



2025 PRACTITIONERS SURVEY REPORT

**Insights from global
survey of companies
focussed on reuse**

NOVEMBER 2025

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CONTEXT

REUSE Foundation is a UK charity working to develop and support pragmatic solutions that reduce our reliance on plastic and can deliver change at scale. Though newly established, the Foundation has already earned the support of MPs, government ministers and leading voices in industry and sustainability.

Reuse is widely recognised as the best solution to plastic packaging waste, but it is given little support, and many solutions struggle to scale. Enduring change relies on impactful solutions that are viable and scalable but information about promising reuse solutions is limited and often siloed in corporations.

To bring effective change faster we need a clearer understanding of reuse solutions, what works and how well and what policy support is needed. To this end, REUSE Foundation conducted a survey of reuse companies to build our understanding of this sector – the challenges faced, opportunities and policy gaps.

We will use the insights to help focus our efforts so we can more effectively serve the cause of reuse. This initial survey – the first ever of reuse practitioners – was a great success and we will follow it up with an annual review along with more focused sectorial studies.

EXECUTIVE SUMMARY

Introduction

During the summer of 2025, REUSE Foundation conducted a survey of companies globally that run reuse and refill operations.

Responses came from 25 countries showing how companies are building, funding and scaling reuse solutions. We also captured what motivates these entrepreneurs and how they see reuse evolving.

Key takeaways

- Practitioners are predominantly motivated to prevent plastic waste and see reuse solutions as a large business opportunity.
- To grow faster, companies need more targeted support, particularly through improved access to funding, stronger policy and regulatory backing, and increased visibility of reuse initiatives and operations to drive greater consumer engagement.
- Practitioners show strong interest in future collaborations and shared learning, even if it's not an immediate priority.
- Preferred funding options include small operational grants, impact-based financing and investment in infrastructure.

Thank you everyone who took part in the survey! We greatly appreciate your time and effort.

Your responses and insights are invaluable in helping us understand the opportunities and challenges reuse faces.

Thank you!

