

# PERSONALIZATION

## THE FUTURE OF PACKAGING

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# A bit about me...

## Francisco Nogueira



\* GDPR privacy law

# ABInBev

**~180,000** colleagues

**100+** markets

**500+** brands

ABInBev



**120+** passionate researchers

**24+** PhDs

**20** Nationalities

A man wearing a dark baseball cap, a plaid shirt, and dark overalls stands in a vast field of golden wheat. He is looking towards the right, with his hand resting on the wheat. The background shows a flat landscape under a bright, hazy sky, suggesting a sunset or sunrise. The overall tone is warm and serene.


**ABInBev**

**Bringing people together  
for a better world**

# Global leading beer brands

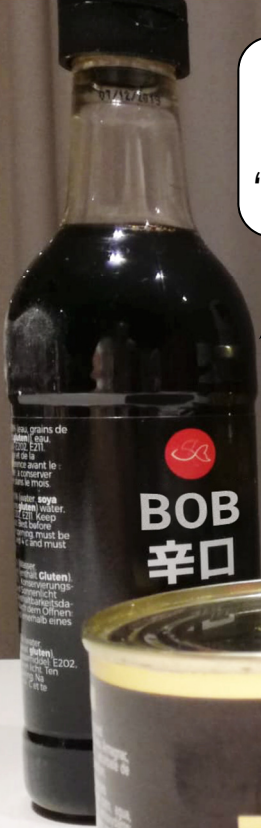
	Brand	Company
1		ABInBev
2		HEINEKEN
3		ABInBev
4		ABInBev
5		ABInBev
6		ABInBev
7		ABInBev
8		DIAGEO
9		ABInBev
10		ABInBev



A person wearing a white button-down shirt and a dark jacket is holding a white rectangular card in their right hand. The card has the text "Insert name here" printed on it in a bold, black, sans-serif font. The background is dark and out of focus.

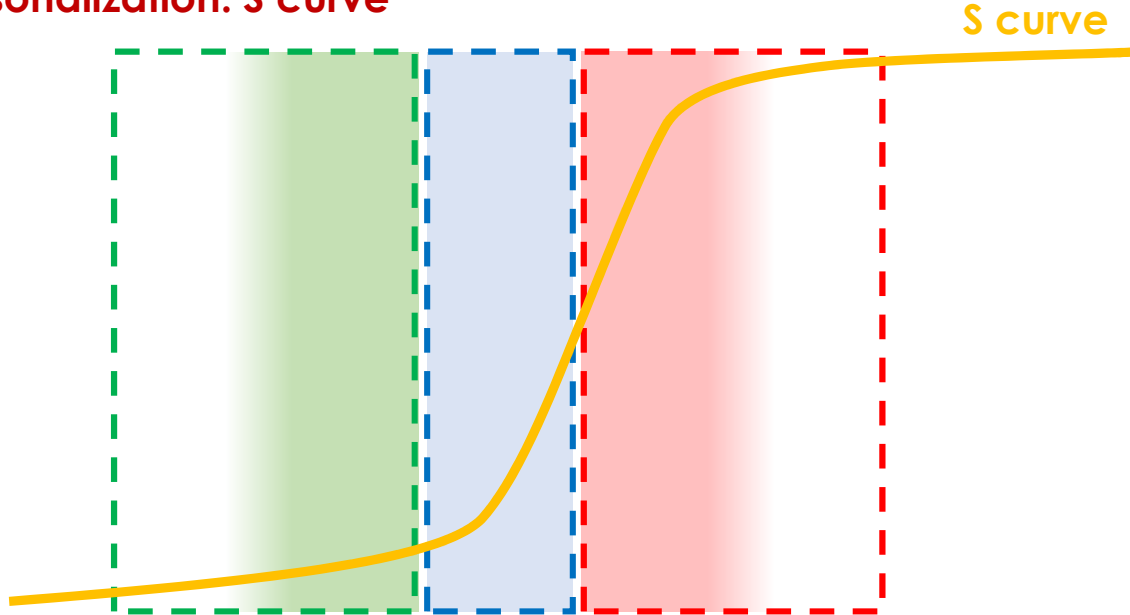
**Insert  
name  
here**

Is doesn't get any more "personal" than this.



Where do you think we stand on personalization?

