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A Balanced EU Steel Measure Must Protect Downstream Industries and Consumers

The proposed EU steel trade measure, intended to strengthen Europe's steel sector, could have significant consequences for downstream industries. Fast revision of the scope after adoption is urgently needed.

Many European manufacturing industries depend on stable and competitive access to steel inputs. Restrictions on imports risk tightening supply and increasing costs across the EU, with implications for industrial competitiveness and consumer prices.

The steel packaging industry relies on tinplate to provide superior protection for products used daily by European citizens. At a time when many households face growing financial pressures, long-lasting products packaged in steel support an affordable and reliable supply of food and essential goods.

Currently, 82% of steel packaging in Europe is recycled, and an estimated 75% of all steel ever produced remains in use today. A steady supply of recycled steel is a vital resource for Europe's industrial competitiveness and circular economy.

The implications of the proposed measure for downstream industries and the need for urgent revision were discussed during a lunch debate hosted by Metal Packaging Europe and The Kangaroo Group aisbl at the European Parliament in Strasbourg, bringing together policymakers and industry representatives.

The debate featured Michael Gahler MEP (EPP, Germany), President of The Kangaroo Group; Radan Kanev MEP (EPP, Bulgaria), Member of the Committee on Environment, Climate and Food Safety; Martine Kemp MEP (EPP, Luxembourg), Member of the Committee on International Trade and Shadow Rapporteur on the new EU steel measure; and Paulo Sousa, President of Metal Packaging Europe.

"Europe's steel policy should support the entire value chain," said Krassimira Kazashka, CEO of Metal Packaging Europe. "The debate highlighted the importance of a balanced trade measure that also supports downstream industries. With cost of living consistently ranked as the top concern for European citizens, reliable and competitive access to essential steel inputs is critical for manufacturing, food supply chains and the affordability of everyday products."

MPE is the united voice of Europe's rigid metal packaging industry (steel and aluminium), bringing together manufacturers, suppliers, and national associations (metalpackagingeurope.org). We proactively position and support the positive attributes and image of metal packaging through joint advocacy, marketing, sustainability and technical initiatives.

The European metal packaging industry produces over 200 billion units annually across 650 manufacturing sites, directly employs more than 60,000 people, and plays a vital role in the Circular Economy, supporting numerous value chains and applications, including beverages, food, chemicals, aerosols and others.

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