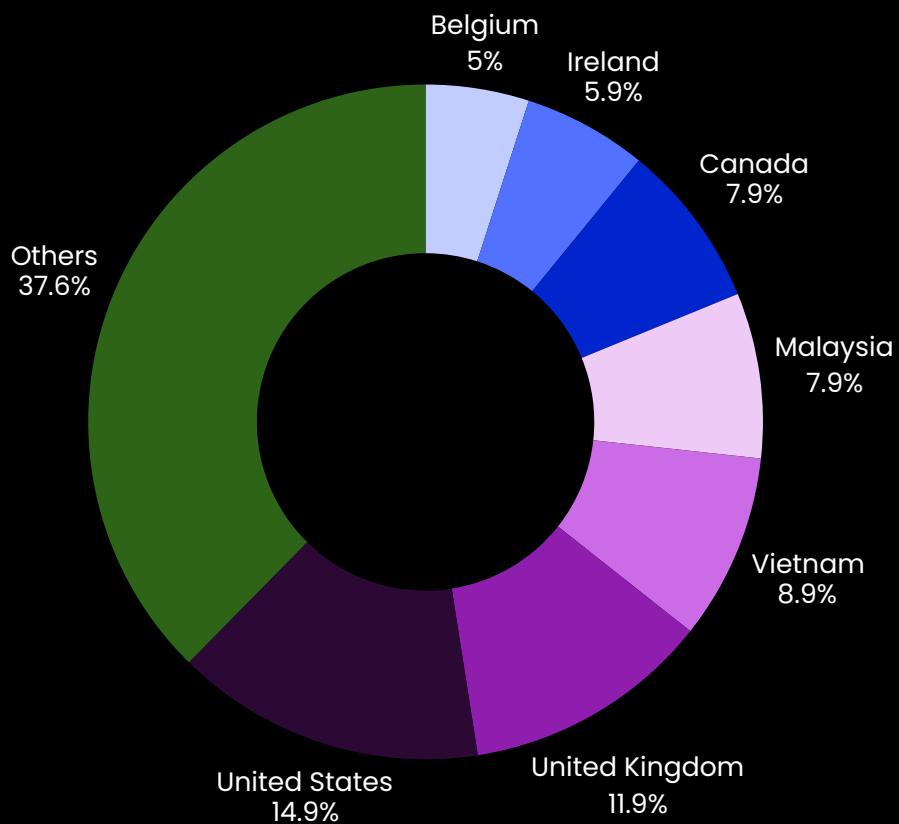
LOCATION

Diverse locations

Respondents came from 25 different countries in diverse regions of the world including Asia, Europe, the Americas, Oceania and Africa*.

Most represented country was the US with over 15% of the respondents, followed closely by the UK with 12%.

Seven countries contributed around 62% of the total responses, with the remainder spread among 18 countries.

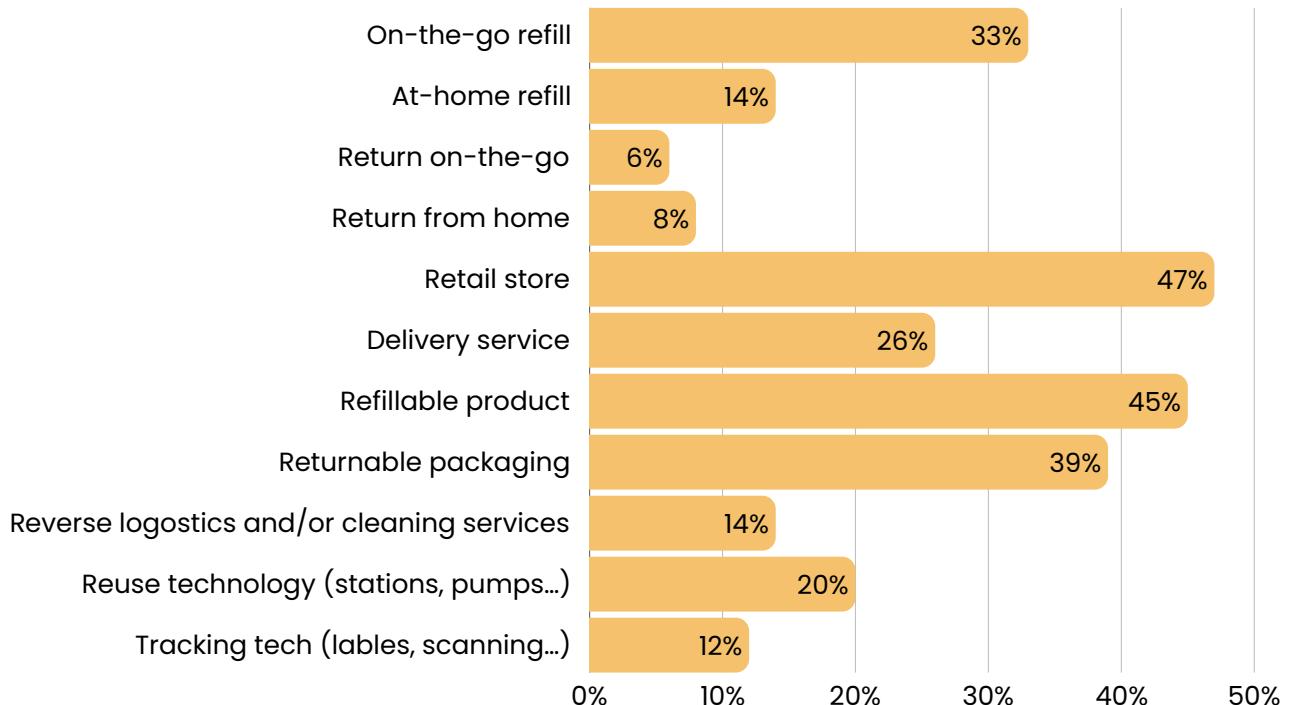
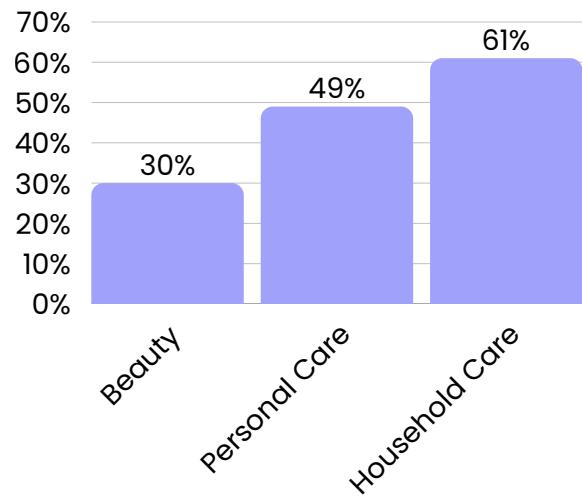


