

Mars Wrigley China makes further progress in sustainable packaging innovation

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According to the 2022 Report on Chinese Consumers' Recognition of rPET, issued by the China Food Information Center, 82% of respondents accepted the replacement of traditional plastics with rPET (recycled PET).

Mars Wrigley China has taken a series of actions since 2019 to reimagine and redesign its packaging, making sure it is reusable, recyclable or compostable through innovation and advocacy. In 2023, Mars Wrigley China will make further progress in sustainable packaging innovation. The company has launched its first package containing rPET in the Chinese market via a local chocolate brand, Cui Xiang Mi (CXM). The 216g canister lid of CXM is made from 100% rPET. It demonstrates a new chapter in recycled contents application for Mars Wrigley China's package portfolio.

Compared to the virgin PET, rPET contributes lower carbon emission and less petroleum consumption. Mars estimates that the launch of the new CXM rPET canister lid could save 36 tons of virgin plastic in a rolling year.

In 2022, Mars China, together with other industrial leaders and national associations, kicked off China's first industry-wide flexible collection pilot - Flexible Plastics Reborn - to build a full-chain and closed-loop recycling system in China for flexible packs. The programme aims to collect 50000 tons of flexible packaging waste by the end of 2025. Mars Wrigley expects this programme can uplift recyclability for flexible packs and provide more resources and energy saving.

As the next step, this kind of rPET lid will be adopted by more brands over the rest of this year, such as SNICKERS and M&M'S. Mars Wrigley China aims to save 300 tons of virgin plastics in a rolling year.