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Poster Presentation

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Unilever EcoLoop – Smart Refill & Circular Packaging Network

A Sustainable Brand Extension for Circular Consumer Goods



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Introduction

- Unilever PLC was established in 1929 operating as the manufacturer of food, personal care, home care and wellbeing products in over 190 countries (Unilever, 2026a; Unilever, 2026b).
- Unilever is the world's 26th largest business with the revenue of €60.8 billion in 2025 (Unilever, 2026a; Statista, 2026a).
- Unilever strives to develop sustainable growth, minimise environmental footprint and enhance social wellbeing with responsible business practices.

**Figure 1:
Product
overview**

(Source:
Self-developed)

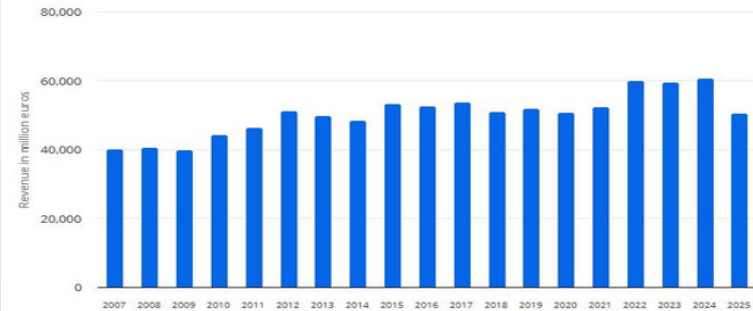


Figure 2: Unilever revenue
(Source: Statista, 2026a)

Sustainable Brand Extension

- EcoLoop promotes there-use of its products, enhances customer loyalty, diminishes packaging waste and contributes to sustainable business growth.
- Unilever has set a 30% virgin plastic reduction goal by 2026, highlighting the need to meet its sustainability goals (Unilever, 2026c).

Brand Extension and Sustainability

- EcoLoop helpstoreducepackagingexpenses and boost customer engagement with refill loyalty programs and incentives.
- EcoLoop directly contributes to the SDG 12 by promoting the reusable packaging use and responsible purchasing behaviour (SDGs, 2026).
- It helps to pursue SDG 13 with regards to emissions associated with packaging consumption (SDGs, 2026).

Brand Extension and Current Market Trends

- In the UK, over 70% of consumers are “very concerned” about the environment when buying everyday household and personal care products (Ipsos, 2026).
The global reusable packaging market is expected to
- grow beyond \$190.1 billion by 2030, showing the growing adoption of the circular economy (Grandview Research, 2026a).

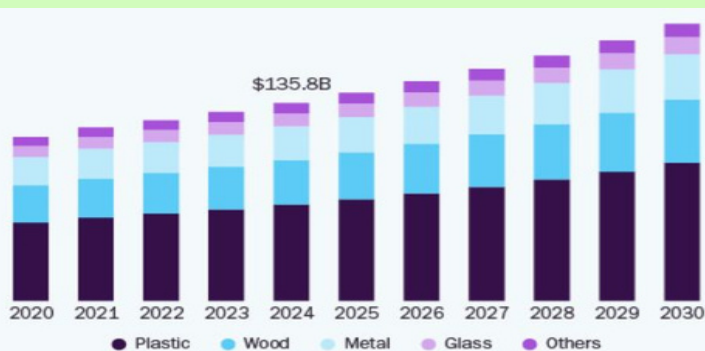


Figure 3: Reusable packaging market
(Source: Grandview Research, 2026a)

Conclusion

- Unilever EcoLoop takes sustainability leadership by tackling it with innovative refill technology and circular packaging.
- The extension enhances customer retention, repeat sales and overall competitive edge.

References

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