- Survey conducted in the summer of 2025. 66 respondents from 25 countries with ten in-depth interviews

BUSINESS FOCUS

Household products most popular for refills

Over 60% of respondents offer reuse in the household care category, almost half in the personal care category, and 30% are in beauty, exclusively or together with other categories.



Almost half describe themselves as retail stores

Retail stores and refillable products are the most common businesses. On-the-go refill is offered by a third of respondents and returnable packaging by almost 40%.

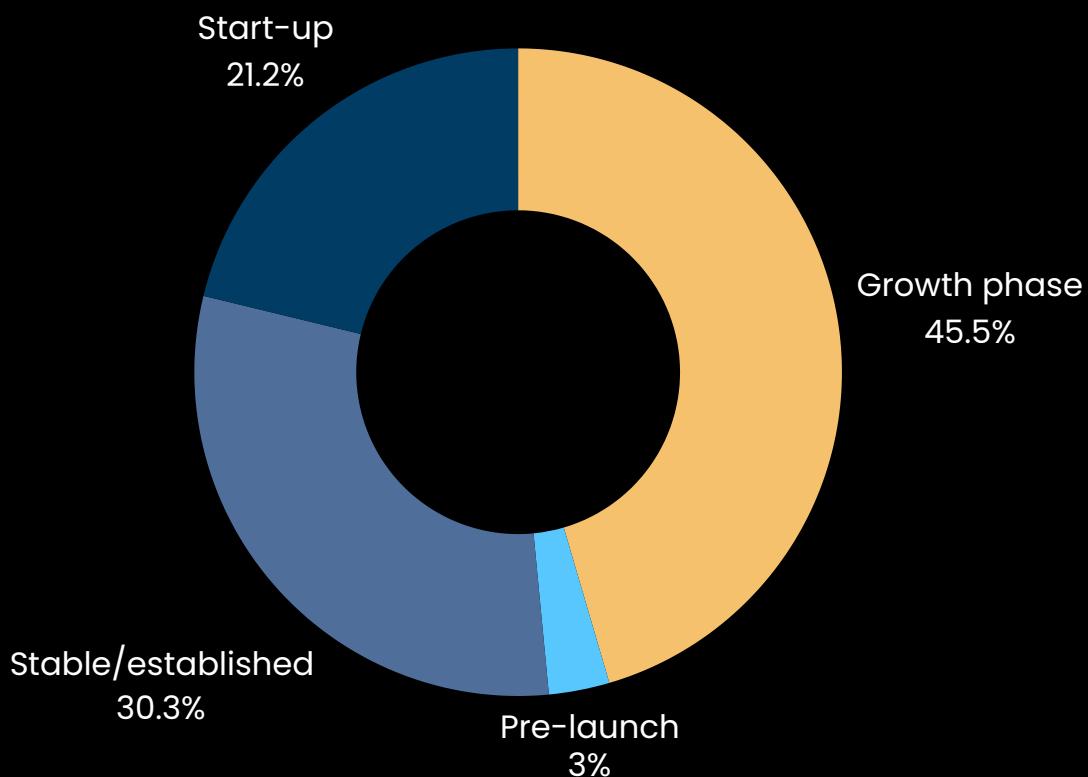
DEVELOPMENT PHASE

A new industry

Reflecting the nascent stage of the reuse industry, most respondents are recently established. Three-quarters of respondent companies were established since 2018.

