

Global Food, Drink and Packaging Trends

The Consumer Drive for Creative Packaging Innovation

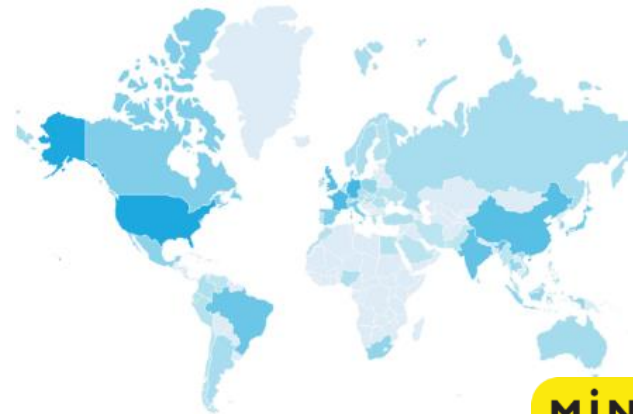
*Dr. Benjamin Punchard,
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rEnavigate

Brands are looking to contemporary packaging formats to help reinvigorate retail's nearly forgotten centre-of-store aisles.

**Geographic Scope:
Developed Regions Globally**



The new face of centre store (non-recyclable) packaging?

According to producer Sonoco, the TruVue Can delivers the freshness cues from the perimeter to the centre of the store, with the transparency supporting the brand image being conveyed about the product inside. Similarly the Klear Can from Milacron claims to be an ideal alternative to antiquated metal cans for fruits, vegetables, soups, meats, and other ambient products.



62% of UK consumers agree that it's important to be able to see the food inside the packaging.

Opportunities and actions

Focused activity is vital

It is essential for ambient products to remain relevant and contemporary, otherwise there is a risk that overall shelf space will be removed and ranges cut.

Brands must cultivate an authentic image via product and packaging innovation.

Deliver healthy and nutritious convenience

Packaging features such as textures and refocusing design elements to focus on ingredient quality can create a feeling of openness and trust in a brand and is associated with freshness, a highly ranked Millennial need.

However ambient products are associated with convenience so ensure attributes such as easy-to-open and resealability are clearly called out in store.

Navigational markers

Retailers will themselves begin to respond to changing shopping habits so expect the barrier between centre and perimeter of store to blur.

Investigate using SRP and POS to provide in store way markers, to reposition outside the store centre, and to sustain interest at point of purchase.

Clean Label 2.0: 'Essential' Package Design

Brands are moving toward a design architecture that works to enlighten consumers' purchasing decision. The emergence of "essentialism" bridges the gap between minimalist and clean label.

Too much information, not enough time

Millennials don't have time to read packaging. For example, almost 4 in 10 25-43 year old Australian Metro consumers report that they just don't have time to read on-pack information when shopping. Brands that rely on significant amounts of information front of pack to highlight product quality or uniqueness may be missing this demographic.

Attitudes towards food and drink companies, 2017

"Excessive information on food/drink packaging can make it hard to trust a brand (eg long descriptions, too many claims/logos)"



Source: [Lightspeed/Mintel](#)

6 Base: 2,000 internet users aged 16+ in each country



Opportunities and actions

Balance the approach

Bringing essentialism into package design enables brands to create a moment of clarity that creates a point-of-sale difference when too much or too little creates confusion or chaos.

Encourage directed pack design to maximise information flow. Conduct an objective, critical evaluation of product packaging you believe is “clean label”.

Leverage consumer desire for simplicity

Enduring consumer interest in "clean" product formulations showcases a continuing opportunity to launch products that are naturally nutritious and those that feature plants as star ingredients.

Be creative and reinvent familiar meal occasions, expand the variety of better-for-you snacks and treats, and formulate to address common health concerns such as digestive health.

Build trust

Consumers are more likely to trust brands when messaging and claims are succinct and clearly understood.

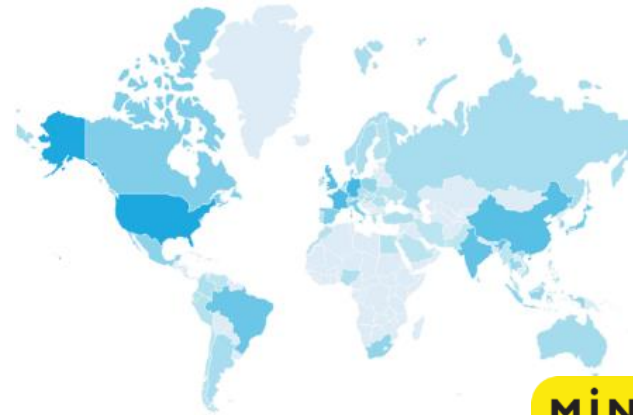
Avoid on-pack listing to create a clean focus on singular attributes. Encourage a design strategy that separates shopper from consumer moments.

An underwater scene with various plastic bottles (purple, pink, yellow, orange, red) and sea creatures (clownfish, jellyfish, squid) swimming around. The background is a deep blue ocean with coral reefs at the bottom.

