

The Sustainability of Plastic Packaging

An estimated 8.3bn tonnes of virgin plastic has been produced to date.



79% Accumulated in Landfill or the Natural Environment



12% Incinerated



9% Recycled

480bn

Bottles sold in 2016

110bn

of those made by Coca-Cola

Less than
50%
is recycled

7%
are turned into new bottles

Pre-Production Plastic and Microplastics can now be found on every beach in the world



Estimates show there are 580,000 pieces of plastic per square kilometre in the Atlantic garbage patch. The patches are large quantities of plastic and are located in oceans over the world