Most are beyond start-up phase

A small number are pre-launch, nearly a quarter are in the start-up phase. Approaching half are in the Growth phase and nearly a third describe themselves as 'Stable/Established'.

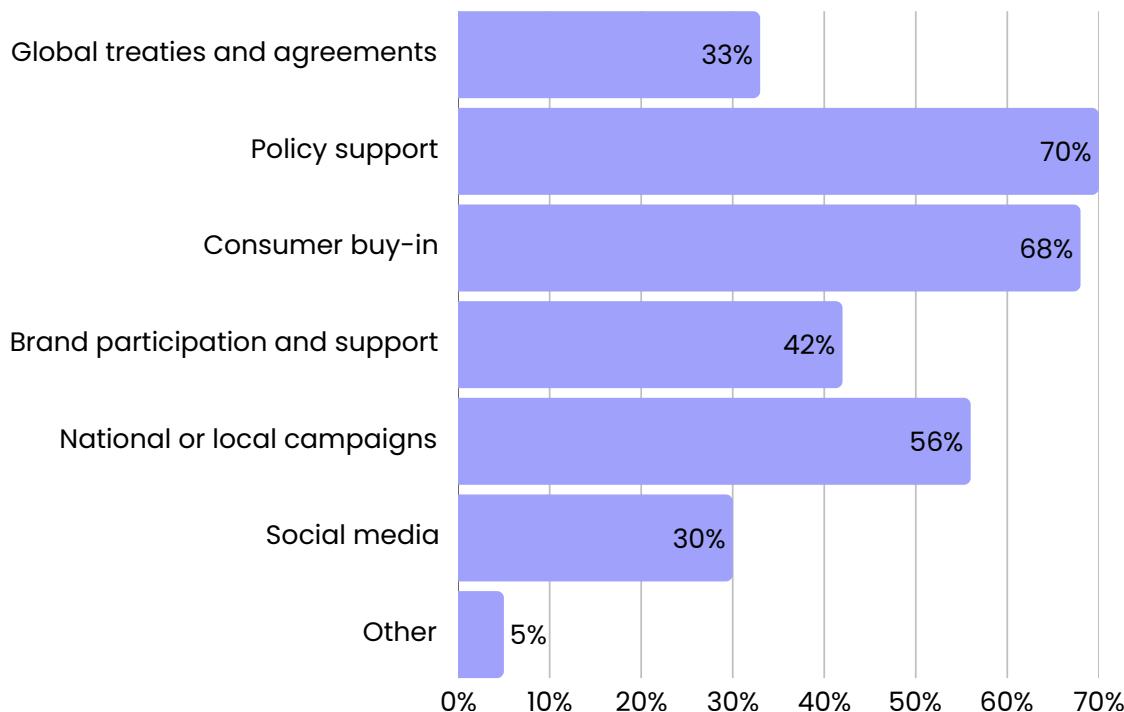


GROWTH DRIVERS

Policy support seen as key

When asked what would be most useful in boosting their reuse business, 70% selected policy support. Consumer buy-in (68%) and campaigns (56%) also featured strongly.

Brand participation and support was seen as an important driver by a little less than half of respondents.



Practitioners find current regulation burdensome. About a third believe easier regulation (or support with it) is *essential* and about half say it'd be *helpful*.

Last, respondents see the need for policy change: 39% said public policy advocacy is *essential* and 47% said it would be *helpful*.

