

2019 Global Packaging Trends

A look forward at key trends in packaging impacting global retailers, consumers, brands, and package converters in 2019.



David Luttenberger, CPP
Global Packaging Director



Dr. Benjamin Punchard
Global Packaging Insights Director

The impact of e-commerce on packaging

As consumers increasingly embrace online shopping, e-commerce packaging and e-commerce packaging strategies are changing the face of the industry.



Mintel recommends

1

Re-consider

With [e-commerce sales](#) forecast to exceed \$905 billion in the US by 2022, and [\\$5.8 trillion globally](#) by the same year, brands must consider **when, not if**, they will enter the online retail and e-commerce packaging fray.



E-commerce gross revenue reported at US\$26billion in 2016 in Colombia

2

Re-think

Brands are being forced to consider the equity they will forfeit if consumers don't believe the deal and the product delivery experience are not reflective of the ethos of a given brand.

This includes the perception of the brand based on the experience with the package.

3

Re-package

Packaging that safely delivers products through the e-commerce supply chain is only part of the equation.

There are opportunities for brand owners and package converters who think and act in terms of sustainability by optimizing e-commerce packaging

E-commerce still emerging in Colombia

- Colombia is the only country in Latin America with a fully-dedicated Ministry of E-Commerce.
- From 2015 to 2016, the Colombian e-commerce market exploded, growing by 64%
- By 2017, it had slowed down to a more manageable 22% making up just over 4% of Colombia's GDP.



E-commerce in Colombia

57%

of Colombian e-commerce
users pay via cash
on delivery (COD)



AliExpress™

ebay



Colombia-based online produce
market assisting rural farmers to get
their products into urban supply chains



a Colombian clothing subscription
service where customers are
matched with stylists who handpick
clothing items for them each month.

kiwi

using robots to lower food
delivery costs drastically.

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E-commerce: driving package innovation and industry opportunity

The rapid development of e-commerce has had a greater impact on the business, technologies, supply chain, engineering, and design of packaging globally than anything the industry has experienced in the past several decades.

Challenges

- Re-thinking design & engineering
- Re-thinking distribution
- Re-thinking branding
- Re-thinking the FMOT/ZMOT

Opportunities

- Innovation
- Engagement
- “Post-worthy” moments



The challenges of e-commerce are driving package innovation and fueling a new consumer experiences.

Kim Houchens

*Worldwide Director,
Customer Packaging*

Amazon

E-commerce packaging by the [consumer] numbers

20%



of US
consumers say they will not
buy certain products together
because of packaging concerns

42%



of US
consumers prefer online orders
to be delivered in unbranded
shipping containers

56%



of US
consumers notice and
37%
of US consumers say the
packaging orders arrive in is
important to their purchase
decisions

Packaging **opportunities emerge** for bulk and liquid products

US consumers are expanding the variety of products for which they shop online.

What It Means

Retailers, brands, and package converters have an unprecedented opportunity to innovate, promote, and reap the rewards of safely, conveniently, and environmentally responsibly deliver bulk and liquid products directly to consumers' homes.



Convenience: A clear driver of online purchasing

41%

of US consumers buy groceries online because it meshes with their daily routines

44%

of US consumers shop online because it's convenient for stocking up on bulky items

31%

of US consumers shop online because it saves them money

Base: 1,968 internet users 18+ who shop online



Read on [mintel.com](https://www.mintel.com)

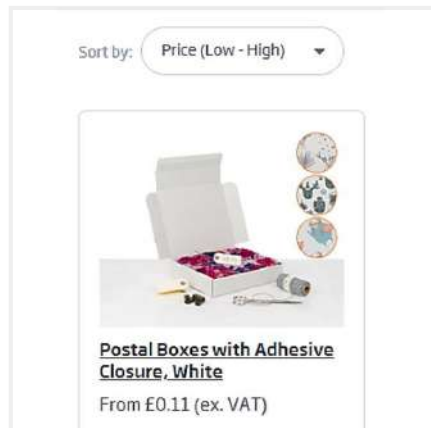
What convenience looks like in the ecommerce laundry care packaging world

Procter and Gamble's Eco-box

- Conforms to [Amazon's ISTA-6](#) e-commerce protocol.
- Punch-out card on the side panel hides the spout another on the top that hides a dispensing cup.
- Pop up "feet" that enable easy dispensing when placed on a flat shelf.
- Use 60% less plastic and the product uses 30% less water vs the comparable 150 oz plastic jug



From stock to simple to sensational: E-commerce packaging solutions emerge



E is for easy

[DS Smith Epack](#). This UK package converter is among the most progressive in the world when it comes to offering brands an easy, one-stop shop for ideas, tips, and packaging solutions specifically for e-commerce.



