PACKAGING TRENDS REPORT
(before Covid-19)
WORLDSTAR AWARD 2020
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WORLDSTAR AWARD 2020 FACTS & FIGURES

- 52nd edition
- 214 awarded packages
- 321 entries
- 36 countries participating
- 04 countries most awarded
  - Japan (34)
  - China (22)
  - Australia & New Zealand (13)
  - Germany (12)
GLOBAL MACRO TRENDS (before Covid-19)

- Increase in food demand
- Change in the production pattern
- Urbanization in mega cities
- Modern and competitive infrastructure
- Older population
Better quality of life, through better packaging, for more people

WORLDSTAR AWARD 2020 TRENDS BY CATEGORY:

- Beverages
- Electronics
- Food
- Health & Personal Care
- Household
- Labelling & Decoration
- Luxury
- Medical & Pharmaceutical
- Other
- Packaging Materials & Components
- Point of Sale
- Transit
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BEVERAGES

- Modern design with simple graphic elements
- Lighter bottles and closures
- Special effects in decoration (new printing technologies based in digital)
- Resalable and reusable packages
- Design to e-commerce
- Multipack
- Shelf ready packaging
- Compostable barrier materials (specially for coffee capsules and second packaging)
- Recycled material in the composition of a recyclable packaging/closure
- Unique shapes and textures
- Connection packaging and real life
- Package + cup = convenience
- Unitizing solutions
- Gift packs
- Alternative inks like rice ink
- Returnable bottles
ELECTRONICS

- Redesign to improve logistics
- Use of recycled materials
- Faster and easy disassemble to save disposal time
- Reduce of total cost of project
- Multifunctional package
- Mono material package
- Use of new sources of material – bamboo and other degradable options
• Redesign to reduce amount of packaging material
• Smart packaging like intelligent ventilation box
• Focus on save food (reduction of wastage) and food safety (improve of security)
• Technologies that allow to trace the product chain
• New printing technologies to guarantee security and to detect problems with products by the food company
• Product tracking, consumption metrics, market identification
• Solutions that optimize logistics (stackable)
• Reduce plastic use/packaging waste
• Sustainable package
• Package for e-commerce or delivery
• Technology to convenience + functionality (self cooking/self venting)
• Flexible packaging with unique design and functionality
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FOOD

• Easy open and reclosing systems
• Compostable package
• Sensorial package (soft touch, textures, fragrances)
• Fridge boxes easy to carry
• No sealant layer materials
• Digital printing
• Shelf life extension
• Opening and reclosing spouts in cartoon and flexible packages
• Gift boxes
• Clever lid: one for all
• Mono material with higher barrier
• SRP (shelf ready packaging)
• Premium packaging
• Caps for better use experience
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HEALTH & PERSONAL CARE

• Functionality to avoid waste
• Reuse after use
• New shapes and textures
• New functionality (easy to carry, easy to open and reclose)
• Refill concept when possible
• Special spouts to improve use and reduce waste (dosing systems)
• Follow the concept of 2in1 or 3in1 (packaging follows the product)
• New decoration (holograms)
• Recyclable and sustainable
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**HOUSEHOLD**

- Recyclable and sustainable
- Caps and closures to avoid wastage and easy use
- 2 or more compartments package to mix ingredients during use
LABELLING & DECORATION

- Matte effect
- Label that works as opening/reclosing device
- Special effects (fluorescent, iridescent, etc)
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LUXURY

- Metal cans
- Compartment packages
- Gift cases
- Different features like illuminating, smelling, textures, sounds
- Different shapes and materials
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MEDICAL & PHARMACEUTICAL

- Devices that help application and use
- Security in terms of hygiene
OTHER

• Resistance
• Different markets (like bee and ceramic transportation)
• E-commerce
• Micro-nano technology (for printing inks for example)
• Different materials for pallets
• New technology (like the ‘rollor’ technology)
• Cushioning material
• Anti-corrosion systems
• Interaction (virtual reality, augmented reality)
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PACKAGING MATERIALS & COMPONENTS

- Cushioning materials and structures
- Post consumption materials (PCR)
- Reverse printing
- Biodegradable and high barrier materials (basically plastic films)
- Functional films (like the one that adhere to the surface without adhesives)
- Packages to reduce volume in garbage
- Mono material packages for recycling purposes
- Ready to prepare, to cook and to shelve packages
- Reusable racks and boxes
- Innovative unitization systems for primary and secondary packaging
- Aseptic packages
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POINT OF SALE

• Ready to shelf packages
• Packages that can be displays with uncommon formats
• Easy to assemble packages/displays
• Smart systems for locking/unlocking
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TRANSIT

- Paper cushioning
- Big boxes for uncommon items
- E-boxes (e-commerce)
- Returnable package
- Traceability systems (like RFID)
- Lightweight pallets
- Protecting bags
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Be inspired!

Thank you!

#newworld #newideas #newmentalmodel
#packagingisgood

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