

Food Packaging Trends - UK - January 2016

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“Packaging concepts which disrupt the norm and offer an alternative to the homogeneity of the mass-market food market resonate with many young consumers. Here, both unique packaging designs and customisation can win favour, lending even large brands a personal feel.”
– Emma Clifford, Senior Food and Drink Analyst

This report looks at the following areas:

- Unique designs, designs influenced by the public and customisation present big opportunities for brands
- More incentive is required to build digital interaction with brands
- The ageing population will fuel demand for “mindful” packaging design

Packaging innovation is playing an increasingly important role in the food NPD (New Product Development) landscape, reflecting the plethora of different functions of this type of innovation. This can be in terms of design revamps, limited edition packaging, new pack sizes and new packaging features/functionality for example.

The rise in consumer spending is set to see growing opportunities for added-value packaging. The most useful features here are being resealable, easy to open, reusable, taking up minimal space and preventing food from going off.

Catering to the needs and preferences of the older generation in terms of packaging is set to become increasingly important for food manufacturers.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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The ageing population will fuel demand for "mindful" packaging design

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The Market – What You Need to Know

Rising consumer spending bodes well for added-value packaging

The ageing population puts demands on packaging functionality

Household food waste continues to be a huge problem

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- New packaging launches jump to five-year high
- The pouch format goes beyond baby food and rice
- The rise in environmentally friendly packaging claims continues
- Personalisation becomes more prevalent

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- The younger generation are leading digital interaction
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- More clarity is needed with recycling
- Resealability and being easy to open are most useful features
- The appearance of packaging is seen to reflect on the product
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The younger generation are leading digital interaction

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