Cheers!

[Delivering Happiness Shipper Garçon Wines](#) has designed a corrugated e-commerce shipper and flat 750ml 100% post-consumer recycled PET bottle that fits through mail slots in the doors of UK homes.



PET for e-commerce

[DROMO](#). This PET bottle system features opposing flat side panels designed for the rigors of e-commerce shipping. DROMO e-commerce bottles are also up 75% lighter than personal care PET bottles for traditional retail channels.

‘Packaging-conscious’ online shoppers seeking an ‘inside-out’ brand experience



31%

of US consumers believe that exterior-branded packaging, which includes details such as the name of the retailer on the box, makes packages more appealing to potential thieves

- Positioning of on-pack branding and “romance” copy must be re-evaluated
- Consumers seek security in the ecommerce delivery experience and a sense of delight and even personalization in the unboxing experience.

What convenience [might] look like in the future

- Has been called “...a daring” ecommerce reusable program
- Home delivery of food, drink, BPC, household products
- Partner brands pay to participate. Buy-in is “low 6 figures.”
- Package redesign for Loop distribution is likely another “7 figures” per product. Consumers buy multiple totes
- Consumers must fill entire tote. Prices “should be” comparable to B&M store prices.
- Consumers must pay a deposit for each product. Deposit varies from 25 cents for a bottle of Coke to \$47 for Pampers diapers
- Consumers pay shipping costs on top of product costs and deposit. Shipping becomes free about 5 to seven orders
- Totes hold a limited number of products
- “Most” packages are reused, some are recycled
- Nestlé isn’t making Loop products in any other facility — which means it has to truck everything from California to the East Coast
- Carbon emissions from trucking and other factors could outweigh the environmental benefits of Loop if packages are only reused a few times, or if the transportation system is too spread out
- LCA available only comparing reusables to single-use plastics, but not resuables vs. recyclables



What convenient e-commerce packaging looks like in the 'Loop'



Source: [CNN Business](#)

The bottom line in e-commerce packaging strategies

Manage expectations

Consumers have varying expectations depending on if the product ordered online is a household cleaning product, an expensive piece of clothing, or a box of chocolates.

But brands must consider that consumers will continue to equate the quality of the product and brand with the care taken to package and ship it.

Think protection and equity

Products could be handled 20 times or more in the e-commerce supply chain.

Only through an established e-commerce packaging strategy can brands design packs for the worst-case distribution scenario. Leaks, dents, and spills will reflect negatively on your brand, not the e-tailer or shipper.

Begin and end with sustainability-"e"

There are huge financial, social, and brand equity gains to be made in the e-commerce packaging arena just by exploiting elements of package optimization rooted in sustainability.

Connected packaging

Next-generation technologies are enabling brands to connect physical packaging to the virtual world.



Mintel recommends

1

Move with technology

The time of smart packaging being restricted only to high-margin premium goods is over.

Growing capacity and reducing prices have enabled technology such as Near Field Communication (NFC) to be leveraged on packaging at a mass-market level.

2

Signpost on pack

Alongside RFID, NFC and QR codes brands are now creating proprietary digital markers.

With so many confusing options, packaging needs to signpost how to activate any benefit and give the consumer reason to do so.

3

Provide instant rewards

Use of on-pack connections, particularly QR codes, has grown significantly. However, too many brands are still using such digital markers simply to link to the brand website.

