



GLOBAL PACKAGING TRENDS 2017

MINTEL

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Consumers often and easily get caught up in the unending ebb and rapid flow of commercial fads, social issues and branded messages. With so much clutter and chatter constantly vying for their attention, packaging becomes white noise – an often silent, but steady force in consumers' daily lives. However, the impact of the combination of superior structures and succinct branding, the way packaging and our mobile devices are becoming inextricably intertwined, and the way brands are using packaging to reach out to consumers beyond their traditional categories – to include the influence of online shopping – is having more of an impact than consumers realized...at least for now.

Here, the Mintel Global Packaging Team takes a look at five emerging, morphing and mainstreaming packaging trends it sees as affecting brands, consumers, retailers and packaging converters in 2017. Our cross-category and pan-regional report includes data that supports the emergence and impact of these trends, as well as examples that highlight the best consumer packaged goods (CPG) producers are delivering to shelves around the world. These trends are designed to inspire new ideas and provide insight and recommendations brands can put into practice in the coming weeks, months and years.

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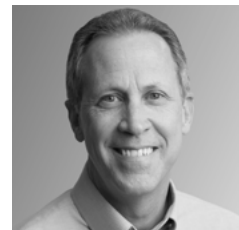
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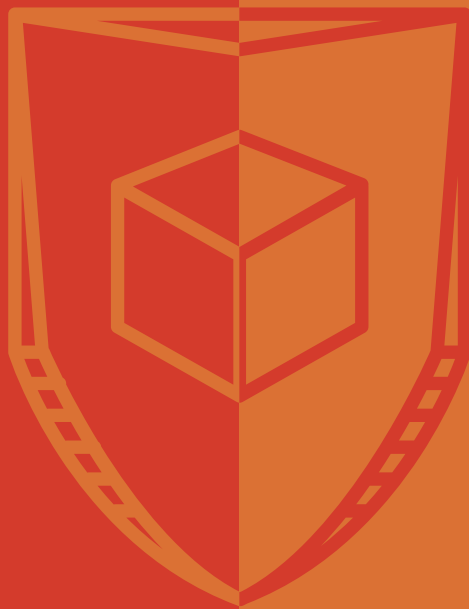
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The [Re] Union of Package Structure and Branding

Clean label messaging continues to trend around the world. But with one third of US adults noting that high-quality food packaging is an indicator of product quality, and three in five UK consumers saying they pay attention to beverage packaging formats, the time is now for brands to roll out unique packaging structures that not only differentiate on shelf, but also help form and support brand identity, as

well as give consumers an incentive to spend time with them. The bottom line: good packaging protects your product. Great packaging protects your brand.

Looking ahead, Mintel's Global Packaging Team sees a current and continued emphasis on package functionality and the emergence of structures that work hard for consumers and build equity for brands.

21%

of Canadian consumers are interested in a resealable or recloseable packaging in order to reduce waste.

The role of structure and branding in packaging

4X CONCENTRATED LAUNDRY DETERGENT METHOD PRODUCTS

A shapely, pinch-waist RPET container with an integrated ergonomic grip structurally and visually disrupted the laundry care category, where bulky, opaque containers dominate.



NEVER MISS A SPOT PHD SKINCARE



PHD Skincare's Never Miss a Spot has an extending wand structure for the application of sunscreen to those hard to reach places. Consumers regularly express frustration over topical personal care product application and the pivoting action of the wand, coupled with the fact that the sprayer works at any angle, enables sunscreen application to the entire body without assistance. The wand technology has leveraging ability into other products in personal care, as well as home care markets and gives the structure a clear distinction on shelf in the category.

“

The majority of consumers are paying attention to package format and design, and purchase drivers are either being directly related to or being communicated through packaging.

”

Beth Bloom
Mintel Senior
Food & Drink Analyst



DAISY SQUEEZE DAISY BRAND

The success of the conversion of Daisy Sour Cream from a plastic tub to an inverted dispensing pouch depended, in part, on the brand retaining the exact same design and messaging, which made it easy for shoppers to continue to find their favorite brand.



ORGANIC VODKA HAWAII SEA SPIRITS

The summer of 2016 brought alcoholic drinks packaging full circle. In a category where almost anything goes, this spherical structure for Ocean Organic Vodka works hard to reinforce the brand's messages.



POMEGRANATE PEACH PASSION WHITE TEA POM WONDERFUL

Despite using its now iconic “stacked pomegranate” structure, POM's sales of its newly released Superteas in the familiar structure helped increase sales 17% versus a year prior.



The Face and Role of Packaging Online

While shoppers are embracing e-commerce for everything from convenience to luxury, the majority of grocery brands have yet to capitalize on the role of packaging in the e-commerce shopper moment. Although still niche, the importance of e-commerce is growing as an increasing number of consumers supplement brick-and-mortar shopping with online shopping. This trend is only going to grow, as three quarters of UK consumers say that in 10 years' time, they expect to do most of their shopping online. What this means for packaging is less clear in the short-term, but, currently, brands are failing to impress with the delivery of their online packaging experience. Looking ahead, brands must explore both the opportunities and threats that online shopping can bring, while considering the implications for packaging to remain an integral piece of the purchasing decision.

