

M&S widens refillable packaging initiative to multiple retailers and brands

What is it?

Marks & Spencer is inviting other retailers and brands to join a partnership with Reposit for a “buy anywhere, return anywhere” reuse platform, launching in summer 2024.

Why does it matter?

The project aims to demonstrate a commercially, operationally and environmentally scalable platform to expedite the shift from single-use to reuse.

Strategic implications:

The project promotes waste reduction and responsible consumption, fostering industry-wide co-operation to address environmental challenges.

STEPIC drivers/winning strategies:

Customer obsession/Power in purpose
Climate emergency



M&S

EST. 1884

“Our customers are always pushing us to lead on issues they care about, including reducing single-use plastic.”

“The M&S Refilled pilot has had a strong presence from customers since launch last year, and we’re excited to join this UKRI-backed partnership to expand this reuse option further.”

Lucinda Langton, head of sustainability, M&S Food

