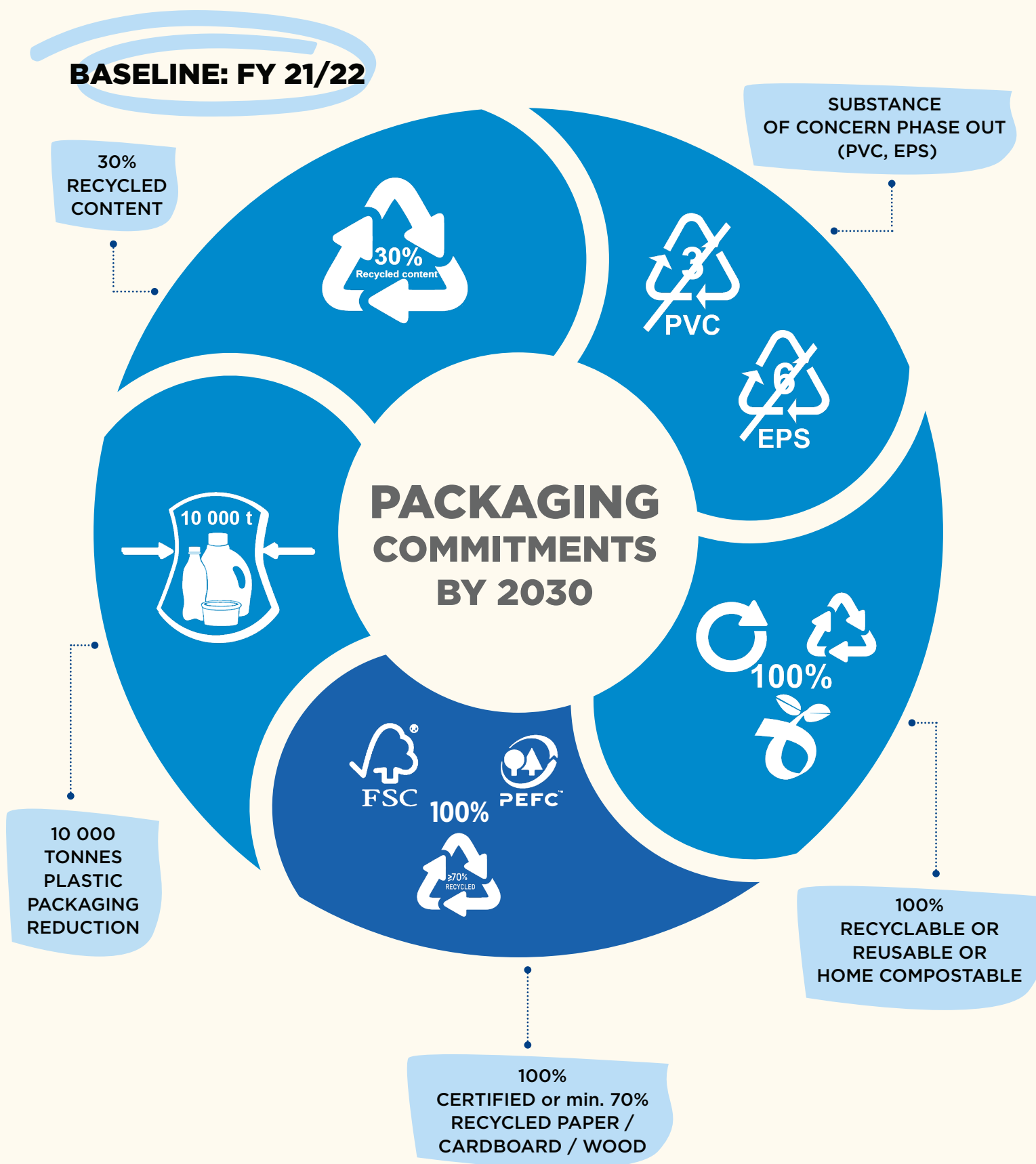
Wholesale packaging scores with productivity gain, Own Brand massification and cost savings including the whole end-to-end supply chain approach. We focus on cost optimization and sustainability at every stage, from manufacturer to METRO stores, enhancing customer convenience and driving sales.