FUNDING NEEDS & PREFERENCES

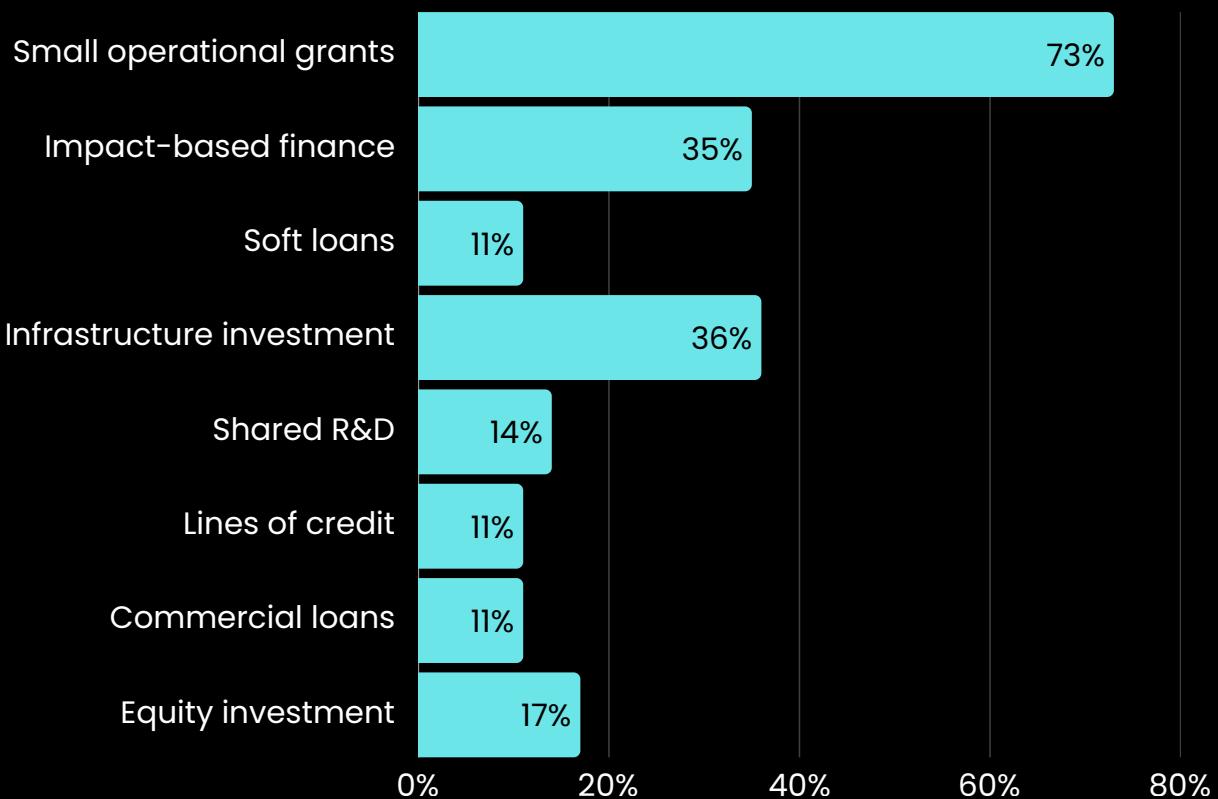
Funding options

Respondents see growth opportunities but say securing funds to grow is hard.

Almost 60% of respondents said access to funding or grants is *essential* and 36% said it would be *helpful*.

When asked about specific funding sources, 73% identified small operational grants as their top funding need, highlighting pressure on day-to-day cash flow.

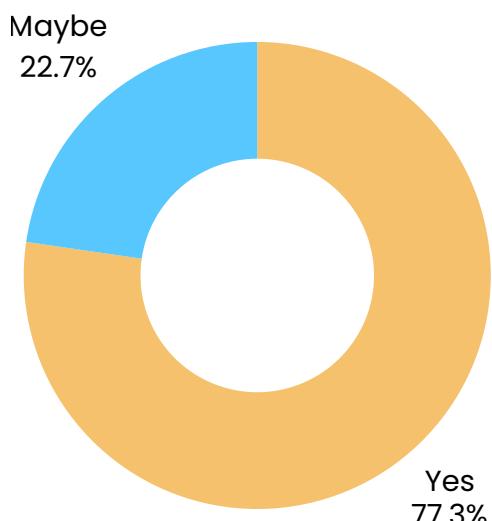
Impact based finance and infrastructure investment are also regarded as key funding sources.



