



# PACKAGING TRENDS REPORT WORLDSTAR AWARD (before Covid-19)

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# 2020





## WORLDSTAR GLOBAL PACKAGING AWARDS

### ABOUT WORLDSTAR AWARD

Since 1970, the World Packaging Organisation has been organizing WorldStar Awards and providing awards to numerous packs from around the world. The WorldStar competition is one of the major events of the World Packaging Organisation (WPO) and is the pre-eminent global award in packaging. WordStar illustrates the continual advancement of the state of packaging design and technology and creates a living standard of international packaging excellence from which others may learn. Each year WPO recognizes the best of the best in packaging innovation from across the globe. The objective of WPO in organizing WorldStar is to increase the awareness on the importance of packaging for a better life for more people and to recognize the innovation and efforts of brand owners, designers, students and branding agencies for creating packaging solutions for the future while responding to new challenges and global trends, such as sustainability, food safety, save food, hygiene and other.





# WORLDSTAR AWARD 2020 FACTS & FIGURES



52nd Edition



Top 4 Most Awarded Countries



214 Awarded Packages



Japan (34)



China (22)



321 Entries



Australia & New Zealand (13)



36 Countries Participating



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

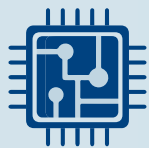




# WORLDSTAR AWARD 2020 TRENDS BY CATEGORY



Beverages



Electronics



Food



Health &  
Personal Care



Packaging  
Materials &  
Components



Household



Labelling &  
Decoration



Transit



Medical &  
Pharmaceutical



Luxury



Point of Sale



Other

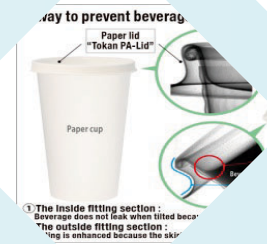
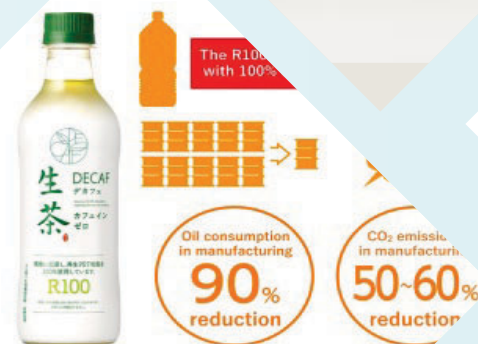


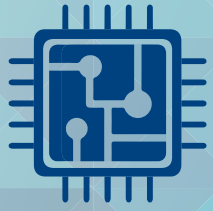
# BEVERAGES



- 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)







# ELECTRONICS



- Redesign to **improve logistics**
- Use of **recycled materials**
- Use of new sources of material – bamboo and other degradable options
- Faster and easy disassemble to save disposal time
- Reduce of total cost of project
- **Multifunctional** package
- **Mono material** package







# FOOD



- 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





# 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 carton 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





# 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**





# HOUSEHOLD



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







# LUXURY



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





# LABELLING & DECORATION



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





# MEDICAL & PHARMACEUTICAL



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





# 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 shelf packages
- **Reusable** racks and boxes
- Innovative unitization systems for primary and secondary packaging
- **Aseptic** packages







# 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

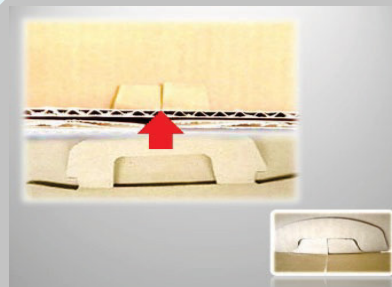




# TRANSIT



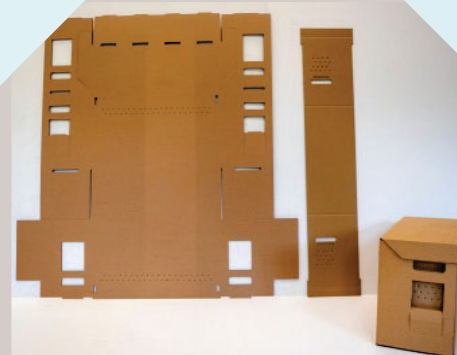
- Paper **cushioning**
- Big boxes for uncommon items
- E-boxes (**e-commerce**)
- **Returnable** package
- Traceability systems (like **RFID**)
- **Lightweight pallets**
- Protecting bags



# ... 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)





# Be inspired!



[www.worldpackaging.org](http://www.worldpackaging.org)



WPO World Packaging Organization



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