

PARIS PACKAGING WEEK 2026

PARIS EXPO, PORTE DE VERSAILLES | 5 & 6 FEBRUARY 2026

THE GLOBAL PLATFORM FOR DESIGN, INNOVATION AND SUSTAINABLE PACKAGING

PRESS KIT



25

YEARS OF
INNOVATION

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EDITORIAL



Paris Packaging Week turns 25 – A milestone year under the sign of innovation and celebration

2026 is a milestone year for Paris Packaging Week. As we celebrate the 25th anniversary of the show, we embrace this new edition as a true celebration of creativity, innovation, and transformation. This year marks a pivotal moment where we celebrate the past while looking boldly to the future, with a fresh focus on the values that define our 2026 edition: ICONIC – Innovation, Creativity, Outstanding, Network, Inclusion, Celebration. These six pillars not only shape our vision for the year ahead but also reflect the evolving role of packaging in today's society – to inspire, to connect, and to lead the way toward a brighter, more sustainable future.

Since the very first edition of PCD in 2001, Paris Packaging Week has been a catalyst for innovation and a vibrant space for forging connections. Over the years, the event has grown to unite five complementary shows, each bringing together the industry's brightest minds, from leaders to designers to disruptors, across beauty, luxury, beverages, aerosols, and design.

But Paris Packaging Week is not just about sourcing. It's about learning, renewal, and embracing the future. As a global platform for the packaging industry, it creates a dynamic space for dialogue, inspiration, and exchange, where new voices and emerging talent are celebrated through initiatives like the Future Leaders programme and a conference line-up of industry visionaries. Our ambition is to position Paris Packaging Week as a modern, dynamic, and inspiring event that engages decision-makers, drives innovation, and remains a key source of knowledge for the entire market. This is an industry that is constantly evolving, and we want everyone to be part of this exciting journey.

This year, the program will be richer and more exciting than ever before. The Pentawards Festival returns for its second edition, reinforcing Paris as the global capital of packaging design. We're also introducing the Innovation Awards Gala Party, an exclusive evening to celebrate creativity and excellence in the heart of Paris. Alongside these highlights, new spaces such as the Refill + Reuse Zone and the Discovery Zone will showcase the future – from reusable packaging and refill stations to breakthrough start-ups, new materials, artificial intelligence, and smart packaging.

With more than 900 exhibitors and over 15,000 visitors expected from more than 100 countries, Paris Packaging Week 2026 promises to be an extraordinary gathering of ideas, trends and opportunities. We look forward to welcoming you to Paris on 5 and 6 February 2026 for what will be our most inspiring and celebratory edition yet.



JENNIFER BURLEY & JOSH BROOKS — EVENT DIRECTORS

FIVE COMPLEMENTARY TRADE SHOWS, ONE GLOBAL PLATFORM FOR PACKAGING INNOVATION

ADF – Aerosols and Dispensing



The global meeting place for aerosols and dispensing in partnership with the FEA. ADF brings together buyers and innovators around technical excellence, sustainability advances and regulatory intelligence, attracting decision makers from personal care, pharma, food, household, automotive and industrial sectors.

PCD – Cosmetics and Beauty



The reference event for perfume, cosmetics and personal care packaging since 2001. The annual destination for R&D, marketing and purchasing teams from leading global beauty brands. It stands as the biggest and most renowned part of Paris Packaging Week.

PLD – Premium and Luxury Drinks



The essential event for packaging in wine, spirits and premium drinks. Launched in Paris in 2020, it is now a key destination where leading houses discover new technologies, explore design trends and meet top suppliers for bottles, labels, presentation packaging and more.

Packaging Première – Luxury, Fashion and Gastronomy



Introduced to Paris in 2023 after its success in Milan, Packaging Première spotlights exclusive packaging for fashion, jewellery, watches and fine food. It has become the destination for luxury houses seeking premium, bespoke solutions.