ENGAGING WITH OTHER COMPANIES

Potential to collaborate

Most respondents recognise that cooperation and collaboration would be useful, especially given the industry is young and many companies are testing new or innovative approaches.



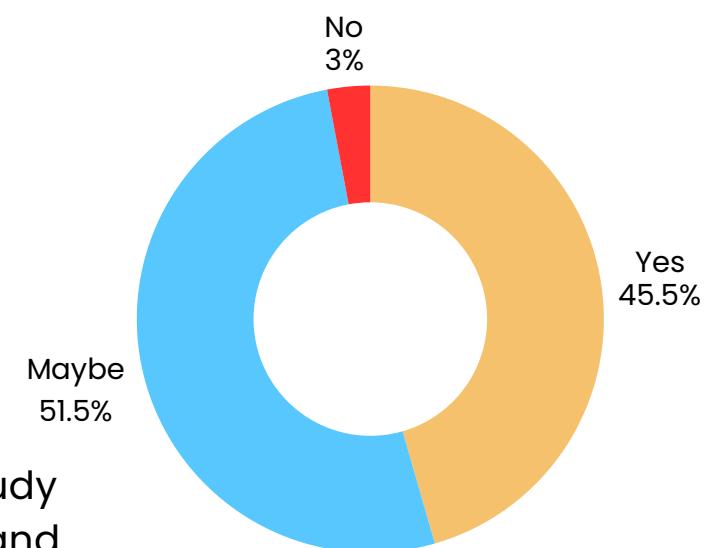
Willingness to share learnings

Over 77% said they would be willing to connect with other reuse companies to share learnings or explore partnerships. None said “no”. Peer learning/networking is seen as *essential* by 24% and *helpful* by 63%.

Case studies seen as very useful

Almost 90% said access to case studies and lessons was either *essential* or *helpful*.

About 45% said they would be interested in preparing a case study on their business to showcase it and the lessons learned. Over half said they may and 3% said no.



UNITING TOWARD COMMON GOALS

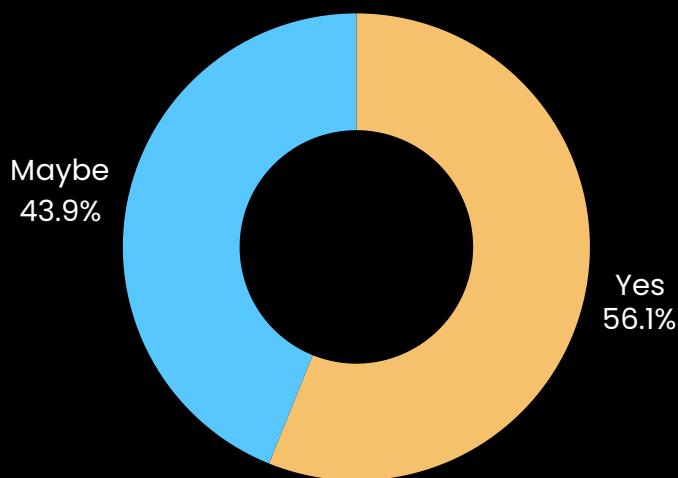
Common goals drive potential to cooperate

Interviews show many reuse practitioners see themselves as part of a larger movement, with individual practitioners sharing common goals and facing similar obstacles.

Many believe they could achieve better outcomes, and/or achieve outcomes faster, by working with other practitioners.

36% said connection to partners is *essential* and almost 60% said it would be *helpful*.

Interest in closer ties



When asked if they would be interested in a reuse impact alliance or knowledge sharing platform, over half (56%) said they would and 44% said maybe, but none said “no”.

