



GLOBAL BUSINESS RESEARCH

Transferring Knowledge - Driving Innovation



The World of
Packaging is
changing at a
Phenomenal Rate

2020

From manufacturers to wholesalers, retailers to consumers, increasing pressure on the way we consume and dispose of packaging is forcing radical change within the industry. Alongside personalization, affordability, and connectivity, there is an ever-increasing focus on the impact of packaging waste on the planet, especially on marine eco-systems. While new technologies are already making headway in changing how we consume products, extending shelf life of fresh produce and improving product functionality, it is clear that the future of packaging will play a pivotal role in ensuring that the growing list of requirements is met, from both the end user and government regulation perspectives.



A GBR Community Meeting is taking place on the 19th & 20th of March in Amsterdam



PackagingWorX 2020

This closed-door gathering of senior executives is a truly unparalleled opportunity to share meaningful and honest dialogue in a media-free environment. We will be focusing on the various elements impacting the world of packaging and how packaging executives everywhere are witnessing an ever-increasing fusion of digital, physical and sustainability compliances and environments.

PackagingWorX will provide participants with the opportunity to discover what the future has in store for the industry, covering topics such as the reduction in plastic, what the next aesthetic trends may be and how businesses can balance sustainable practices with cost and quality requirements.

During the two-day meeting, participants will also be able to hear insights from thought leaders at some of the world's biggest brands including Arla Foods, RB, Lego, Beiersdorf, Coca Cola, P&G, J&J, Merck, PepsiCo, KraftHeinz and IKEA, to name a few.

Below is an overview of some of the topics that will be covered and who will be talking about them.

SUSTAINABILITY

In a world driven by the increasingly eco-focused & ethical consumer, any organisation failing to incorporate sustainable business practices could find themselves lagging behind current packaging trends. With a plethora of sustainable solutions already available, and more to come, incorporating sustainable practices is seen more as an ethical responsibility rather than an unfeasible undertaking.

With cheap materials, such as plastic, being replaced with biodegradable alternatives, such as paper and corrugated packaging, sustainable packaging design is opening the gate to reducing carbon footprints by cutting down not only on the amount of packaging we use, but the energy we consume in producing and distributing it.

Who's talking about it?

- Learning to embed sustainability as an aspect of your company mission
- How fostering a culture of sustainability will create opportunity and initiate recycling
- Discussing packaging's role in sustainable business growth and reducing environmental impact
- Building a mainstream goal for your sourcing team to strive for sustainable packaging options



Allan Dickner

Global Packaging
Development Manager



PLASTIC (USAGE & AVOIDANCE)

While the introduction of the 5p charge on all plastic carrier bags in October 2015 has reduced usage by up to 80 percent in England (with the added benefit of proceeds being donated to charitable causes), single use plastic is still having a profound impact on our environment. Every year, 8 million metric tons of plastic end up in our oceans, the equivalent to five grocery bags filled with plastic for every foot of coastline in the world. Furthermore, it is predicted that by 2050 our oceans will contain more plastic than fish.

For these reasons alone, it is hardly surprising that a reduction in the use of plastic is at the forefront of the packaging strategies for many leading brands. However, for new technologies to be effectively integrated, brands also need to consider the overall functionality for the consumer during the design process. The key to success is finding the right balance.

Who's talking about it?



Philippe Diercxsens

Packaging and
Environment Manager



- Challenges posed by Single-use Plastics Directive and the upcoming revision of the Essential Requirements for Packaging in the food and drink sector
- The Single Use Plastics Directive
- The upcoming revision of the Essential Requirements for Packaging
- Eco-modulation of EPR Fees and link with the Essential Requirements
- Tax on non-recycled plastics

MINIMALISM

One way to reduce the disposal volumes of packaging is to use less in the first place. Consumers also believe that less complex packaging is more environmentally friendly. As a result, one trend emerging from this minimalist movement is the use of more clear and transparent packaging solutions. Several brands are embracing new creative techniques to showcase their products, opting for simplicity and transparency in place of over-engineered packaging designs.

As well as moving away from plastic, to alternatives such as glass and cardboard, as their primary packaging resource, brands are turning to decorative techniques, such as etching, screen printing and anodising as a means to translate their brand identity directly onto a product and catch the consumer's eye.

Who's talking about it?

- Planning for creativity
- Boost 'outside' the box thinking (by use of creative tools)
- Integrating innovative graphical design thinking
- Achieve creative results



Niels Prinsen
Structural Packaging
Engineer



CIRCULAR ECONOMY

Following the introduction of the single-use plastics ban, confirmed in December last year, and the amended form of the EU's Packaging and Packaging Waste Directive, which set a target for obliged industries to ensure that 65% of packaging waste is recycled by the year 2025 and 70% by 2030, brands are falling under increasing pressure to take the lead on solving some of the problems these initiatives entail, including pioneering the use of suitable alternatives and finding ways to prompt changes in consumer behaviour.

By seeking out more effective use of materials, brands can benefit from lower costs and less waste, providing new sources of value for customers, better risk management of raw materials and improved approaches to the supply chain.

Who's talking about it?



Chris Daly
VP Strategy &
Transformation



- Circular packaging (Over packaging vs. under packaging)
- How we will get there and some packaging innovations we are exploring?
- The challenges to overcome to build a circular future
- The critical role of collective action to become circular?

RECYCLING

One of the key aspects of any sustainable strategy is the use of 100% recyclable materials. As new technologies transform what is possible, brands are being given the opportunity to marry the need for responsible packaging with the consumer's desire for a premium experience. However, while adopting recyclable materials will go a long way to reducing the amount of waste produced, brands are equally reliant on the end user recycling correctly. What else can brands do to help educate consumers on the role they have to play in helping the world improve its environmentally friendly credentials?

Who's talking about it?

- "Recycling" is invented out of bad consciousness
- A claimed recyclable product relies entirely on the end user to throw the used product in the right bin. Thus, "recyclable" far from equals "recycled".
- And what about all the stuff that is being collected, sorted and not recycled?
- We need to do better – and we need to start now!



Torben Noer
Senior Packaging
Development Manager



Therese Noorlander
Sustainability Director
EMEA



- What does a world without waste look like?
- Coca-Cola is committed to working towards a world without waste. What are the challenges and how they will overcome these?
- What does the future of packaging look like and what do the current consumer insights tell us about this?
- Examples of how Coca-Cola uses the impact of her brand to engage consumers will be shared.

For full details of the PackagingWorX agenda, participants, speakers and partners, please visit <https://pack-worx.com> or contact hello@gb-research.com

Sources:

- <http://www.insider-trends.com/the-future-of-packaging-where-the-industry-is-headed-in-2020-and-beyond/>
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- <https://packagingeurope.com/automation-trends-in-the-packaging-industry/>
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GBR's Packaging Community





About the Authors



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