For METRO, packaging is essential for ensuring the quality, freshness, safety of our products and for promoting a sustainable future for our customers in an economically feasible way. We welcome the new Packaging & Packaging Waste Regulation (PPWR) as a significant step towards eliminating unnecessary packaging and reducing waste. We believe that robust legislation and harmonized rules are essential for guiding businesses in their sustainability endeavours and strengthening the single market.

## In this Report,

we share the latest results for our new packaging commitments, which were launched in January 2024. These commitments are based on a baseline of FY 2021/22, with an ambitious target set for FY 2029/30. Our efforts have already resulted in the savings of over 1,843 tonnes of plastic packaging, and we remain confident in our ability to meet our goals. This progress will be made possible by the support of the new Packaging & Packaging Waste Regulation (PPWR), as well as the collective movement of the industry towards more sustainable packaging. As we work towards reducing waste and optimizing packaging, we are committed to transparency and providing a clear overview of our sustainability journey and the ongoing impact of these initiatives.

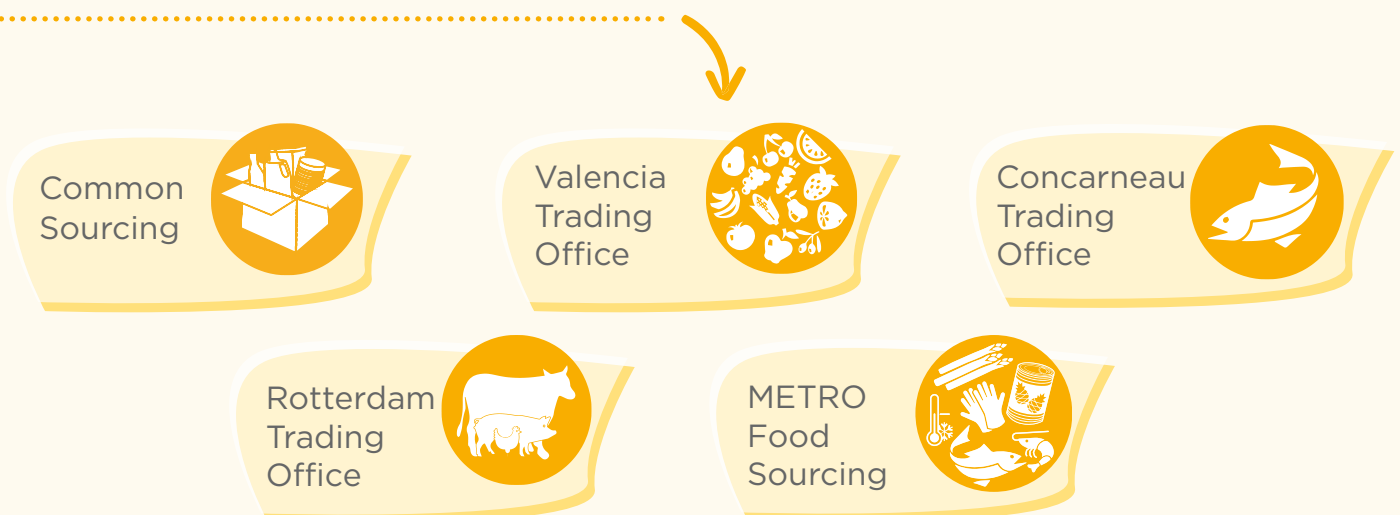
# OWN BRAND PACKAGING SUSTAINABILITY COMMITMENTS



# PACKAGING COMMITMENTS



**21 METRO Countries and Common Sourcing (including Trading Offices) agreed on these common targets and are sharing progress regularly.**

