

Top Four Trends Shaping Global Consumer Packaging

April 2023

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INTRODUCTION

Scope

Crisis-resilient nature of packaging in the consumer goods marketplace

Inflation however keeps consumers at home with groceries and value in focus

Plastic to hold top spot as most-used packaging, and continues to work on its sustainability

Paper is buoyed by brands wanting to reduce their dependency on plastic

PRICING FOCUS AMID INFLATIONARY PRESSURES

The many drivers of inflation in consumer packaging supply

2022: year of exorbitant peaks in material/energy costs, some stabilisation expected in 2023

Crown Holdings on the damaging impact of inflation on consumer demand

Elevated energy prices remain a key concern (especially in Europe)

Global packaging production and selling prices are all up: the US picture

Higher operating costs mean higher unit prices for consumers

Latin America hyperinflation meets shrinkflation: Rise of smaller “daily affordable” packs

Consumers exert more care in their spending: Rise of private label and search for savings

Food and drink pack sizes: rightsizing – both up-and down-sizing strategies are in action

Beauty/Home care: fewer promotions mean higher prices, adapted sizes, more compaction

DIGITAL INNOVATION

Digitalisation of packaging: e-commerce, efficiency, the environment and engagement

The transformative rise of e-commerce is here to stay

US and China, largest suppliers of e-com board, also lead in unmet e-commerce potential

Opportunity to optimise e-commerce packaging: Consumers and regulators want this

Packaging needs to answer on function and on sustainability for better unboxing experience

Box re-commerce packaging: eliminate waste with reusable shipping

Digitalisation for operational efficiency: a priority in era of high costs, for sustainability too

Digital innovation brings benefits to businesses, consumers and the environment

Engage via QR codes and NFC to address new digital realities

Digimarc Recycle pilot in Canada: digital watermarks improve the sorting of flexible packaging

PACKAGING SUSTAINABILITY

In 2023, the call to act on packaging and waste is high

Sustainability progress is crucial to brand reputation and to avoid future packaging bans

Consumer goods industry leaders unite in their commitment to circularity in packaging

“Recyclable” resonates as most trusted and sustainable feature among consumers

Key pathways to progress circularity in packaging

Redesigns aplenty: Material efficiency, recyclability, recycled content and re-use

Packaging’s power to communicate sustainability credentials

Two thirds of businesses are focusing on sustainable packaging, retailers lead the charge

Sustainable plastic? Plastic is forecast growth but will be more renewable in composition

rPET supply: Shortage of food-grade recyclate threatens targets, investment is essential

Flexible Plastic Fund’s (FPF) FlexCollect: UK kerbside pilot for flexible plastic recycling

ENVIRONMENTAL REGULATION

Packaging regulation will further climate action and impact manufacturers

Key legislative tools

Regulation will redefine future packaging specification; plastic a key target

EU PPWR: Proposes significant updates on waste, recyclability, recycling and re-use/refill

Collection targets drive DRS uptake; implementing can be a challenge as UK demonstrates

PPWR’s re-use/refill targets challenge change, especially for drinks and horeca operators

KEY TAKEAWAYS

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