**Challenge**
Striving to establish itself as a leading provider of sustainable packaging solutions, the client was keen to delve into the latest global innovation trends and maintain continuous awareness of their evolution.

**Approach**
A comprehensive approach allowed our Sustainability team to identify global case studies highlighting how companies accelerate their sustainability goals:

» Leveraging the internal Passport database, insights from our in-house experts and supplemented by secondary sources and in-depth interviews; the Sustainability team meticulously identified the most current global sustainable packaging trends and sub-trends across key themes such as sustainability, FMCG and packaging.

» Added an explanation of the driving forces behind each of these trends, such as the roles played by consumers, retailers and brand owners.

» Supplied examples of new product innovations, sustainable packaging instances and emerging concepts that serve as tangible manifestations of these trends.

**Impact**
The results of this study enhanced the client’s understanding of emerging and impactful sustainable packaging trends, while also providing a source of inspiration for fresh, creative ideas and stimulating internal thinking and guidance as the company embarked on strategic growth planning for the next 5-10 years.