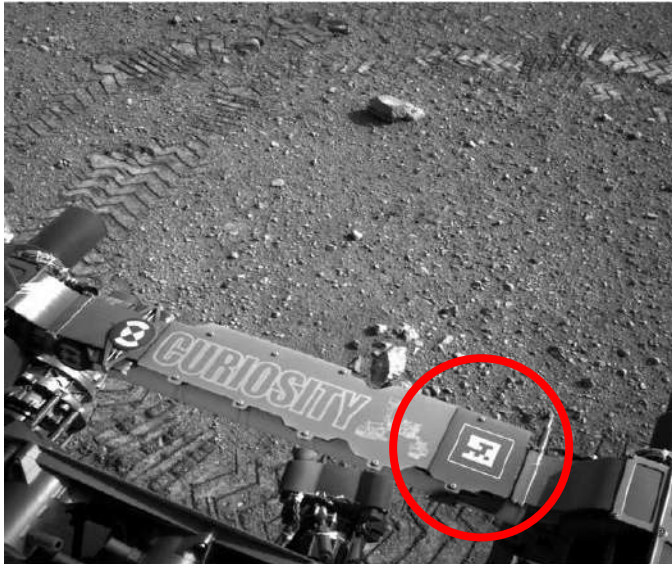
Consumers expect to be rewarded with promotions, experiences or product-specific information.

Gen 2.0 digital engagement

Gen 2.0 represents the era of “fun to functional”

New rules

- Not because you can
- Signpost
- Instant gratification



- Good signpost, poor positioning

MEET D.O.R.I. - Deals Origin Recipes Info



51% look for new ways to eat poultry

29% believe that humanely raised poultry is worth paying more for

45% rate hormone-free as the most important claim when purchasing poultry.

Connect to packaging to make healthier purchasing decision



Faça escolhas mais saudáveis

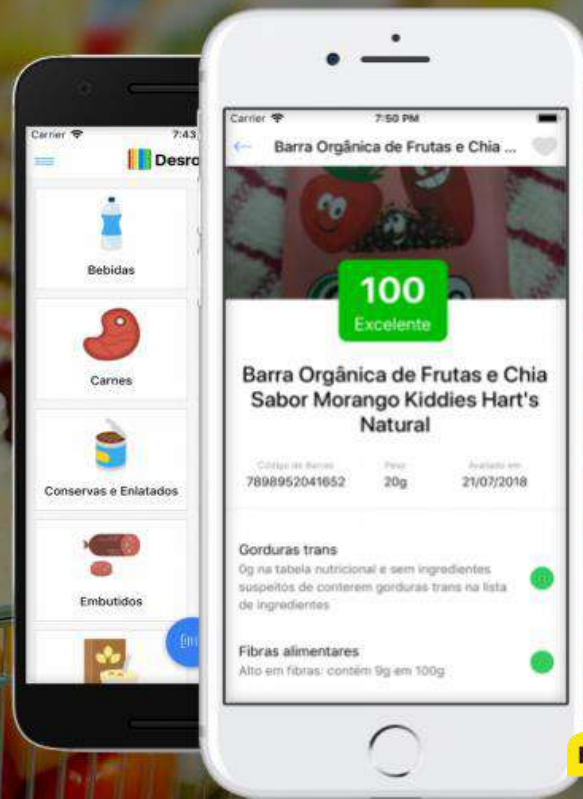
Com o Desrotulando, você pode descobrir sozinho quais são os produtos mais saudáveis no supermercado. Baixe agora!



DOWNLOAD APP
FROM APP STORE



DOWNLOAD APP
FROM PLAY STORE



Mintel

Connect to packaging to make healthier purchasing decision

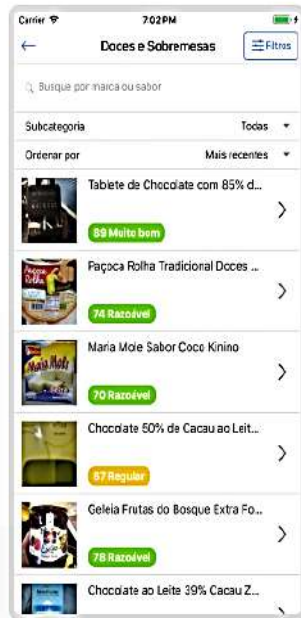


BAIXE AGORA!

COMO FUNCIONA

QUEM SOMOS

FAQ



Food Score

The important information on the label translated into a note, from 0 to 100.

Scanner

Check the products by bar code, at home or at the supermarket.

Database

Search the evaluation of thousands of products by name, brand or category.

Didactic

See the positives, negatives and alerts of the products, in an easy-to-understand way.