Pentawards Festival – Design and Creativity



For the second time in Paris, the Pentawards Festival celebrates packaging design and creative excellence with conferences, live content, world leading agencies and 100 award winning innovations from the Pentawards competition.

25 years of packaging innovation



Founded in 2001 with PCD, Paris Packaging Week has evolved from a dedicated beauty packaging event into Europe's leading platform for primary and secondary packaging across aerosols, beauty, drinks and luxury markets. The show now brings together around 900 exhibitors across five renowned events ADF, PCD, PLD, Packaging Première and the Pentawards Festival.

The anniversary will be marked at the Champagne Bar on Thursday 5 from 17.30 to 19.30, a celebratory moment to reconnect and mark this milestone edition.

PARIS PACKAGING WEEK 2025 KEY FIGURES

12,588

visitors with a total of 17,969
attendees (including exhibitors)

106

countries represented

+880

exhibitors

192

speakers

49

Innovation Awards winners

2026 will see around 900 exhibitors and over 15,000 visitors, reinforcing Paris Packaging Week as Europe's essential meeting point.

HEADLINE SPEAKERS

Kilian Hennessy,

Founder & Creative Director, KILIAN PARIS – redefining luxury through fragrance and sustainability

Kelly Massol,

Founder, Les Secrets de Loly – championing inclusive beauty with a focus on diversity and purpose

Jacques Playe,

Vice President Packaging & Product Development, L'Oréal – driving global innovation in beauty packaging

Vitalie Taittinger,

President, Champagne Taittinger – merging art, culture, and luxury with packaging design

Alongside these headline sessions, more than 100 international experts will speak across 150 conferences, with contributions from brands including Maison Chloé, Chanel Parfums Beauté, Yves Rocher, Coca-Cola, Kao Corporation and Coster Group.

The conference programme decodes the key challenges arising from new international and local regulations, with a particular focus on reuse and its first milestones in 2026 and 2030.

It offers practical guidance to navigate the European framework and its real impact, with sessions including Navigating the European Framework, Rethinking the Material Cycle for 2030, and Reuse and Recycled Content: What the PPWR Really Changes.



PERSPECTIVES 2026 TREND REPORT

For the second consecutive year, Paris Packaging Week will unveil its Perspectives 2026 trend report. Titled *Cool and Conscious*, it examines the creative, cultural and regulatory forces currently influencing packaging, and how responsibility, transparency and new aesthetic codes are guiding brand decisions. Perspectives 2026 gathers insights from designers, brands, agencies and researchers including Louis Marty (Merci Handy), Isabelle Colignon (Camus), Dimitri Guichard (Estée Lauder) and Wendy Annonay (Huda Beauty), who discuss the evolution of brand identities toward creativity with accountability and stronger user experience.

FIVE STAGES HOSTING AGENDA SETTING CONFERENCES

The Future Innovation Forum

presents advancements in new technologies, materials, start ups and AI driven innovation through expert talks and debates.

The Circular Economy Stage

examines the European PPWR reform and presents its implications for circularity, regulation and resource efficiency in premium and luxury packaging.

The Pentawards Festival Talks

explore international perspectives on design and branding through sessions curated by the Pentawards community and led by global design leaders.

The Global Aerosol and Dispensing Forum

is produced in partnership with the European Aerosol Federation and features regulatory updates and innovation opportunities for aerosols and dispensing systems.

The Discovery Zone Stage

features pitches and case studies from start ups and emerging players, highlighting new materials, prototypes and business models that influence the evolution of the packaging value chain.

PENTAWARDS FESTIVAL RETURNS TO PARIS PACKAGING WEEK

The Pentawards Festival returns for its second edition at Paris Packaging Week with a design led programme under the theme "Fuelled by Ideas". Across two days, the Festival will gather global speakers, leading agencies and the brand, design, sustainability and technology communities for talks, live creative sessions and a showcase of more than 100 award winning innovations.

These projects, selected by a jury of 50 experts from brands including Microsoft, Nestlé, Coca Cola and Unilever, will be presented in a curated exhibition, alongside a special archive celebrating the 20th anniversary of the Pentawards competition and two decades of influential packaging design.



