

WPS Insights

DECEMBER 2025



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Fiber-based packaging continues to gain momentum as regulations tighten, consumer expectations rise, and brands accelerate the shift away from plastics. December's developments show how companies are pairing material innovation with digital manufacturing, operational intelligence, and compostable alternatives to meet evolving standards.

Across fiber, compostables, and recyclable formats, the industry is aligning around solutions that balance performance with circularity. At the same time, strategic acquisitions and partnerships signal a broader move toward integrated portfolios that help brands navigate regulatory pressure and sustainability commitments. Together, these shifts define a market steadily reorganizing itself around renewable materials and end-of-life responsibility.



Industry Ramps Up Fiber-Based Packaging as Recyclability Pressures Intensify

Growing regulatory demands and clear consumer preference for sustainable formats are pushing fiber-based packaging into the mainstream, supported by new digital and operational technologies.

Key Points

- Regulations across the EU, UK, and U.S. are accelerating the move toward recyclable and compostable fiber packaging, though regional inconsistencies complicate compliance.
- Consumers increasingly favor environmentally responsible packaging, prompting brands to adopt fiber solutions that better match sustainability expectations.
- Waste reduction is viewed as both a sustainability priority and a profit lever.

Recent innovations include:

- ◆ ProAmpac: Pro-EVO curbside-recyclable grease-resistant fiber; ButterFresh home-compostable butter/dairy wrap.
- ◆ PulPac: Dry Molded Fiber commercial rollout for coffee lids; Johnnie Walker paper bottle with 47% lower CO₂
- ◆ Sabert & Colpac: Direct food-contact inks that replace plastic laminates and improve printing quality.
- ◆ Stora Enso: Expanded renewable board grades at its Oulu mill for beverages, food, cosmetics, personal care, and pharma.



Lessons and Actionables

Fiber solutions backed by digital operations and material innovation offer a viable path for brands navigating regulatory complexity while meeting consumer demand for responsible packaging.



Matter Brings Compostable Household Bags to 1,300+ Publix Stores Nationwide

Compostable products are moving into everyday retail as major grocers expand access to plant-based alternatives.

Key Points

- Matter's certified compostable single-use bags—including snack, sandwich, and storage formats—are now sold across 1,300+ Publix locations.
- Products are made from renewable plant-based materials and break down into water, CO₂, and biomass under proper composting conditions.
- Certified BPI Industrial Compostable and TÜV Austria Industrial & Home Compostable, decomposing within months compared to centuries for conventional plastics.
- Wider retail availability makes sustainable choices more accessible for households and businesses.

- Products and packaging are designed to minimize waste across the lifecycle and provide a circular alternative to petroleum-based plastics.

Lessons and Actionables

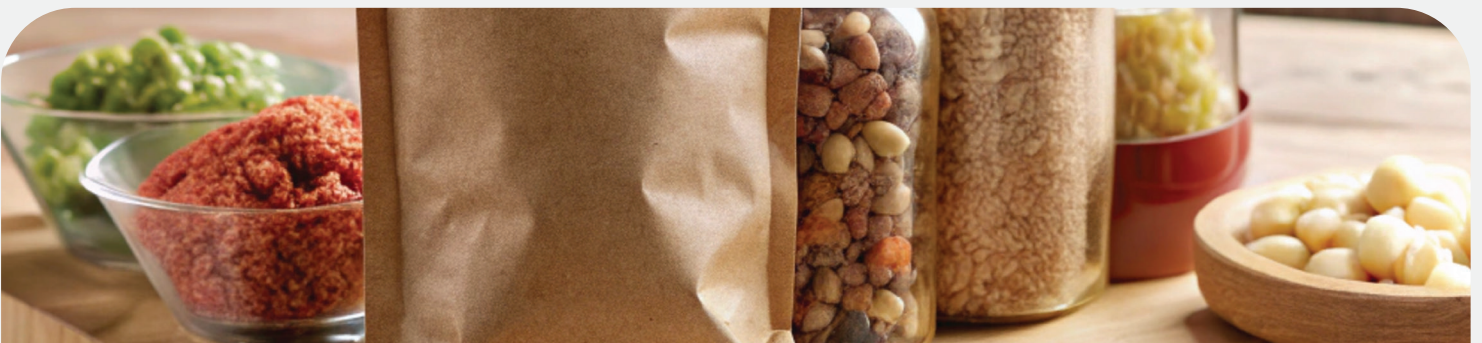
Retail adoption of certified compostable products signals growing readiness for alternatives that meet both environmental expectations and everyday functional needs.