The opportunity

Connected packaging can be the link between the physical and digital shopping worlds.

Connected packaging can become a next-generation on-shelf differentiator when consumers seek greater levels of on pack communication.

Connected packaging can give brands a route to some control over how the brand and product is viewed online, as well as being able to deliver engaging content and product-specific information to directly influence purchasing decisions.

Rethink plastic

Plastic is not inherently bad, but our throwaway use of it is.

Brands and consumers must evaluate their choices and amend their behaviors to live better lives with plastic but also to prevent plastic pollution.



The catalyst and the hype



Thank you, but no

Volunteers cleaning beaches is nice but not a solution. Education about personal responsibility and corporate leadership in diversion strategies (recycling) is a solution.



Suck on this 'necessary evil'

Banning straws and offering compostable foodservice take-away cups are not solutions, but they are "hyper-actionable" events that raise awareness.



Great read, but oops

National Geographic's May 2018 *Planet or Plastic* issue was a well written treatise on ocean plastics. Unfortunately many consumers received their issues wrapped in a plastic bag.

Rethink plastic

Mintel's [Rethink Plastic](#) Trend investigates how brands and consumers are reviewing their own behaviors to prevent plastic pollution.

32%

of Brazilian consumers would prefer to buy from brands involved with social causes that look after the environment

46%

of Brazilian consumers would like to exchange empty packaging for a discount on future purchases

43%

of US consumers agree that reducing packaging waste is important to them

Base: UK - 2,000 internet users aged 16+, Italy - 1,000 internet users aged 16+, [Marketing to the Middle Classes - Brazil, January 2018](#)

US - 1,942 internet users aged 18+ who have purchased food in the past month [Marketing to Millennials - Brazil, January 2017](#)

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How consumers think about plastic packaging waste

“ ...we need to get rid of all ‘unnecessary’ plastic packaging.

Female consumer, 51



Pack switching

A2 Milk

- Offered in a widely recyclable HDPE jug containing 30% recycled content
- Switched to a gable-top carton that is not widely recyclable but is sourced from FSC certified board.



Samsung

- Samsung will replace plastic trays and eliminate protective wraps for mobile phones, tablets, home appliances, chargers, TVs.
- Committed to FSC materials by 2020.

“The company will adopt more environmentally sustainable materials even if it means an increase in cost.

*Gyeong-bin Jeon,
head of Samsung's
Global Customer Satisfaction Center*



Packaging Analyst's POV

- Treat “pack switch” ideas like you would a brand refresh or a package redesign.
- Are you changing “happy” to “glad” or “blue” to “red” just because it’s time, or are you doing it because it’s necessary for the brand to remain relevant and because it’s truly better, not just “less bad” for the environment.

Mintel recommends

1

Listen intently

What are consumers hearing?

What are consumers believing?

What do consumers expect from you?

2

Explore continuously

Hype, theory, and [2025] commitments have overtaken truth, practicality, and feasibility.

Communicate relentlessly

Educate succinctly

Refine the message continuously

3

React responsibly

Rethink rethink plastics.

Eliminating plastic packaging and replacing it with plant-based or biodegradable or compostable alternatives may not be the most environmentally responsible choice.

Investigate thoroughly

React responsibly

Share your decisions, processes, and actions



Plastic-free

With the momentum behind plastic-free aisles in supermarkets growing, brands must consider what packaging solutions can give them a place on the shelf.

Plastic- responsible

It's not plastics' fault it
(and other package materials)
are floating in our rivers and oceans.

It's my fault. It's your fault. It's our fault.

Consumers see package reduction and responsibility as important to purchasing decisions

High levels of concern regarding packaging waste support the idea that reducing packaging or using packaging that is perceived to be more responsible is important.

BEVERAGE

32%

of [US consumers](#) say
reducing packaging waste is
important to them

FOOD

59%

of [German consumers](#) think
food brands should reduce
the amount of packaging
they use

HOUSEHOLD CARE

25%

of [US consumers](#) say
corrugated cartons are more
eco-responsible than plastic
pouches, bottles or tubs

Base: US: 1,822 internet users aged 18+ who have purchased beverages in the past month; Germany: 1,000 internet users aged 16+; US: 1,955 internet users aged 18+ who use household care products



Read on [mintel.com](https://www.mintel.com)

What is plastic free?