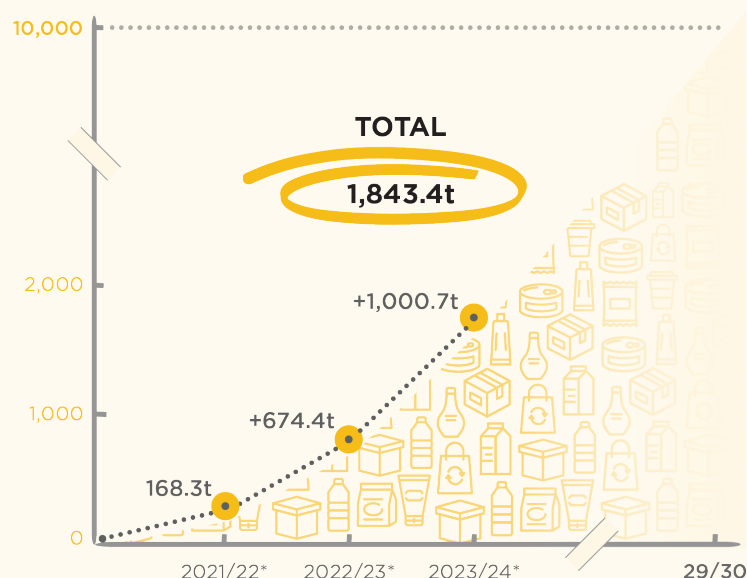




# KPIs

## Our Progress

### INITIATIVE TO REDUCE PLASTIC IN OWN BRAND PACKAGING



\*all countries (excl. KZ and MD) + METRO AG Corporate + all 4 ITOs

Target:  
To save

**10,000** tonnes

of Own Brand plastic packaging by 30 Sept 2030, baseline FY 2021/22

**Status:** The goal is to reduce plastic packaging of 10,000 tonnes by 2030. Based on the FY 2021/22 baseline, we have successfully reduced plastic packaging by 1,843.4 tonnes across all METRO.



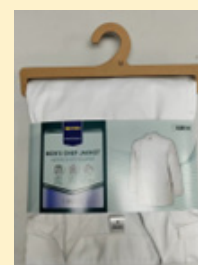
**RIOBA** cold sauces packaging has been switched from composite material to cardboard.



In **RIOBA** tea range, the plastic wrap was eliminated



In **METRO Professional** clothing range, the plastic hanger and bag were replaced with cardboard hanger and banderole.



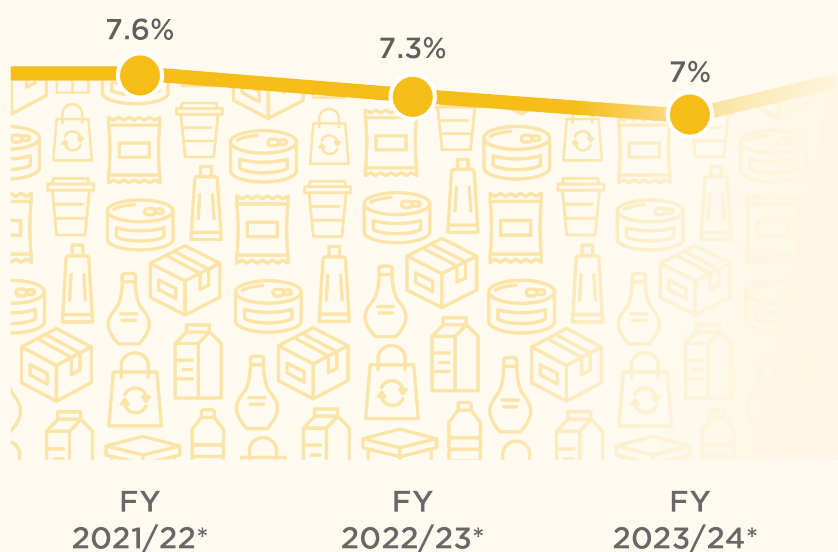
Common Sourcing



# KPIs

## Our Progress

### INCREASE IN RECYCLED CONTENT IN OWN BRAND PACKAGING



Target:  
To reach

# 30%

recycled content in Own Brand plastic packaging by 30 Sept 2030, baseline FY 2021/22.