Tipa Acquires Sealpap to Strengthen Compostable and Recyclable Packaging Portfolio

Key Points

Tipa's acquisition expands its ability to offer both recyclable paper and certified compostable formats as global regulations tighten.

- Sealpap's recyclable paper-based packaging joins Tipa's compostable technologies, broadening the combined portfolio.
- The move supports brands working to meet sustainability goals and prepare for upcoming EU packaging rules.
- The integration blends Tipa's compostable materials with Sealpap's coated-paper expertise to deliver protection while aligning with circular design.



Key collaborations include:

- ◆ Coveris: Compostable produce labels for the UK market.
- ◆ BioTak: Fully European home-compostable adhesive for label applications.
- ◆ Presto Products: Home-compostable zipper closures for Europe and Asia Pacific using Fresh-Lock technology.
- Expansion across Europe, North America, and Asia Pacific strengthens Tipa's position as regulations reshape packaging requirements. .

Lessons and Actionables

Strategic acquisitions and technology partnerships are becoming essential for brands seeking packaging that balances performance, compostability, and regulatory readiness.



BioReform Pushes India Toward Biodegradable Packaging Through Innovation and Ecosystem Support Hook

India's shift toward biodegradable and compostable packaging is accelerating as innovators like BioReform pair material science with strategic partnerships and certification pathways.

Key Points

- BioReform develops 100% biodegradable and compostable packaging for industries and consumers, supporting India's broader circular economy goals.
- Participation in the Kotak BizLabs Accelerator provided mentorship and industry access, strengthening commercialization efforts.
- Collaboration with CIPET Chennai has advanced product testing and certification.
- Partnerships in the bio-ink domain and engagement with organizations like the Indian Plastics Institute and Prevent Waste Alliance support ecosystem development.
- Business progress includes securing two new clients, achieving a ₹1.5 crore ARR, and preparing for a D2C pilot launch.
- The company positions itself as a key contributor to India's sustainable packaging landscape through innovation and collaboration.

Lessons and Actionables

Bio-based solutions with strong ecosystem backing demonstrate how emerging markets can scale compostable packaging through certification, partnerships, and targeted innovation.

New Partnership Brings Home-Compostable Produce Labels to Grocery Shelves

Coveris and TIPA are introducing compostable labels that replace plastic-based stickers and address contamination issues in produce packaging.

Key Points

- The partnership delivers home-compostable labels for fruits and vegetables sold in the UK.
- Rising retailer demand and regulatory pressure are driving the transition away from plastic produce stickers.
- TIPA's compostable film adheres effectively to different produce types even wet or textured while maintaining compostability.
- Plastic-based stickers often contaminate composting systems, creating downstream waste challenges.
- The new labels help businesses align with environmental goals and comply with rules emerging across the EU, New Zealand, and Australia.
- The combined strength of TIPA materials and Coveris printing provides a durable, sustainable alternative to conventional labeling.

Lessons and Actionables

Compostable labels offer retailers and growers a practical way to eliminate a persistent source of plastic waste while meeting compliance and sustainability expectations.



For inquiries & market intelligence:

info@webpackagingsolutions.com



11200 Westheimer Rd #505,
Houston, TX 77042, United States



+1 832-341-1222



info@webpackagingsolutions.com