Packaging-free stores

Stores offering loose, unpackaged, product. The shopper is required to bring along their own containers and products are bought by weight. This enables the shopper to buy just the amount of product that they need. Such stores typically focus on dry goods and some liquid beauty and household products.

Plastic-free aisles

Though there have been calls for plastic-free aisles in supermarkets there is no clarity on how supermarkets should deliver this. Retailers could offer a selection of unpackaged products or focus on providing products in alternative pack materials such as glass or board.

Alternative pack materials

Some brands have started to make on-pack plastic-free claims. These brands are focusing on using alternatives to plastic, however some instances of plastic-free claims are used on bio-plastic packaging. It has yet to be seen if consumers are prepared to accept this distinction.

Sure looks like plastic...



Confusion over what constitutes 'plastic'










[Ekoplaza](#) includes cellulose-based plastics within its plastic-free aisle. Cellulose-based plastic (usually cellulose acetate) is plant-based and biodegradable

This suggests that the 'right' kind of plastic may find a ready place in plastic-free aisles and stores.

If “plant-based” becomes the standard, would Coca-Cola’s Plant-bottle qualify for plastic-free aisles?

PLASTIC FREE

Bekijk assortiment 745 >

 RAW chocolade amandel/vijg Lovechock - 40 gram 3,09	 Couscous volkoren Ekoplaza - 500 gram 2,05	 Gierst Ekoplaza - 500 gram 2,05	 Basmati rijst wit Ekoplaza - 500 gram 3,09	
 Dadels gedroogd zonder pit Ekoplaza - 250 gram 3,09	 Teffvlokken Meesters van de Halm - 400... 5,29	 Krokante muesli rozijnen Meesters van de Halm - 500... 3,59	 Half om half gehakt St. Hendrick - 300 gram 4,17	 Volkoren rijstmix Your Organic Nature - 500 g... 2,99

Online uitverkocht

Mapeei Sao Paulo...no plastic, but plenty of other 'heavy' packaging



How long will the 'plastic' and 'package-free' revolution last?

- [ZERO market](#) in Denver describes itself as a "package-free shopping revolution"
- [The Fillery](#) claims to be the first zero-waste grocery store in Brooklyn, New York, and will adhere to strict packaging policies.
- [Nada](#) in Vancouver, British Columbia, is a grocery store where all of the food sold inside is entirely package free.

“ We realized after 18 months we weren't changing shoppers habits.

*Erica Howard Cormier, CEO, In.gredients
package-free store, Austin, TX*



Plastic-free status becomes the must-have virtue signal



- Costa Rica has set a goal of completely [eradicating single-use plastic](#) by 2021
- Malibu, California has banned the [sale, distribution, and use](#) of single-use plastic straws, stirrers, and plastic cutlery
- Seattle has [banned plastic straws](#), along with single-use plastic utensils following a city-wide “Strawless in Seattle” campaign
- Vancouver has become the first major Canadian city to [ban single-use plastic straws](#).



Paper replaces flexible plastic to make plastic free claims



Paper sachet

[Rosemary & Pumpkin Seed Snacks](#). Retails in a 30g recyclable and compostable plastic-free pack, bearing the EU Green Leaf, Facebook, Twitter and Instagram logos.



Paper pouch

[Chocolate with Orange Granola](#). The paper based packaging is 100% plastic free, recyclable and compostable.



Paper wrap

[Pocket Tissue from 100% Bamboo](#). This paper packaging makes clear plastic free (plastik frei) claims on the front of pack.

Mintel recommends

1

Focus on the opportunity

The drive to plastic-free aisles shows consumer exhaustion with excess plastic packaging. However, few would want to lose the convenience and benefits plastic packaging can bring.

Brands and retailers need to be alert to the opportunity to remove plastic packaging where this can be done without storage or usage issues.

2

Address misunderstanding

Brands can address consumer confusion and leverage this to educate about 'good' plastic that preserves products, offers convenience and can be recycled, vs 'bad' plastic that adds little to the consumer experience.

3

Learn from packaging-free stores

Retailers looking to offer plastic-free aisles can look to small niche stores addressing plastic packaging use.

Brands need to identify products consumers are willing to consider for pack-free purchase, and investigate how the brand experience can be moved off packaging and into the store environment.