Almost half thought sharing reuse infrastructure with other companies would be *helpful* and over a quarter thought it is *essential*.

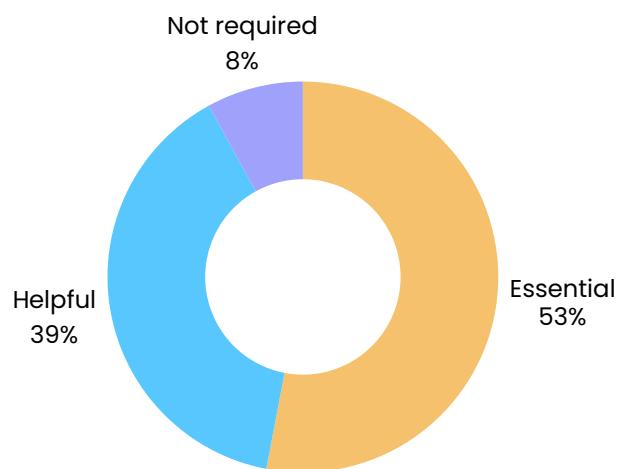
POTENTIAL OF OTHER SUPPORT

Other support options also hold potential

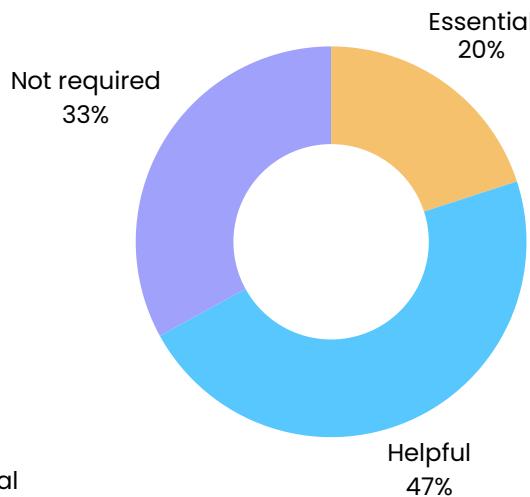
The survey revealed other support options that companies thought represent strong potential to support their growth.

These include help with communications and visibility, to enhance engagement with consumers and to spread the word about reuse.

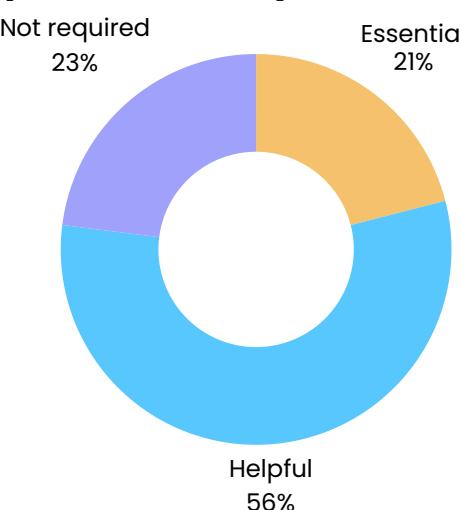
Communications and visibility



Standards and certifications



Data support and analysis



FOLLOW UP INTERVIEWS

Most are happy to discuss findings

Almost all respondents agreed to follow up interviews, and we conducted interviews with ten practitioners.

Perhaps the most interesting insight was their motivation for participating in reuse.

There is a mix of motivating factors but with a common desire to 'make a difference' and help prevent plastic waste.

Most see circularity in general, and reuse specifically, as an emerging industry with massive potential and are motivated to tap growing demand and set up profitable businesses.