**Status:** We aim to increase recycled content in our OB plastic packaging. Currently, in the FY 2023/24 we have achieved 7% of recycled plastic in all **METRO** countries\*.

\*all countries (excl. AT and RU) + METRO AG Corporate (excl. Non Food) + all 4 ITOs



**ARO** juice bottle made out of 30% recycled content

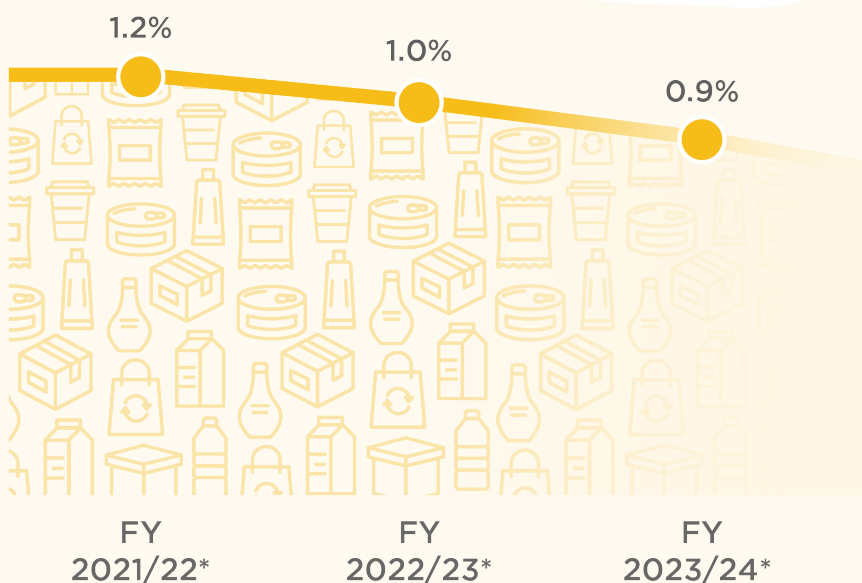


**METRO Chef** herbs flowpacks made out of 80% recycled content

# KPIs

## Our Progress

### PHASE-OUT OF SUBSTANCES OF CONCERN IN OWN BRAND PACKAGING



\*all countries (excl. AT and RU) + METRO AG Corporate (excl. Non Food) + all 4 ITOs

Target:

# 0%

To eliminate substance of concerns in Own Brand plastic packaging by 30 Sept 2030, baseline FY 2021/22.

**Status:** To meet our target and comply with updated regulations on substances of concern, we are working with suppliers to find alternative solutions. PVC has been replaced by **PET** or **PP** in most categories, but food packaging with metal lids containing over **8% PVC** remains a challenge due to limited alternatives. EPS is also a substance of concern, particularly in fish boxes for the Ultra Fresh category and large gastro appliances in the Non-Food category. We are committed to phasing out PVC and EPS across all Own Brand packaging.