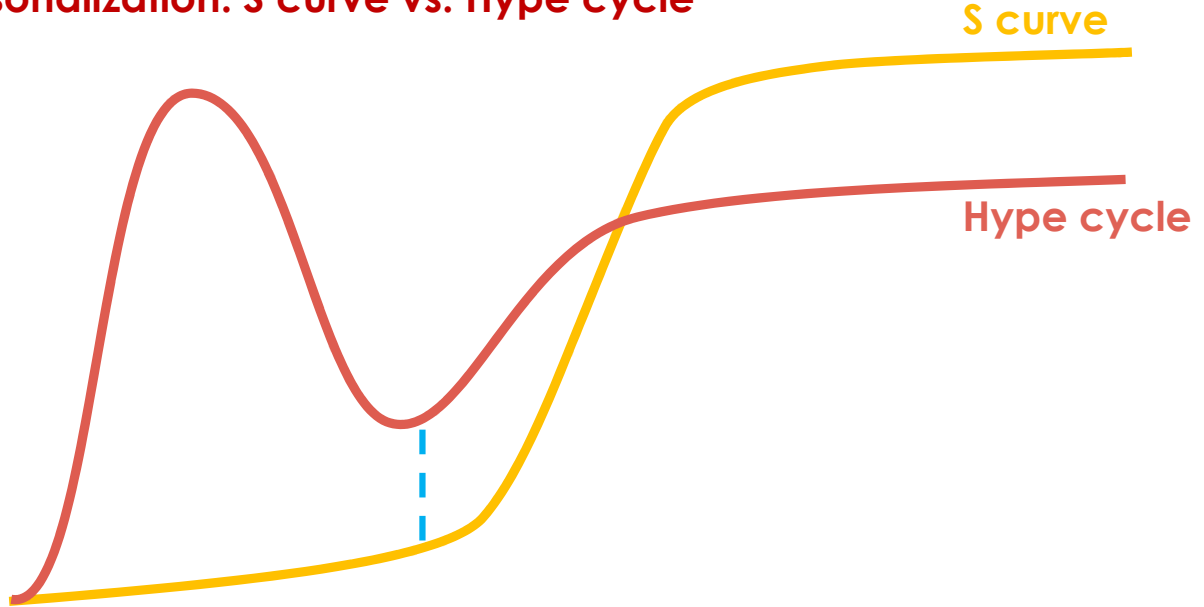
## Personalization: S curve





Where do you think we stand on personalization?

## Personalization: S curve vs. Hype cycle



What others think about personalization?

## Company statements about personalization

McKinsey  
& Company

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*The true value of personalization is in the trillions of dollars per year, and CPG share is up to \$200bn.*

Mondelēz

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*Up to 77% of consumers are willing to pay from 100-300% premium for personalization.*

ABInBev



*There's only 3 factors that make a packaging electable to put on shelf, and Personalization is one.*



*The global market for inkjet printing is estimated to grow at a rate of 9.4% year-over-year, and worth \$109bn in value of output by 2023.*

What is personalization really about?

## Best examples of personalization (unrelated to packaging)

MASS  
MANUFACTURING

amazon

NETFLIX

ZARA

ABInBev

RANDOMIZATION



INDIVIDUAL  
CUSTOMIZATION



care/of



INDIVIDUAL  
UNIQUENESS

TARGET

LinkedIn

V I O M E

What is personalization really about?