QUOTES

Consumers don't know what to believe because brands make claims that sound good but aren't true



REVERSE LOGISTICS FIRM, THAILAND

Getting repeat customers can be hard. We have regulars but many come and go



MOBILE REFILL STORE, GERMANY

It's hard to break habits. Disposability is so ingrained



REFILL PRODUCT PROVIDER, CHILE

Policy is lacking. It's the best thing for the environment but we don't get any tax or other benefit from doing it. And nor do consumers



REFILL FROM HOME PROVIDER, UK

Consumers want the big brands but they won't work with us. They only sell in disposable plastic



REFILLER, INDIA

Too many brands lie about their packaging, they claim its recyclable or reusable but it isn't. This needs to be policed better



REUSABLE PACKAGING SUPPLIER, USA

Big companies have run pilots in some countries but don't share the results, so we keep making the same mistakes. We should share lessons



STORE OPERATOR, SOUTH AFRICA

LESSONS FOR REUSE FOUNDATION

A key motivation for conducting this research was to better understand the reuse practitioner community so we can serve it more effectively and we'll use insights to help inform our near-term focus, vision and priorities. We're pleased that some of our current efforts already align well with identified needs:

- More work is clearly needed to **demonstrate reuse solutions can work at scale, especially with lower income communities**, and this is exactly the focus of our [Sponsor a Village](#) campaign. This campaign builds on the groundbreaking *Beat the Sachet* pilot and aims to demonstrate reuse can work at scale in rural villages in India. It's an exciting opportunity – we believe it's a global first – and supported by Members of Parliament in India and the UK as well as the India Plastic Pact. Preparations are in progress for launch early 2026. Learn more and support it [here](#)
- There's a clear need to **boost awareness about the benefits and potential of reuse** and we've started to work on this. Our social media campaign, *Refill, Not Landfill!*, recently launched and seeks to raise awareness about reuse. This initial effort is student-led and targets young people but, if it goes well, we'll expand the scope.



LESSONS FOR REUSE FOUNDATION

- Help is needed **shifting consumer behaviours from disposability to reuse habits.**

This is an enormous challenge that will take engagement of governments and corporations, but our *Bottles for Good* campaign may change a few minds. It's an attempt to seed reuse habits in the UK: we provide free reusable bottles to participating refill stores who can sell them at a discount to encourage consumers to move to refills.



The graphic is a promotional image for the REUSE Foundation. At the top, the text "Help make a real difference" is displayed in a bold, dark blue font. To the right is the REUSE Foundation logo, which consists of the word "REUSE" in white with a blue recycling symbol above it, all contained within a dark rounded rectangle. Below this, there is a photograph of two young girls holding small bottles. The girl on the left is wearing a grey t-shirt with "STAY COOL" printed on it, and the girl on the right is wearing a yellow t-shirt with "LIVE THE DREAM" printed on it. In the center, there is a large blue water droplet shape containing a smaller image of a child holding a white reusable bottle. To the right of the droplet, the text "50% DONATED" is written in white. At the bottom right, there is a QR code with the text "Scan the QR code to learn more about our work" next to it. The background of the graphic is white with a blue header and footer area.

Help make a real difference

REUSE FOUNDATION

When you buy a bottle, 50% of the price is donated to REUSE Foundation

50% DONATED

Donations support reuse and refill projects in low-income communities in India, where plastic waste is a particularly serious challenge

Choose REUSE, support change

Scan the QR code to learn more about our work

We acknowledge all these efforts are limited and much more needs to be done. But it's a start.

We also recognise identified needs that we're not yet addressing – the need for policy change and funds to support innovation. We clearly have our work cut out!

We'll continue our work thinking how we can make more of a change. Join us and help make a difference!

ABOUT REUSE FOUNDATION

REUSE Foundation is a registered charity working to develop and support pragmatic solutions that reduce our reliance on plastic and can deliver change at scale. It's a broad coalition that brings together experts in the field, reuse companies, refill brands, entrepreneurs, consultants, practitioners and other motivated individuals and organisations.

We are more than advocates—we are doers. From building on grassroots innovations like India's *Beat the Sachet* project with our **Sponsor a Village** campaign, to new initiatives like **Bottles For Good** and innovative social campaigns like **Refill, Not Landfill!**, we are dedicated to driving meaningful change in developed and developing economies.



www.reusefoundation.org

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