

The background of the entire page is a solid dark green. Overlaid on this is a large, light green logo consisting of the letters 'W', 'A', and 'L' in a bold, sans-serif font. The 'W' and 'L' are connected, and the 'A' is positioned between them. The logo is centered horizontally and occupies the upper half of the page.

WOOLWORTHS HOLDINGS LIMITED

GOOD BUSINESS JOURNEY REPORT

2025 ELLEN MACARTHUR FOUNDATION SUBMISSION FOR THE 2024 FINANCIAL YEAR

START

The Global Commitment 2024 Progress Report

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Woolworths Holdings Limited

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Company Details

Description

Woolworths is a South African retailer with holdings in both Africa and Australasia, South Africa accounts for the greater percentage of sales of product in plastic packaging, primarily in food in the South African market. Africa and Australasia are more fashion orientated markets.

Categories

[Retailer](#)

Revenue band (USD)

[\\$1 billion - \\$10 billion](#)

Company website

<https://www.woolworthsholdings.co.za>

Headquarters location

[South Africa](#)

Operating regions

[Australia and New Ze...](#)[Eastern Africa](#)[Middle Africa](#)[Southern Africa](#)

Western Africa

Products sold in plastic packaging

Alcoholic Beverages	Cleaning Products	Clothing & Apparel
Cosmetics & Personal Care	Electronics	Food & Nutrition
Furniture, Furnishings & House...	Non-Alcoholic Beverages	Pet & Animal Supplies
Toys		

Key Metrics

TOTAL WEIGHT

Plastic packaging weight
(new packaging) (2023)

12,226
metric tonnes

VIRGIN WEIGHT

Virgin packaging weight
(new packaging) (2023)

10,637
metric tonnes

BASELINE WEIGHT

Baseline virgin plastic packaging
(2020)

11,595
metric tonnes

VIRGIN REDUCTION

2023 Virgin plastic packaging
change compared to (2020)

-8.26%

Target
-4%

POST CONSUMER RECYCLED

Level of post-consumer recycled
content in plastic packaging
(2023)

13%

Target
30%

REUSABLE

Plastic packaging
that is reusable (2023)

6.12%

DESIGNED FOR RECYCLING

Plastic packaging that is
'designed for recycling' (2023)

40.8%

REUSABLE, RECYCLABLE OR COMPOSTABLE

Plastic packaging that is
reusable, recyclable or
compostable (2023)

38.7%

*NOT ALIGNED

Reporting details

Data verification/assurance status Plans to introduce or extend scope of third-party verification or assurance in development

12-month quantitative data time frame July 2022 to June 2023

Joined the Global Commitment 2018-10-01

Previous reports

2023

2022

2020

Ellen MacArthur Foundation's Plastics Pact Network membership South Africa

Webpage or report addressing progress <https://www.woolworthsholdings.co.za/sustainability/our-good-business-journey/>

Plastic packaging portfolio details

Plastic packaging categories in portfolio (%)

Group	Packaging category	Percentage (%)
Flex	> A4 Mono-Materials PE In B2C ...	19.90
Flex	< A4 Flexibles PP	8.29
Flex	< A4 Multi Material Flexibles	6.44
Flex	Other > A4 Flexibles	2.70
Flex	< A4 Mono Material Flexibles	0.53
Rigid	PET Thermoforms	18.53
Rigid	PP Other Rigids	16.38
Rigid	PET Bottles	9.81
Rigid	HDPE Bottles	6.61

Rigid	EPS And XPS In Business-To-Co...	2.99
Rigid	PS Rigid	2.24
Rigid	PVC Rigid	2.13
Rigid	Other PET Rigid	1.65
Rigid	HDPE Other Rigid	1.57
Rigid	PP Bottles	0.17
Rigid	PE Tubes	0.06

Plastic packaging design assessment (%)

Group	Percentage (%)
Recyclable, Reusable And/Or Compostable	38.70
↳ Recyclable	38.70
↳ Reusable	6.12
↳ Compostable	0.00

Recyclable, Reusable and/or compostable (%) historic change

2023	38.70
2022	23.40
2021	19.30

Material sourcing (%)

Group	Percentage (%)
Virgin Fossil-Based Content	86.98
Virgin Renewable Content	0.02
Post-Consumer Recycled Content	13.00
Pre-Consumer Recycled Content	0.00

Commitment(s)

Total and/or virgin plastic packaging reduction

Virgin plastic packaging (2023)	10,637
Baseline virgin plastic packaging (2020)	11,595
Virgin plastic packaging change	-8.26% ↓ change compared to 2020

Eliminating problematic or unnecessary plastic packaging

Materials and additives in portfolio	EPS and XPS in business-to-consumer packaging for FMCG PVC	Metallised films	Multilayer materials	PS
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Materials and additives eliminated or reduced

	Material type eliminated	Proportion eliminated % of weight	Weight eliminated metric tonnes	Other details
Substitution to another plastic	PVC	35	57.98	We have substituted a non recyclable disruptive material for one that does not disrupt recycling systems.
Substitution to mono-material plastic	Multilayer materials	14.3	136.41	We have substituted multi material, multi layer with a mono material, multilayer material.

