

## Food and Drink Packaging Trends - UK - January 2012

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"Three in four consumers state that it is important for brands/ companies to invest in sustainable packaging, highlighting how this interest is translating into higher expectations on companies, suggesting opportunities for brands to stand out based on their credentials in this area. This reflects a broader trend identified by Mintel's Inspire trend Moral Brands, which looks at how consumers don't need to spend time or money being ethical when the 'moral brand' can do it on their behalf."

– Amy Lloyd, Food and Drink Analyst

### In this report we answer the key questions:

- What do consumers look for from packaging?
- Can brands drive demand by acting ethically on consumers' behalf?
- How can packaging innovation help engage the mature consumer?
- What are the implications of the UK's changing household population for packaging?
- In what areas is there most potential for new drinks packaging formats?

#### Definition

This report examines new product development and consumer trends in the UK market for food and drink packaging in relation to consumer products. This includes outer and inner packaging purchased with products, but excludes packaging used for bulk transportation and industrial purposes.

The report also considers the role that labelling plays in enhancing product packaging in terms of on-shelf appeal and providing product information.

This report does not follow the usual format of Market Intelligence reports, due to the nature of the industry. For example, the large number of suppliers in this industry means that it is not applicable to include a section on the supply structure or manufacturer/brand share data, while due to the absence of consumer-facing sales of packaging as a standalone product, it is not applicable to include a section on market size.

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**EMEA:** +44 (0)20 7778 7151  
**Americas:** +1 (312) 932 0600  
**APAC:** +61 (0)2 8284 8100