



New Frontiers in Packaging Technology

August 2020

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INTRODUCTION

Scope

Key findings

CORONAVIRUS (COVID-19) AND PACKAGING INNOVATION

COVID-19 impact: food and hygiene products more resilient than drinks

COVID-19 causes subtle, positive change in consumer perception

Surge in single-use plastics but no turning back in pack sustainability quest

Consumers increasingly live with - and expect - technology

Three ways in which packaging can serve consumers in the future

SAFETY AND HYGIENE TO THE FORE

Shift from loose to packaged foods for hygiene, safety and preservation

Optimising foods' shelf life improves product hygiene and freshness

Packaging that extends food shelf life: new directions look promising

Packaging will need to meet new safety standards

Anti-pathogenic packaging innovation holds potential

"Low touch" economy to influence packaging innovation

THE SUSTAINABILITY EQUATION

Demand for more "circular" packaging; starting with recyclable materials

Despite recent improvements, recycling is still in its early days

Shopping behaviours under COVID-19 exacerbate packaging waste issue

Soaring food delivery creates packaging excess and triggers innovation

E-commerce tide pushes forward packaging-heavy food delivery models

Thailand juggles with new highs in packaging waste as food delivery soars

Innovation in more sustainable packaging for food delivery

Increasing pack recyclability: pack type switches often a rushed move

Increasing pack recyclability: mono-materials key in food packaging

Reducing virgin plastics: recycled content pushed in rigid plastic packaging

Reducing virgin plastics: bio-based appeals as it becomes more circular

Re-usable packaging a viable, long-term sustainable and economic option

THE GROWING DIGITAL CHALLENGE

Booming e-commerce calls for pack protection and personalisation

Indulgence and gifting re-invented through e-commerce packaging

Creating emotional connection and exclusivity through packaging

CONCLUSION

Outlook: packaging to maintain retail growth across industries

Three main areas of packaging innovation looking forward

DEFINITIONS

Report definitions and other notes

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