

Food Packaging Trends - UK - March 2018

Report Price: £1995.00 | \$2693.85 | €2245.17

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"The spotlight on plastic packaging and its environmental impact will be a key driver of change in the food industry. Consumers' expectations for sustainable packaging are set to heighten demand for alternative materials. Responding to the shifting demographic backdrop is also vital, given the growing number of small households and the ageing population."

– **Alyson Parkes, Research Analyst**

This report looks at the following areas:

- Cardboard and paper packaging likely to benefit off the back of plastic concerns
- Helping younger age groups to recycle more can build engagement
- Highlighting functional features can win favour with the UK's ageing population

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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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Cardboard and paper packaging likely to benefit off the back of plastic concerns

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The facts

The implications

Helping younger age groups to recycle more can build engagement Younger age groups need the most help to increase recycling rates

The facts

The implications

Highlighting functional features can win favour with the UK's ageing population

The facts

The implications

The Market – What You Need to Know

Packaging needs to cater to the ageing population

Out-of-home eating occasions on the rise

Disposal of food packaging will become a major challenge for the UK

Plastics debate could see increased demand for other packaging materials

The 'shrinkflation' trend exacerbated by Brexit and sugar concerns

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Packaging needs to cater to the ageing population

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Household recycling rates have fallen over the last five years

Government proposes 25-year plan to reduce plastic packaging waste

Removing plastic packaging has the potential to increase food waste

China restricts imports of waste paper and plastics from the UK

Uncertain future for packaging recycling following Brexit

Black plastic trays identified as the worst culprits for not being recycled

Roadmap agreed for black plastic tray recycling

Plastics debate could see increased demand for other packaging materials

Guideline changes to fresh food labelling aim to reduce food waste

The 'shrinkflation' trend exacerbated by Brexit and sugar concerns

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New packaging launches jump to a four-year high

Innovation in environmentally friendly packaging

Environmentally friendly pouches enter the UK market

Packaging focuses on food waste

Smart labels appear on Sainsbury's packets of ham

Retailers' Strategies to Reduce Plastic Waste

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Iceland commits to plastic-free aisles

Waitrose pledges to scrap black plastic trays

Tesco wants all packaging to be recyclable or compostable by 2025

Sainsbury's aims to halve packaging by 2020

Asda commits to recyclable packaging under Walmart's Sustainability targets

Morrison's responsibility targets align with the UN Sustainable Development Goals

Aldi to source all of its pulp-based packaging from certified forests by 2020

The Co-op aims to make the majority of its packaging easy to recycle

Marks and Spencer aims to generate zero waste across the business

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New packaging launches jump to a four-year high

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Environmentally friendly pouches enter the UK market

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Smart labels appear on Sainsbury's packets of ham

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The Consumer – What You Need to Know

Glass packaging is seen as the hardest packaging type to open

Plastic packaging formats are associated with being difficult to recycle

Resealable packaging garners the most interest

Scope to boost recycling amongst younger age groups

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Strong interest in buying loose products suggests a future for plastic-free aisles

Britons consider themselves to be a nation of recyclers

Clearer recycling instructions on packaging are needed

The majority expect companies to make food packaging sustainable

Branded packaging seen to be more attractive than own-label by half

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Plastic packaging formats are associated with being difficult to recycle

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Resealable packaging garners the most interest

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Scope to boost recycling amongst younger age groups

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Strong interest in buying loose products suggests a future for plastic-free aisles

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Clearer recycling instructions on packaging are needed

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The majority expect companies to make food packaging sustainable
 Many consumers forget how long food has been open for
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