**METRO Premium** meat tray was replaced with a transparent PP tray.



**RIOBA** jam packaging has been changed from PVC to PP material.

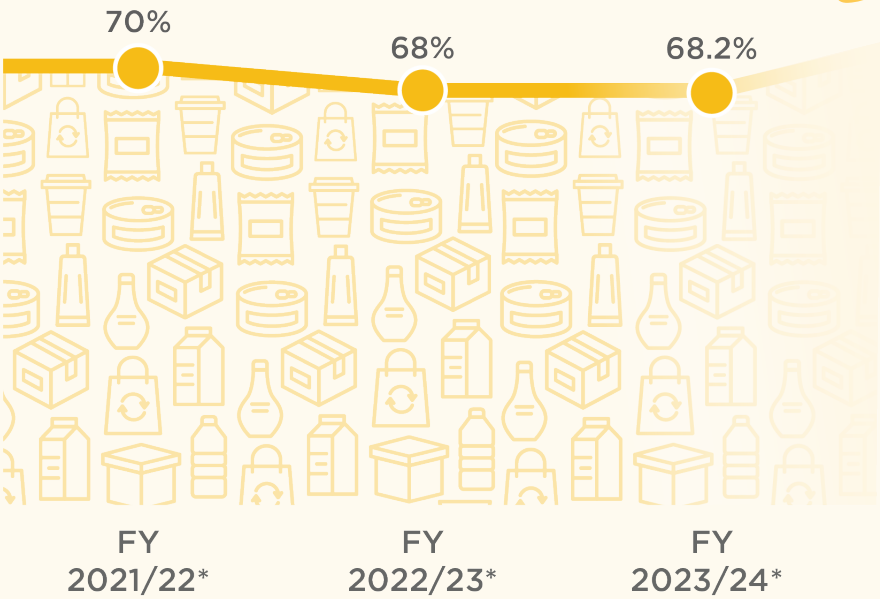




KPIs

Our Progress

PACKAGING CIRCULARITY  
IN OWN BRAND PACKAGING



\*all countries (excl. AT and RU) + METRO AG Corporate (excl. Non Food) + all 4 ITOs

Target:  
To have

100%

Own Brand packaging designed to be recyclable, reusable, or home compostable by 30 Sept 2030, baseline FY 2021/22.

**Status:** We fully commit to continuous improvement in circularity in plastic. However, we encounter notable challenges, such as the limited availability of solutions that fully meet our requirements due to missing criteria for design for recycling. As the majority of our products consist of food items, developing sustainable packaging requires maintaining the highest standards of quality and safety. Despite these challenges, we consistently seek innovative solutions to achieve our sustainability goals.



METRO Chef and ARO burger buns with reusable trays



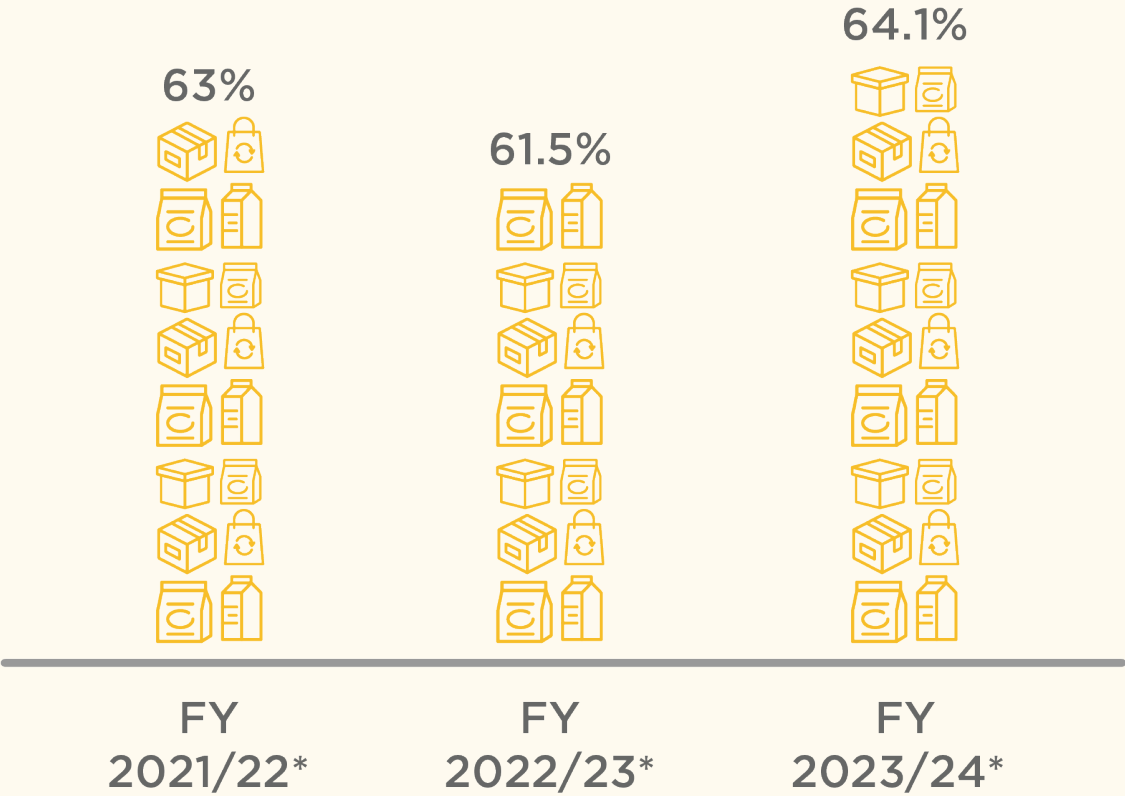
METRO Chef and FINE LIFE sour cream with reusable trays