SUSTAINABILITY & INNOVATION

Paris Packaging Week 2026 places sustainability and circularity at the core of its programme. A major new feature this year, the **Refill and Reuse Zone** responds to the forthcoming European PPWR regulation and brings together ten pioneering exhibitors with solutions designed for premium and luxury markets. Developed in partnership with New ERA, the New European Reuse Alliance, this space highlights emerging standards, operational models and refill systems that connect regulatory needs with concrete industrial answers.



The **Discovery Zone**, launched in 2025, returns with an expanded selection of 20 start ups, new materials and prototypes, and emerging technologies including AI and smart packaging. The **PCD Full Service** Zone also grows, offering more options in contract manufacturing, filling, research and formulation for luxury, cosmetics and fragrance.

Together, these areas demonstrate the acceleration of reusable, smart and responsible packaging, offering visitors a direct view of pragmatic solutions, partners and pathways to advance their own transition.

INNOVATION AWARDS

Paris Packaging Week continues to celebrate outstanding packaging innovations across perfume, cosmetics, premium drinks, aerosols and dispensing systems. For 2026, the programme evolves with the introduction of the **Premium and Luxury Award**, dedicated to jewellery, watches, fashion, fine foods, collector editions and sustainable high end solutions. This new category reflects the growing demand for design and innovation at the highest end of the market and expands the scope of the awards beyond traditional sectors.

The Innovation Awards highlight the sector's ability to align creativity, technical expertise and responsibility. Projects submitted by international brands increasingly reflect new regulatory requirements, circularity and the aesthetic codes driving luxury and premium packaging today. **In total, 241 innovations were submitted and 66 projects were selected.**

A new feature for 2026 is the **Innovation Awards Gala**, an evening at the Pavillon Vendôme that brings together innovators, designers, decision makers and emerging talent to celebrate packaging excellence and foster industry connections. Award winning projects will also be featured in a gallery during the show, offering visitors the opportunity to discover stand out concepts and key market directions. The traditional on-site awards ceremony will be replaced by panel discussions with the winners. They will share insights into their projects, the challenges they addressed and the thinking behind their solutions.





COMMUNITY AND THE NEXT GENERATION

Future Leaders: emerging changemakers

Now in its third year, the Future Leaders programme is a key highlight of the 25th anniversary edition of Paris Packaging Week. Ten young talents from France, Hungary, the United Kingdom and the United States have been selected by an expert jury composed of Emmanuelle Bonardi (AmorePacific), Thierry de Baschmakoff (De Baschmakoff agency) and Gérald Martines (In Signes agency). Their selection reflects a shared ambition to advance a more sustainable and creative future for the packaging industry.

Class of 2026

Thomas Bernad, France, Founder Aerosolution

Anthony Bouvier, France, Junior Product Manager and PhD Researcher in Marketing Hyléance

Charles Bradley, United Kingdom, Doctoral Researcher Brunel University London

Hugo Chardonneau, France, Continuous Improvement Project Manager and Technical Lead Rémy Martin

Danielle Goad, United Kingdom, EMEA Director Specright

Amela Kusuran, France, Research and Development Project Manager Watch4Green

Thi Thanh Truc Phung, France, Research Engineer UMR PAM Institut Agro Dijon and Project Manager NextFoodPack

Nicole Toole, United States, CEO and Founder ECGO

Helen Yang, United States, CEO and Founder Clement Packaging

Gergely Zámbo, Hungary, Managing Director Respray Solutions Kft

Their work spans AI assisted recycling, reusable systems, plant based materials, data transparency frameworks and more efficient refill stations for large scale manufacturing. Together, they represent a new generation combining scientific insight, creative thinking and environmental commitment to accelerate the transition toward more sustainable packaging.