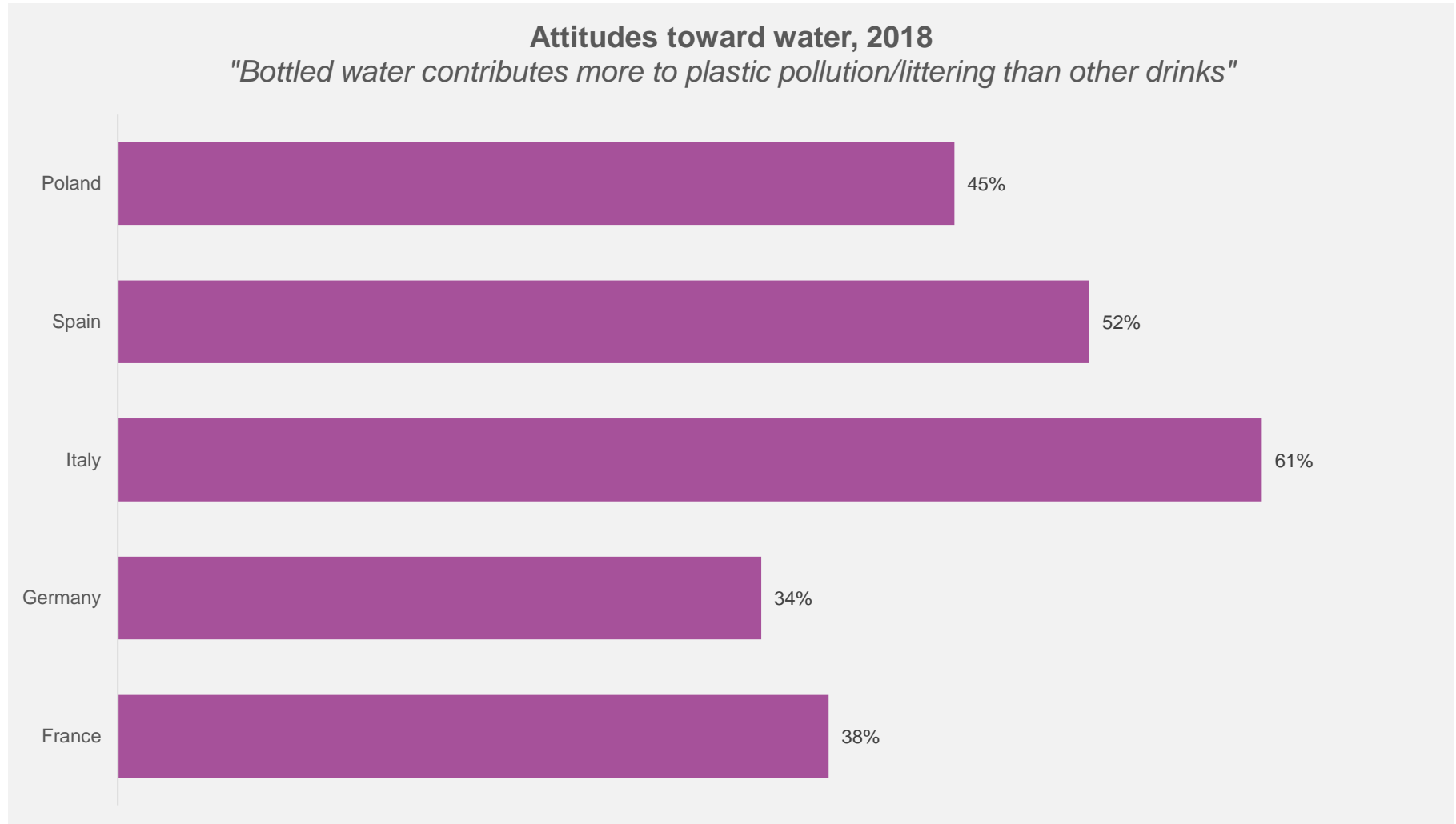
Sea Change

Plastic packaging adrift in the world's oceans has become the new catalyst driving brands to rethink packaging in a context consumers can understand and act upon.

**Geographic Scope:
Developed Regions Globally**



Plastic bottles a focus for consumers eco-guilt



Source: https://www.huffingtonpost.co.uk/entry/could-this-be-the-motivation-supermarkets-need-to-ditch-single-use-plastic_uk_5b0550e8e4b07c4ea1039808?utm_hp_ref=uk-lifestyle&guccounter=2; Lightspeed/Mintel

Base: 2,000 internet users aged 16+ in each country

Opportunities and actions

Driving awareness

Increased consumer awareness, and concern will result in a greater importance placed on 'green' packaging solutions at the point of purchase.

In the short term brands can adopt solutions that currently appear niche, such as sourcing ocean plastic as a material source, satisfying consumer expectations for novel brand led solutions.

A circular solution

In the longer term focus will increasingly turn to the circular economy, with the aim of increasing recycling rates to remove packaging waste from landfill and potentially from the sea.

Brands will be expected to engage with this trend by committing to using increased recycled plastic content.

Engage with 'plastic-free'

Brands will start acting now, either to ensure a place in emerging plastic-free zones by switching to acceptable pack materials, or by engaging with the debate.

Packaging will need to clearly explain the benefits of plastic to the format and address plastic pollution concerns with appropriate end of life pack solutions.

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