In the coming year, Mintel's Global Packaging Team expects the online experience and the shift from in-store to in-home to become a core part of the packaging design conversation and brief.

GRAZE: PERSONALIZATION, PORTION CONTROL AND POSTAGE

Graze offers personalization. The consumer picks four snacks to fill the four sections of the packaging, which is designed to fit through a mailbox and to give a good presentation of the snacks when it is opened. Recently, the brand has extended into the retail store channel.

BY MAIL



IN-STORE

2015



2016



BRANDS REACTING: PG TIPS STRIP BACK THE PACK DESIGN

PG tips de-cluttered the pack, removed detailed imagery that failed to work at the small thumbnail size offered by online retailers, and made the brand logo the main image.



NUTPODS BLEND RETAIL AND E-COMMERCE

The packaging for Nutpods was designed to work in both the retail and e-commerce environments. To grab the shoppers' attention in either venue, the clean design uses broad green and white coloring, with clear color indicators for flavor or variety. A simple image of a cup of coffee with creamer being added communicates product use.

In choosing a packaging format that would work for e-commerce, the obstacles of delivery were considered:

- Compact shape for shipping
- Robust and unbreakable
- Can handle fluctuating temperatures





Packaging Gets Smart, Active and Intelligent

Increasing demands for food safety, waste reduction, patient compliance, and the removal of consumers' exposure to hazardous or fraudulent products — these are just a few of the core drivers now propelling the rapidly emerging genre of smart, active, and intelligent technologies for packaging. While there is a lack of standardized definitions for smart, active, intelligent, and even mobile-enabled packaging, there are still clear and measurable connections with consumers and in some cases it is even saving lives.

Mintel's Global Packaging Team sees current opportunities for brands to engage, entertain, and educate consumers in real time. While future-forward, smart, active, and intelligent packaging technologies are complex by design, they are easy for consumers to use and benefit from.

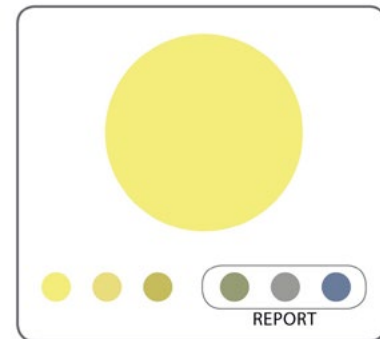
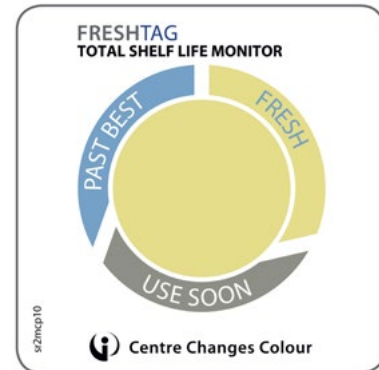
50%
of US consumers are interested in scanning food packaging to learn more about the provenance of fresh produce.

The smartest, most intelligent packaging is often the most intuitive

Engagement matters on the front end of smart and active packaging. Results matter on the back end.

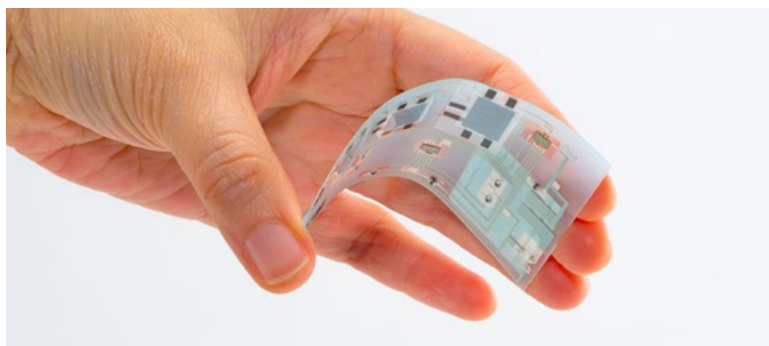
INSIGNIA'S NOVA COLOR-CHANGE LABEL

The Insignia label is intuitive in that the color of the dot changes with time and corresponds to the on-pack freshness messaging. It is extremely simple, but highly effective for consumers. It eliminates the need to interpret otherwise confusing “sell by” or “use by” date codes.



XEROX THINFILM REWRITEABLE PRINTED ELECTRONICS FOR PACKAGING

First introduced in Germany in May 2016, Xerox's Printed Memory small flexible label with 36 bits of non-volatile, rewritable memory, based on Thinfil's printed electronics, is a low-cost, anti-counterfeiting smart label format for packaging, including refillable formats.



SMARTLABEL

The emergence and adoption of mobile-enabled technologies, such as the SmartLabel positioned directly on packaging, aids consumers in their quests for greater access to product information. In turn, it allows consumers to make purchase decisions easily and more confidently.





