

Food and Drink Packaging Trends - UK - January 2011

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What is this report about?

Estimated to reach £5.6 billion in 2010, the food and drink packaging market has experienced a 3.2% decline between 2005 and 2010.

Manufacturers, brands and retailers are increasingly using packaging that can be easily recycled or is recyclable, in order to reduce the amount of waste sent to landfill and meet their self-imposed targets of reducing packaging by 30% by 2015.

What have we found out?

- Usability is key to the food and drink packaging industry, with easy to open and resealable packaging rated the top attributes by consumers looking for less complication and the ability to preserve food for longer.
- Innovation which focuses on recyclability and minimal packaging should be aimed at consumers aged 55+ and ABs, who are most likely to make lifestyle changes in order to benefit the environment.
- The growth of the 55+ demographic bodes well for packaging that has clear labelling and is easy to open, which are also important attributes for this group.
- One way in which brands and retailers can drive confidence in reducing packaging, increasing recycling and cutting down on food waste is by educating consumers. Over one third of consumers find recycling different food and drink packaging confusing, and two fifths would like to know more about how to reduce their food waste.
- Those aged 18-24 like to try new formats such as drink pouches and over half (52%) of this age group are willing to switch products because of eye catching packaging; therefore gift wrapped packaging or limited edition gifts could be more widely adopted by drinks brands in order to drive premium purchasing by this group.
- Throughout the recession, food and drink manufacturers have sought to develop brand and line extensions through alternative varieties and/or by introducing different pack sizes into the range. The introduction of smaller and one-serve formats will help to cater for the future rise in one-person households.

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