## Best PACKAGING / PRODUCT examples

### MASS MANUFACTURING



### RANDOMIZATION



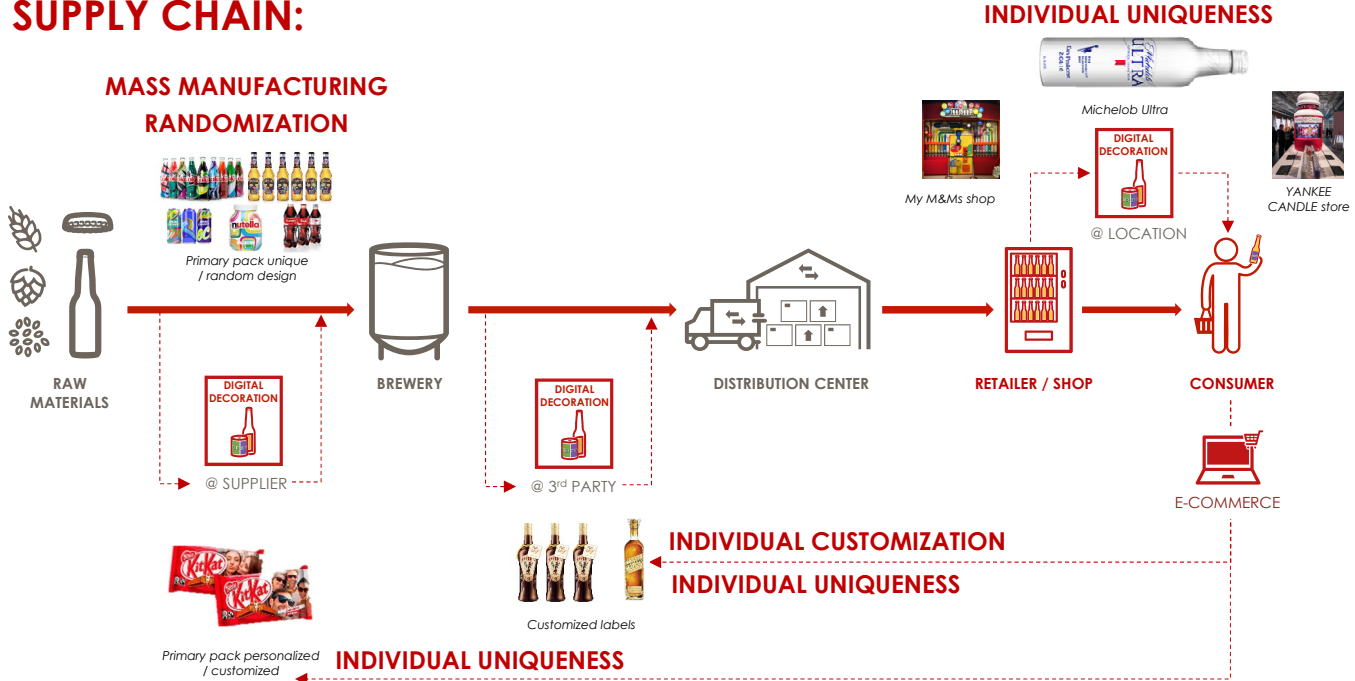
### INDIVIDUAL CUSTOMIZATION



### INDIVIDUAL UNIQUENESS



# SUPPLY CHAIN:



**Why is it relevant to  
talk about  
personalization now?**

How is the world changing and why personalization will be easier to deliver?

## Key reasons to believe #1:

### 5G



### Sustainability



### MaaS



How are technology enablers helping to deliver personalization?

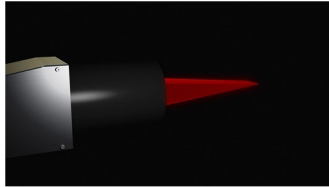
## Key reasons to believe #2:

### Ripples



Several on-location uniqueness solutions.

### DataLase



Late stage differentiation and Uniqueness.

### Digital Printing



Label converter:  
"Up to 40% of jobs are Digital Printing."

### Direct Object Printing



Premiumization and Uniqueness.



What is AB Inbev doing about personalization?

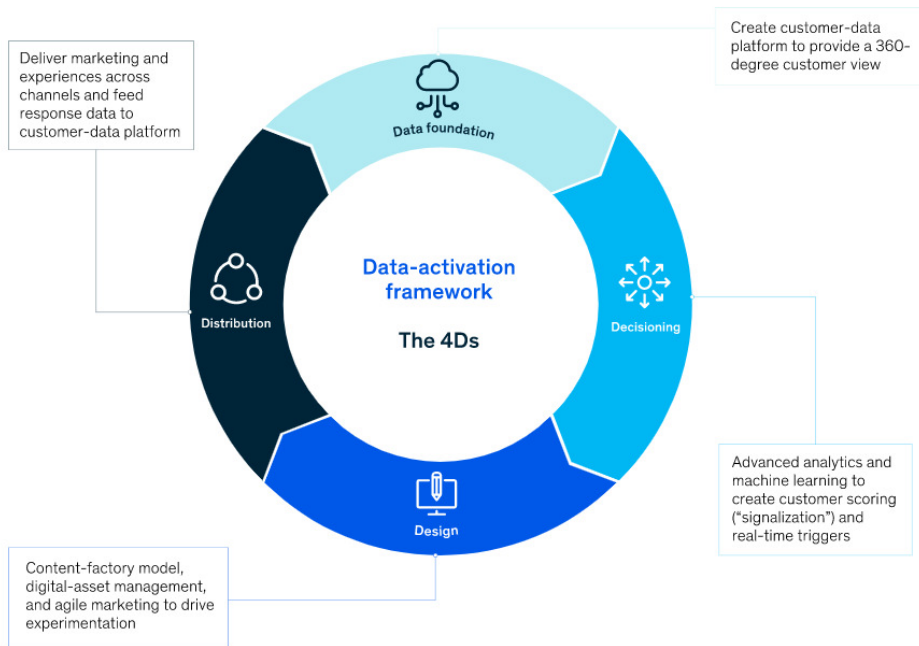
## Meet AB Inbev's newest capability:



AB InBev

What are the key constraints to personalization?

## Key drivers to execute personalization:



# Personalization: 3 point summary

- Personalization is a key trend across industries.
- There are multiple technologies ready to unlock an exponential use of personalization.
- It's not all roses: there's still multiple obstacles in making personalization easy and lucrative for CPGs.

# With so many personalized packaging examples...



... it's difficult not to be excited about the FUTURE.

**CHEERS!**