Formats in portfolio	Film - very small - e.g. portion size sachets	Film B2C - mono-material, clear
	Film B2C - other (opaque, printed, multi-material)	Film B2B - e.g. pallet wrap
	Rigids B2C - household/personal products bottles	Rigids B2C - beverage bottles
		Rigids B2C - other (e.g. pots, tubs and trays)

Formats eliminated or reduced

	Primary means of elimination	Proportion eliminated % of weight	Weight eliminated metric tonnes	Other details
Rigids B2C - other (e.g. pots, tubs and trays)	Substitution to another plastic	35.8	57.98	-
Film B2C - other (opaque, printed, multi-material)	Substitution to mono-material plastic	14.3	136.41	We have substituted multi material, multi layer with a mono material, multilayer material.
Single-use carrier bags	Substitution to paper	2.7	338	-

Components in portfolio	Labels/stickers/sleeves	Lids/closures	Pumps/trigger sprays
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Components eliminated or reduced			
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	Primary means of elimination	Proportion eliminated % of weight	Weight eliminated metric tonnes	Other details
Other component	Substitution to paper	338	2.7	Single use carrier bags in fashion operations

Moving from single-use towards reuse models

Progress made over the reporting period

Share of plastic packaging that is reusable (2023) 6.12%

Actions taken towards reuse

100% reusable, recyclable or compostable plastic packaging

Progress made over the reporting period

Share of plastic packaging that is reusable, recyclable or compostable (2023)

38.7%

*NOT ALIGNED

Actions and progress made to make packaging recyclable or compostable

Having completed phase out single use carrier bags across all operations our focus will then be on other packaging formats, to have all packaging recyclable. We are working with internal stakeholders and other role players through the South African Plastics Pact towards removing lightweight barrier bags from use in our food-market operations. It is now likely that we will be the first retailer in the market to remove this problematic format from all operations.

Actions and progress made on collaborating towards increasing recycling and composting rates for plastic packaging

The packaging and product development teams continue to engage industry on formats and materials that are recyclable. The packaging team also work closely with industry and recyclers to understand the market as it evolves which informs what and how we package new product lines.

Additional details on recyclability

Share of plastic packaging that is recyclable (2023)

38.7%

Ellen MacArthur Foundation's Plastic Initiative 2024 Recycling Rate Survey

We deviated from the 2024 Recycling Rate Survey results for one or more packaging categories and provided additional evidence of the thresholds for recyclability 'in practice and at scale' (30% recycling rate for 400 million people) being met

*NOT ALIGNED

Optional metric — share of plastic packaging that is 'designed for recycling'

40.8% ↓ -4.7pp change compared to prior year

Optional metric — additional information

We continue to make incremental progress with regard to using recyclable materials, formats and recycled content. The focus for this past period has been on moving away from non-recycled to recyclable, market constraints continue influence what is available to us as a source for either PCR or alternative materials or formats. Availability and affordability of these materials and the inflationary effect these have on food prices to the consumer continues to be a significant factor.

Increasing post-consumer recycled content in plastic packaging

Post-consumer recycled content target

30%

Progress made over the reporting period

Level of post-consumer recycled content in plastic packaging (2023)

13.00%

Post-consumer recycled content in plastic packaging (%) historic change

2023	13.00
2022	11.40
2021	16.00

Activities and progress made on post-consumer recycled content

This remains a challenge as demand outweighs supply.

Investment

Consent given to publish investment information

Submitted to the Foundation only

End Notes

Third-party verification/assurance

Plans to introduce or extend scope of third-party verification or assurance in development

Verification additional details

Data completeness and accuracy remains a work in progress as we implement reporting systems and processes across the business units. The data used in this reporting cycle has improved in accuracy when compared to the previous reported period.

Scope of reporting

Yes, our reported data covers all plastic packaging involved in the full scope of our activities

All quantitative data are provided for the latest year reported, in most cases for the relevant company's financial year ending 2023.

The Global Commitment is an initiative led by the Ellen MacArthur Foundation, in collaboration with the UN Environment Programme. Through the Global Commitment, businesses and governments commit to change how we produce, use, and reuse plastic. They will work to eliminate the plastic items we don't need; innovate so all plastic we do need is designed to be safely reused, recycled, or composted; and circulate everything we use to keep it in the economy and out of the environment.

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