

Getting your Product on the Market in 2025: Formulation to Packaging

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A Summary

Bringing a packaged food product to market in a complex global landscape requires Food Businesses to understand the entire compliance chain. From ingredient sourcing to labelling, claims and packaging waste, they must integrate compliance considerations at every stage.

Throughout the entire product journey, traceability is key - helping to protect from costly non-compliance, border rejections and product recalls.



References and Links

- Climate Change and Environmental Legislation continues to be a major driver of new product regulations. Additionally, climate-related changes impact food safety through increased disease risks, disruptions to crop supply, and the expanded spread of animal-borne diseases.
- Animal and Public Health Risks continue to drive regulation, for example, Avian Influenza outbreaks in the United Kingdom (UK) and animal product movement restrictions into the UK following a foot-and-mouth outbreak in Germany.
- Government Policies and Regulations on Public Health are increasingly impacting product regulations, such as regulations on advertising, placement and categorisation of products; recently in relation to advertising High-Fat, Sugar and Salt (HFSS) foods.
- Trade agreements and tariffs play a crucial role in shaping compliance requirements, particularly in the food and agricultural sectors. Agreements such as EU-UK Trade and Cooperation Agreement continue to influence regulatory frameworks, impacting market access, labelling and product compliance standards.
- When marketing and providing information on your product to consumers, you must consider national Regulations on Health and Nutrition claims, Green claims in the UK, including those made about your packaging: REGULATION (EU) 2025/40 on packaging and packaging waste.

- Packaging design and content is increasingly controlled; [Commission Regulation \(EU\) 2024/3190](#) of 19 December 2024 enters into force on January 20, 2025, banning the use of BPA in food-contact plastics.
- [Mandatory DRS registration and symbol use](#) applies in many countries including the Republic of Ireland (ROI), however, there is little uniformity in requirements either in the European Union (EU) or beyond.
- Throughout the product journey, you will encounter many types of product classification systems such as Harmonised System (HS) codes and [the \(EU\) Combined Nomenclature \(CN\) codes](#) which you must understand to be able to know if regulations such as the European Union Deforestation Regulation ([EUDR](#)) affect your product.
- [Directive \(EU\) 2024/825 as regards empowering consumers for the green transition through better protection against unfair practices](#)
- [The Official Controls \(Amendment\) Regulations 2025](#)
- [Assimilated Regulation \(EU\) 2016/429](#) (Animal Health Law)
- [The Producer Responsibility Obligations \(Packaging and Packaging Waste\) Regulations 2024](#)
- [Digital Markets, Competition and Consumers Act 2024 \(DMCC\)](#)

Ensure Traceability of Actions

- **Track** risks based on regulatory changes, policy shifts and legal rulings is wise. For example, marketing claims are impacted by regulatory decisions as well as tribunal outcomes and the Advertising Standards Authority's (ASA's) rulings in the United Kingdom (UK).
- **Risk** assessment for non-compliance must be at the forefront of business operations.
- **Acquire** the right data and systems to move data into, through and beyond your business.
- **Capitalise** on skills to interpret rules and Regulations.
- **Ensure** clarity in supplier contracts and any supplier data requirements.
- **Attain** 'in house' skills on the classification of foods.
- **Back-up** with buffer stocks of raw materials and finished products.
- **Locate** contingency routes for supplies.
- **Expand** capacity to ensure Due Diligence and Traceability throughout.