A photograph of three children outdoors participating in a recycling activity. A boy in an orange shirt is placing a plastic bottle into a blue recycling bin. A girl in a pink shirt and glasses is also handling a bottle. Another child in a dark blue shirt is partially visible on the left. The bin has a white recycling symbol and the text 'WE RECYCLE'.

Closing the loop

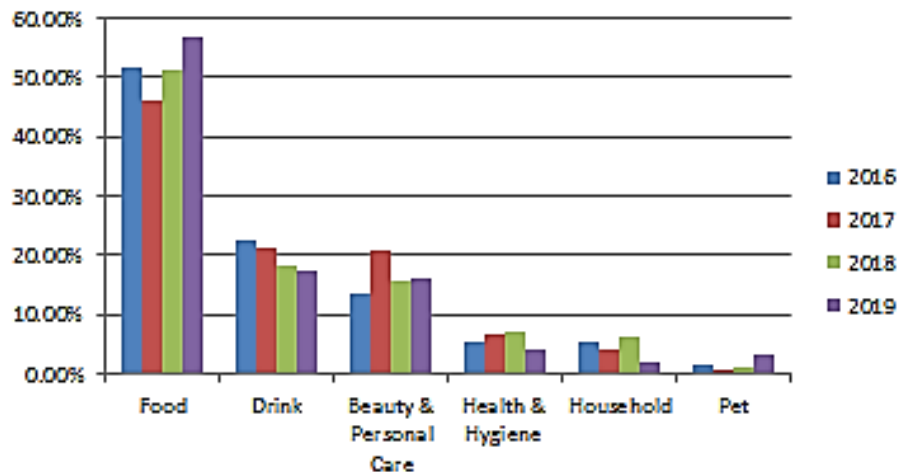
Consumers have been recycling certain pack types for years. But now they are now demanding the ability to recycle more and to understand how recycling really works.

Eco-responsible claims increasing in Colombia

87%

increase in on-pack
claims touting
***environmentally
responsible
packaging***
in Colombia between
2016 and 2018

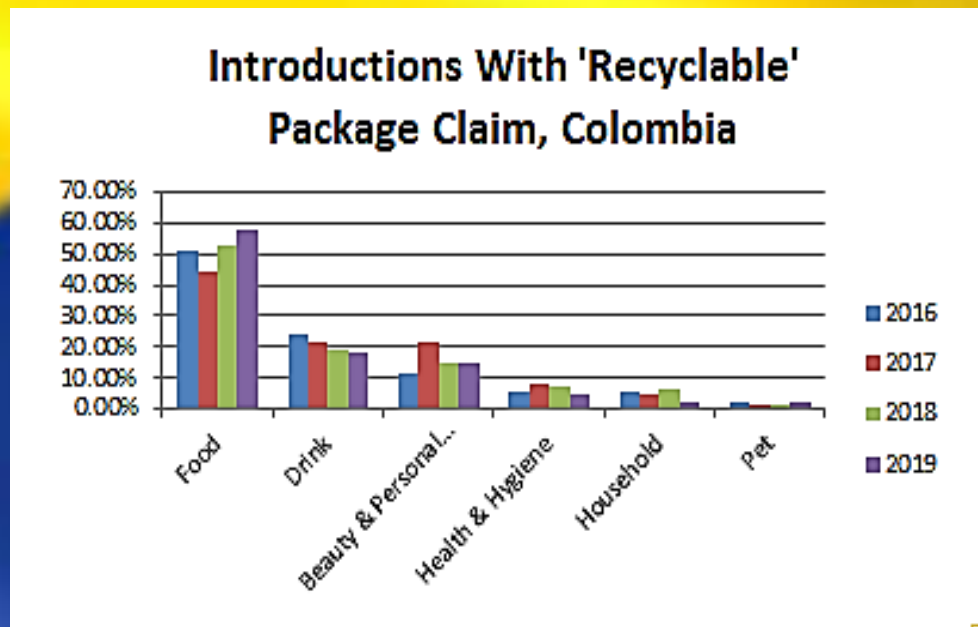
Introductions With Eco-responsible
Packaging Claim, Colombia



Recyclable package claims increasing in Colombia

(-22%)

