

Food Packaging Trends - UK - May 2014

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“The notable interest from the younger generation in packaging that helps them with portioning products indicates that this is seen as a useful added-value feature for packaging. It can also boost products’ green credentials through helping to combat food waste.”
– Emma Clifford, Senior Food Analyst

This report looks at the following areas:

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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Table of Contents

Introduction

Definition

Abbreviations

Executive Summary

Market factors

Generational divide in green attitudes

Uniform labelling system rolls out

Population changes need to be accommodated

Innovation in the market

New packaging has become a more important part of NPD post-2009

Figure 1: NPD in the UK food market, share of new launches, by launch type, 2009-14

Consumer

Being easy to open is the most important factor

Figure 2: Qualities considered important for food packaging, March 2014

Glass scores highest on reusability

Figure 3: Attributes most commonly associated with different types of packaging, March 2014

Figure 4: Attributes next most commonly associated with different types of packaging, March 2014

Demand for greater clarity in labelling

Figure 5: Attitudes towards the labelling and design of food packaging, March 2014

Recyclability is expected

Figure 6: Attitudes towards food packaging, March 2014

What we think

Issues and Insights

Easy-open packaging offers a strong platform for brands to reach the UK's ageing population

The facts

The implications

Manufacturers should do more to change consumers' negative attitudes towards packaging

The facts

The implications

Incentives and proof are needed to encourage young consumers' green behaviour

The facts

The implications

Trend Application

Trend: Minimize Me

Trend: Extend My Brand

Mintel Futures: Brand Intervention

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Market Drivers

Key points

Marked improvement in recycling rates, but still progress to be made

Figure 7: Household waste recycling rate in England, 2000/01-2012/13

A generational divide in green attitudes

More suppliers sign up to the uniform labelling system...

...but consumers welcoming the scheme remain in the minority

Demand for different packaging owing to demographic changes

Figure 8: Trends in the age structure of the UK population, 2008-13 and 2013-18

Shift towards smaller households creates added-value opportunities

Strengths and Weaknesses

Strengths

Weaknesses

Retailers' and Manufacturers' Green Initiatives

Key points

The Courtauld Commitment

Figure 9: Results from the Courtauld Commitment 2, 2010-12

Asda

Tesco

Waitrose

Marks & Spencer

Who's Innovating?

Key points

New packaging has become a more important part of NPD post-2009

Figure 10: NPD in food, share of new launches, by launch type, 2009-14

Manufacturers look to new pack sizes

Shift towards flexible packaging

Figure 11: NPD in food, share of launches, by packaging type, 2009-14

Figure 12: NPD in food, share of launches, by packaging material, 2009-14

NPD in packaging to help extend shelf life

Government and consumers look for packaging to protect food

Extending shelf life

'Smart' packs

The Consumer – Important Qualities for Food Packaging

Key points

Being easy to open is important

Figure 13: Qualities considered important for food packaging, March 2014

Figure 14: Selected qualities considered important for food packaging, by age, March 2014

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Half of consumers want packaging to keep food fresher for longer and to be resealable

Relatively low levels of interest in green packaging

Over-55s want to be able to see the product

Ease of storage appeals to one in three

On-the-go packaging and attractive designs hold most appeal to 16-34s

Figure 15: Consumers who consider packaging that allows for ease of use on the go and visually appealing design to be important qualities for food packaging, by age, March 2014

The Consumer – Attributes Associated with Different Types of Food Packaging

Key points

Glass scores highest on reusability

Figure 16: Attributes associated with different types of food packaging, March 2014

Figure 17: Attributes most commonly associated with different types of packaging, March 2014

Figure 18: Attributes next most commonly associated with different types of packaging, March 2014

Older consumers have most positive perceptions of cans

Cardboard boxes are seen as convenient to dispose of and green

Plastic pouches hold most appeal to the younger generation

The Consumer – Attitudes Towards Food Packaging

Key points

Recyclability is expected

Figure 19: Attitudes towards food packaging, March 2014

Over-55s take most precautions to avoid food waste

Young people are most concerned about food waste

The Consumer – Attitudes Towards the Labelling and Design of Food Packaging

Key points

Demand for greater clarity in labelling...

Figure 20: Attitudes towards the labelling and design of food packaging, March 2014

...is uniformity the answer?

Under-35s are most likely to want help in portion control

Figure 21: Attitudes towards smart packaging and QR codes, by age, March 2014

Appendix – The Consumer – Important Qualities for Food Packaging

Figure 22: Qualities considered important for food packaging, March 2014

Figure 23: Most popular qualities considered important for food packaging, by demographics, March 2014

Figure 24: Next most popular qualities considered important for food packaging, by demographics, March 2014

Figure 25: Other qualities considered important for food packaging, by demographics, March 2014

Appendix – The Consumer – Attributes Associated with Different Types of Packaging

Figure 26: Attributes associated with different types of packaging, March 2014

Figure 27: Most popular attributes associated with different types of packaging – Glass, by demographics, March 2014

Figure 28: Next most popular attributes associated with different types of packaging – Glass, by demographics, March 2014

Figure 29: Other attributes associated with different types of packaging – Glass, by demographics, March 2014

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- Figure 30: Most popular attributes associated with different types of packaging – Aluminium cans, by demographics, March 2014
- Figure 31: Next most popular attributes associated with different types of packaging – Aluminium cans, by demographics, March 2014
- Figure 32: Other attributes associated with different types of packaging – Aluminium cans, by demographics, March 2014
- Figure 33: Most popular attributes associated with different types of packaging – Cardboard box, by demographics, March 2014
- Figure 34: Next most popular attributes associated with different types of packaging – Cardboard box, by demographics, March 2014
- Figure 35: Other attributes associated with different types of packaging – Cardboard box, by demographics, March 2014
- Figure 36: Most popular attributes associated with different types of packaging – Plastic bottles, by demographics, March 2014
- Figure 37: Next most popular attributes associated with different types of packaging – Plastic bottles, by demographics, March 2014
- Figure 38: Other attributes associated with different types of packaging – Plastic bottles, by demographics, March 2014
- Figure 39: Most popular attributes associated with different types of packaging – Flexible plastic pouches, by demographics, March 2014
- Figure 40: Next most popular attributes associated with different types of packaging – Flexible plastic pouches, by demographics, March 2014
- Figure 41: Other attributes associated with different types of packaging – Flexible plastic pouches, by demographics, March 2014

Appendix – The Consumer – Attitudes Towards Food Packaging

- Figure 42: Attitudes towards food packaging, March 2014
- Figure 43: Most popular attitudes towards food packaging, by demographics, March 2014
- Figure 44: Next most popular attitudes towards food packaging, by demographics, March 2014
- Figure 45: Other attitudes towards food packaging, by demographics, March 2014

Appendix – The Consumer – Attitudes Towards the Labelling and Design of Food Packaging

- Figure 46: Attitudes towards the labelling and design of food packaging, March 2014
- Figure 47: Most popular attitudes towards the labelling and design of food packaging, by demographics, March 2014
- Figure 48: Next most popular attitudes towards the labelling and design of food packaging, by demographics, March 2014
- Figure 49: Other attitudes towards the labelling and design of food packaging, by demographics, March 2014

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