The Experience of Packaging

Packaging design has become dominated by the need for brand recognition and variant identification and information. In fact, 52% of US food shoppers report being drawn to packaging with unusual or eye-catching designs and 44% of Chinese consumers are interested in personalized packaging for carbonated soft drinks. This, alongside a monotonous retail experience driven by globalization and the need for speed and efficiency, has led to a sea of packaging that all looks the same and suffers from information overload. The next generation of branded products, particularly those aimed at difficult-to-engage younger consumers, or

the more cynical, such as the aging hipsters of Gen X, are looking at design as a bigger part of the brand, not just to create connections, but to drive experiences. All along the way, consumers are increasingly looking for brands to engage and entertain them.

Mintel's Global Packaging Team sees packaging as a key component to the creation of memorable consumer shopper and user experiences, which, either in-store or in use, build on brand values, such as fun, community or authenticity as a means of motivating purchase intent and repurchase consideration.

PERSONALIZED SPORTS DRINKS

The Drinkfinity system uses pods that contain both dry and liquid ingredients. These are combined with water in a custom drinking vessel and enable portability and customization.



PURIFYING FACIAL WASH

AGEMA products feature secondary packaging that is completely encased with dry mud. The user must break this open to access the product. The brand recommends that this action become ritualized to create a special moment of focus and relaxation.



BOW LABEL BOTTLE

Coca-Cola introduced in Belgium a label that allowed the user to create a bow from a roll-fed label. The interaction helped reinforce Coca-Cola's brand values of "happiness" and "sharing."



POSTABLE PACKAGING

In Japan, many consumers are in the habit of giving a pack of KitKat chocolate bars to students taking school or college entrance exams to wish them luck. As many of them write some well-wishing messages on the pack, the company has created this ready-to-mail KitKat pack, which only needs a 140 Yen stamp affixed on the pack to be mailed directly to the recipient.



DECORATE YOURSELF

Scratchpad 2014 Central Coast Sauvignon Blanc has a blank label and includes a pencil so that the consumer can write on it. The product retails in a 750ml bottle, featuring Instagram, Facebook, Twitter and Pinterest logos, which encourage consumers to share their personalized label messages on social media.





Extend My Brand

Price is a key factor in consumers' purchasing decisions, but brand trust also plays a pivotal role. According to Mintel Purchase Intelligence, in the US when reacting to new product launches, brand trust can reach as high as 94%. Indeed, 35% of Brazilian consumers only buy haircare brands that they have used before and 53% of Chinese consumers say they are quite loyal to a brand they like. Brands can leverage that familiarity to create loyalty and extend a product portfolio well beyond traditional categories. It's here that the development and exploitation of unique and functional packaging decorated with clear, on-pack messaging can be a primary motivator of the purchase decision process.

In the coming year, Mintel's Global Packaging Team sees packaging performing a more pivotal role in helping brands gain entry into, and acceptance in, new categories.

26%
of Canadian consumers would be interested in trying restaurant-branded lunch options available at retail stores.

53%
of Chinese consumers say they are quite loyal to a brand they like.

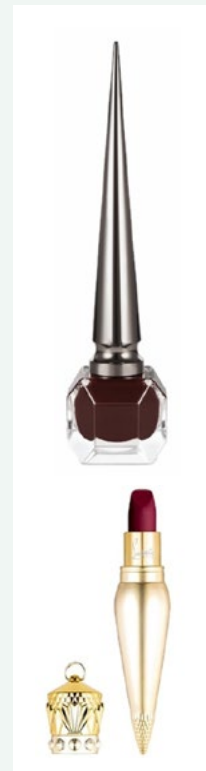
CARLSBERG BEER'D BEAUTY LIMITED EDITION GROOMING SET

Initially launched as a limited edition extension, but since expanded due to its success, Carlsberg dialed into key consumer insights to expand its brand into premium haircare. Understanding that men were in serious need of masculine grooming products, Carlsberg leveraged the “beautifying properties” of their beer’s main ingredients along with a packaging lineup that tied directly to their famous green beer bottle and logo.



CHRISTIAN LOUBOUTIN

Christian Louboutin’s sky-high red bottomed heels are famous in high fashion – and in order to extend into beauty, the brand channeled their iconic design into their packaging strategy. The nail polish cap extends to be eight inches tall, alluding to Louboutin’s most extreme and highest heel in the collection. The lipsticks, also drawing inspiration from the stiletto, are designed with fashion in mind and can be worn as a pendant – maintaining the brand identity as a constant fashion statement.



CAMPBELL'S SLOW COOKER SAUCES

Branching out into ethnic cuisine soups, cooking sauces and meal preparation, Campbell’s use of flexible packaging allowed for a distinctive look that differentiated the product from the existing range, while still leveraging the brand name.



SARGENTO BALANCED BREAKS SNACKS

Sargento used an elegantly stylized, dual-chamber thermoformed tub to differentiate its Balanced Break protein snacks from others in the category. The unique structure enabled Sargento to move out of its traditional category.



33%

US adults agree there are not enough conveniently packaged snacks.

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