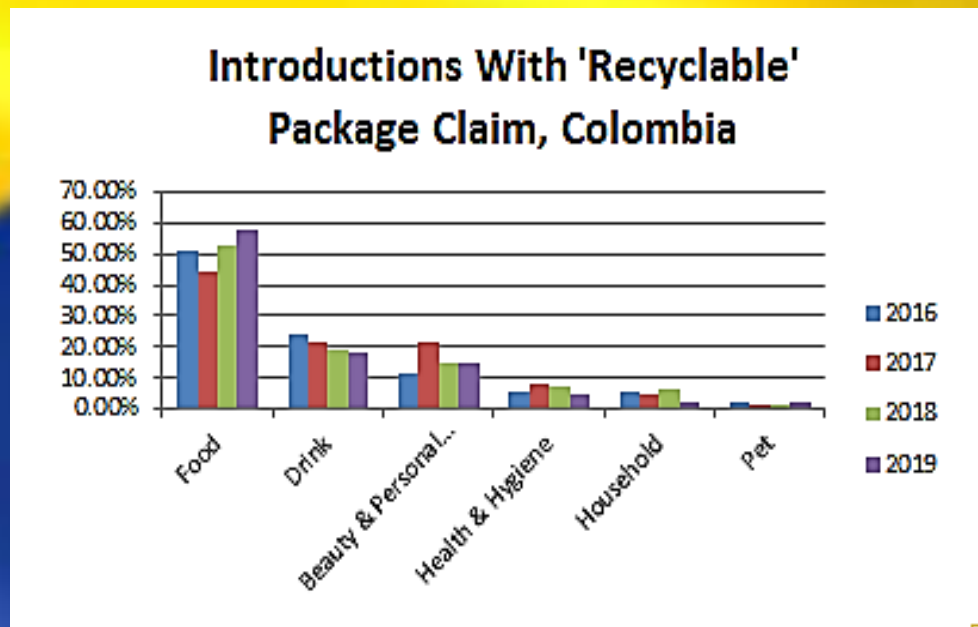
decrease in on-pack
claims touting
recyclable **drinks**
packaging
in Colombia between
2016 and 2018



Recyclable package claims increasing in Colombia

25%

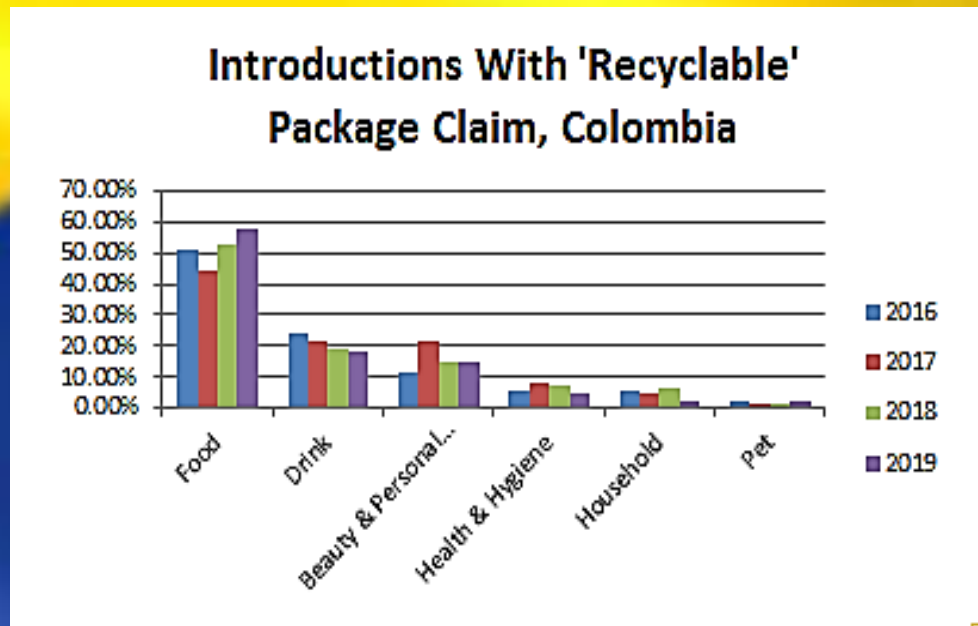
increase in on-pack
claims touting
recyclable **BPC**
packaging
in Colombia between
2016 and 2018



Recyclable package claims increasing in Colombia

14%

increase in on-pack
claims touting
recyclable **household
product** packaging in
Colombia between
2016 and 2018



New 'hyper-actionable efforts in Colombia

In November 2018 Unilever Colombia has teamed up with Grupo Éxito to encourage consumers to recycle empty packaging at different drop-off points throughout Exito outlets.