KPIs

Our Progress

PAPER, CARDBOARD & WOOD COMMITMENT  
IN OWN BRAND PACKAGING

**Status:** We continue to make consistent progress toward our goal. This objective highlights our dedication to environmentally responsible practices and reflects our ongoing efforts to minimize our ecological footprint while maintaining the quality and functionality of our packaging solutions.



\*all countries (excl. AT and RU) + METRO AG Corporate (excl. Non Food) + all 4 ITOs

# THE ART OF OWN BRAND PACKAGING AT METRO

## MEETING DIVERSE CUSTOMER NEEDS

**At METRO**, we recognize that packaging must not only fulfill the functional requirements of the product but also provide to the diverse needs of our customer segments. Each packaging solution is carefully developed with a deep understanding of the end customer's usage and priorities, ensuring optimal performance and convenience.

For instance, our HORECA customers require packaging that emphasizes key elements such as easy handling, reclosability, and stackability for efficient storage. These features are essential for their operational workflows and daily handling of products.

On the other hand, for our Trader customers, the focus shifts to aspects like visual appeal, display functionality, and space optimization. These features are critical to showcase products effectively and maximize retail efficiency.

From a simple generic packaging to functional and a vibrant full-color solution, every detail is carefully considered during the product development phase to ensure the packaging aligns with the unique needs of each customer group and their business models.



# DEPOSIT RETURN SYSTEM (DRS) IMPLEMENTATIONS AT METRO STORES

As regulatory frameworks on packaging evolve across Europe and beyond, METRO is closely monitoring the rollout of DRS to ensure compliance. A DRS is a circular system, where customers pay a small deposit when purchasing beverages in containers such as plastic bottles or cans, which is refunded upon return of the empty packaging for recycling. Among METRO countries, DRS is already operational in Germany, the Netherlands, Croatia, Slovakia, Romania, and Hungary. In Poland, Türkiye, and Austria, legislation has been adopted and implementation is underway. Meanwhile, in Portugal, Bulgaria, and Serbia, legal frameworks are still under discussion.

This fragmented regulatory environment poses both operational and logistics challenges for the development of METRO Own Brand packaging. The absence of harmonised DRS labelling standards results in additional effort and cost, especially when a single product must comply with multiple national regulations.

The new EU Packaging and Packaging Waste Regulation (PPWR) mandates DRS systems for single-use plastic bottles and metal beverage containers across the EU by 2029. Member states will have a possibility to use a harmonised labelling for packaging that is subject to DRS, which is expected to be adopted in a future implementing act. National labelling requirements for DRS, however, will still be allowed to be used on packaging in parallel.

METRO strongly supports the harmonisation efforts, as they will not only simplify compliance but also provide more clarity for consumers and support the broader goals of packaging sustainability.



**Reverse vending machines in METRO Romania**



**Collection point at METRO Hungary**