Student innovation challenges: partnerships with French schools

Paris Packaging Week continues to strengthen its collaboration with French educational institutions to encourage creativity and real world experimentation. Student innovation competitions are organised with ESEPAC, ESI Reims, IUT Évreux and the Emballé 5.0 programme in partnership with the Conseil National de l'Emballage. These initiatives place innovation at the centre of the event and give students in packaging engineering, design and marketing the opportunity to reimagine beauty and luxury packaging for the coming decades.

Key programmes

- **Emballé 5.0 CNE**: packaging concepts for seniors combining accessibility, eco design and prevention at source.
- **ESEPAC**: students revisit cultural heritage, iconic objects and ancestral practices to create innovative cosmetic packaging for tomorrow.
- **IUT Évreux**: responsible concepts anticipating PPWR 2030, from compact mascara formats to fragrance and gifting projects.
- **ESI Reims**: turnkey fragrance launches combining bottle design, cases, coffrets, POS and sensory storytelling with engineering, eco design and circularity strategies.

These programmes give visibility to emerging voices and show how the next generation is developing credible responses to environmental, regulatory and creative challenges in the sector.

EXHIBITORS & VISITORS

For the 2026 edition, Paris Packaging Week will bring together **935 confirmed exhibitors, including 199 new exhibitors, and expects 15,000 professional visitors.**

Exhibitor origin (2026 forecast)

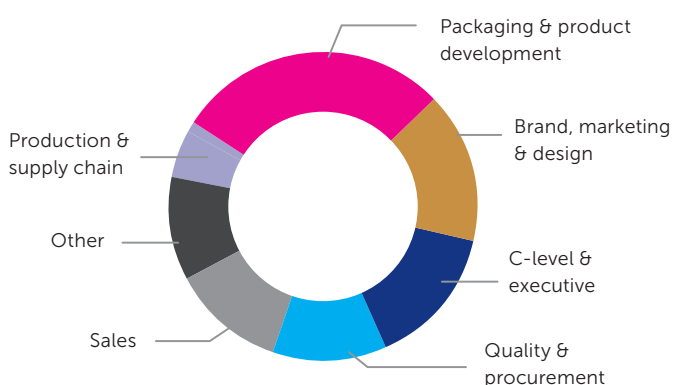
Total 2026: **935 exhibitors**

France: 34 %, Rest of Europe: 45%, Outside Europe: 21%

Exhibitor representation by sector (as of the 8th January 2026)



Job functions



Top visiting countries

	France		Netherlands
	Spain		Belgium
	Italy		Switzerland
	United Kingdom		United States
	Germany		Turkey

PRESS ACCREDITATIONS

Free press accreditations can be requested here: <https://drive.google.com/drive/folders/10o8AvoJxckmv-aqXQViR3ArzjaEy9BAk>

DATES AND OPENING HOURS

Day one: 5 February 2026
09:00 to 19:30

Day two: 6 February 2026
09:00 to 17:00

VENUE

Paris Expo Porte de Versailles, Hall 1
1 Place de la Porte de Versailles
75015 Paris

HOW TO GET THERE

Metro

Line 12 Porte de Versailles
Line 8 Balard

Tram

T2 Porte de Versailles
T3a Porte de Versailles

Bus

80 Porte de Versailles
39 Desnouettes

Car

From the outer ring road (Périphérique Extérieure): exit at Porte de Brancion and follow the signs to the car parks

From the inner ring road (Périphérique Intérieur): exit at Porte de la Plaine and follow the signs towards the venue

Recommended parking for access to Pavillon 1: Parking P1

MEDIA KIT

Visuals, logos and assets

Media kit available here:

Visuals, logos and assets: <https://drive.google.com/drive/folders/10o8AvoJxckmv-aqXQViR3ArzjaEy9BAk?usp=sharing>

Paris Packaging Week press releases: <https://drive.google.com/drive/folders/1tgJdwms-sl9kA873MD4EBbynNTB4rfMlc?usp=sharing>

Exhibitors press releases: https://drive.google.com/drive/folders/1UbLU-YB6Fb7a4uk-tC-M3K_t7f8FUuS06

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