- 30 drop off points
- Most all package types
- Batteries, electronics, expired medicines



Colombia on the world recycling stage



- Recognizing the lack of domestic recycling infrastructure, the American Chemistry Council's (ACC) Plastics Division has announced new plastic resin producer targets with the aim of recycling or recovering all plastic packaging used in the US by 2040.
- Specifically, members of ACC's Plastics Division have set the following goals:
 - 100% of plastic packaging is recoverable or recyclable by 2030
 - 100% of plastic packaging is recoverable, recycled or reused by 2040



Behind the recycling headlines



Simon Proper
@CRSage

Follow

Expecting serious debate at @sustainpack
Colin Yates says Mars packaging will be 100% recyclable by 2025 - challenge is by who where and how will that material be recycled?
[#circulareconomy](#) [#sustainpackeu](#)



1:11 AM - 30 Oct 2018

1 Retweet 2 Likes



During the past year, proclamations by brands and converters touting commitments to 100% recyclable materials or packaging being 100% recyclable have dominated industry headlines.

But the reality few have yet to fully consider is how, where, and who will be supplying and recycling these materials.



Commitments to 100%
recycled packaging or 100%
recycled content by 2025 or
later



\$1.5b over next five years

Mintel

Global brands increasing recycled content



100% recycled content by 2020
[PepsiCo](#) has [entered a partnership](#) with US sustainable plastic firm [Loop Industries](#) to roll out beverage packaging made with 100% recycled plastic by 2020.



Less is more for the environment
[I Love My Planet Concentrated Shower Gel](#) from Yves Rocher is now converted using 100% recycled PET. The brand also claims the 100ml bottle for the concentrated formula also claims uses 50% less plastic than an equivalent non-concentrated product container



Ready when you are to recycle
[Excel Packaging Recycle Ready](#) Using DOW's [RETAIN](#) technology enables the recyclability of polyethylene-based barrier flexible packaging so it can be part of existing grocery store drop-off recycling programs.

Pushing toward 'true' recyclable flexible packaging



On January 2, 2018, [Mondi](#), in partnership with [Werner & Mertz](#), announced it will introduce a **100 percent recyclable pouch with detachable decorative panels**. It will replace conventional flexible packaging for [Frosch](#) products.

- Material is polyethylene
- Free of glues or adhesives
- Spout and cap are also polyethylene, “technically” making the entire structure recyclable.
- The challenge will be to educate consumers and recyclers, and to actually get recyclers to accept it.

Plastic-responsible doesn't mean having to sacrifice form, function, or brand familiarity



New polyethylene terephthalate (PET) resin can be extrusion blow molded on shuttle machines.

Allowed Coca-Cola to switch materials from a hard-to-recycle "Other" (resin code No.7) to the widely-accepted PET (resin code No.1).



Coca-Cola's
eco-optimised
PET bottle

By optimizing the bottle design, Coca-Cola will reduce annual plastics usage by more than 1.5 million pounds



The pressure-sensitive label on the bottle now uses an innovative adhesive that separates the label from the bottle during the recycling process, further improving the package's recyclability.

Mintel recommends

Simplify the pack

Eco-responsible packaging can be complex to engineer.

However, on-pack communication regarding personal responsibility must be simple, straightforward, and actionable.

Incentivize the consumer

Consumer desire to act is high, but in the real world recycling is often just too inconvenient or the ability non-existent.

Reverse vending, deposits and rewards, or take-back schemes can further incentivize an already-engaged consumer.

Close the loop

The curtailing of packaging waste being shipped to China and the lack of recycling facilities outside the Asia Pacific region has created a never-before-seen supply-and-demand situation for recycled materials.

Brands and retailers must work with suppliers to create the capacity for high-quality recycled materials to close the loop.

Meet the Expert



David Luttenberger, CPP
Global Packaging Director
dluttenberger@mintel.com



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