



# PACKAGING TRENDS REPORT WORLDSTAR AWARD

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# 2021





## 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 2021 FACTS & FIGURES



53rd Edition



Top 4 Most Awarded Countries



194 Awarded Packages



Japan (26)



China (22)



345 Entries



USA (14)



35 Countries Participating



Australia & New Zealand (13)



# WHAT IS GOING ON IN THE WORLD by MINTEL

- Technology is facilitating methods of verification, tracking and tracing that generate feelings of control in consumers, such as QR codes on packaging and wearables that provide personal health information.
- More brands attach functional benefit claims to their products, that can result in an overwhelming ingredient list. To mitigate this effect, simple packaging will help to communicate authenticity.
- Individualised products that are formulated based on consumer data and personalised features will give consumers authority over what they put into and onto their bodies.
- Financial uncertainty is leading to innovation in banking, with apps providing simpler and more accessible ways for consumers to control their money.



# GLOBAL MACRO TRENDS by EUROMONITOR INTERNATIONAL

1. Restless and rebellious (people versus politicians);
2. Shaken and stirred (rising above adversity);
3. Thoughtful thrifters (thinking with a recessionary mindset);
4. Safety obsessed (priorities shift to safety and hygiene);
5. 'Phygital' reality (physical and digital world collide);
6. Craving convenience (from always-available to pre-planned experiences);
7. Workplaces in new spaces (recreating the office environment remotely);
8. Playing with time (newfound flexibility switches up schedules);
9. Outdoor oasis (open air gives trapped consumers an escape);
10. Build back better (a second chance to create a better future).



**TRENDS**





# PACKAGING TRENDS (that should survive Covid-19)

**E-commerce** package with focus in flexible plastic and corrugated packaging and the use of reusable labels; the packaging structures are environmentally correct and aligned with the more sustainable demands of new consumers.

**Minimalism** Aesthetics continues being important in packaging, but the design is minimalist.

**Digital printing** is more popular, specially in premium packages due to the possibility of customization.

**Sustainability** 100% recyclable materials – Sustainability is still the big trend and companies should use 100% recyclable packaging materials.

**Smart packaging** consolidates through resources as augmented reality (AR), cloud labeling, anti counterfeit and traceability technologies.

**Edible packaging** will continue being developed through innovation based in solutions to reduce the consumption of packaging materials.

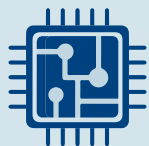




# WORLDSTAR AWARD 2021 TRENDS BY CATEGORY



Beverages



Electronics



Food



Health &  
Personal Care



Packaging  
Materials &  
Components



Household



Labelling &  
Decoration



Transit



Medical &  
Pharmaceutical



Luxury



Point of Sale



Other





# BEVERAGES



- **Eco design** (born to be sustainable in a circular economy environment)
  - thinner materials
  - recycled content (preferable post consumption)
  - possible to recycle
  - renewable/plant based materials
- Graphic aesthetics (e-printing/decorating technologies)
- Packaging as a **gift**
- **Better barriers** to protect content
- **Convenience** in all senses
- Deconstructive and asymmetric shapes (respecting minimalism)





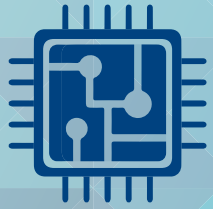


# BEVERAGES



- Inspired by **nature** (product + packaging)
- From store to portable consumption
- **Indulgence** through luxury
- New function (glass in a bottle)
- Design reflects **tradition**
- One package fits for all (secondary package)
- **High performance** through disruptive technology





# ELECTRONICS



- Redesign to improve **sustainability** (reusable packages)
- Virgin materials replaced by **recycled materials**
- Redesign to improve **logistics**
- Upcycling solution
- Reduce of total cost of project
- **Multifunctional** package





# FOOD



- Technologies (specially materials) to protect from Corona virus
- **Plastic** free packages
- Save food
  - Thermal control
  - Breathable package
- **Food safety**
- Solutions for **e-commerce** and delivery packaging
- Eco friendly materials (specially compostable)
- Premium package for indulgent food
- **Smart packaging** (traceability and time control)
- Meal kits
- **Functional shapes**
- **Digital printing**
- Mono material packaging
- Easy opening and reclosing system





# HEALTH & PERSONAL CARE



- **E-pack** (economic packaging - lower energy use)
- Easy to use caps
- **Refill** package – recharging stations
- 2 products in one – package combine both
- **PCR materials** (post consumer recycled)
- Renewable resources materials
- Rigid replaced by **flexible**
- New technologies: progressive blowing system
- **Gift** packaging
- Innovative structure to add value
- Paper replaces plastic
- Easy handling/use
- Hygienic
- Space saving







# HOUSEHOLD



- Circular economy through **recycling and recycled materials**
- **Mono material** packaging
- 2 in 1 products
- **Refill** packaging (elimination of single use)





# LUXURY



- Promotional packaging (special dates)
- **Gift** packaging
- Special effects (3D effect, holography, etc)
- New applications (flower, for example)
- Packaging as part of the **experience** with the product





# MEDICAL & PHARMACEUTICAL



- New devices inspired in other categories (**convenience**)
- Reduction of footprint
- **Reusable** when possible
- Child **secure systems**
- **Easy to open** for elderly
- Forgery prevention





# PACKAGING MATERIALS & COMPONENTS



- Anti bacteria & anti virus materials
- **Biodegradable** materials
- Improved barrier materials
- Digital printing
- **E-commerce** solutions
- Edible materials
- Green solutions (basically PCR materials and new fibers)
- **Zero plastic** solutions
- Heat resistant and ultra high barrier films
- Multi application (one packaging for all)







# POINT OF SALE



- Dispenser packaging (**ready to shelf**)
- Reduce footprint
- Special dates
- Second use packaging (**reuse**)





# TRANSIT



- Stronger protection for delicate products
- **E-commerce** (unusual products like flowers)
- Easy to assemble
- Packaging + pallet
- Changeable/modular packaging



# ... OTHER

- Promotional and gift packaging
- **Returnable and reusable** packaging
- Protection
- 'New' application for 'old' products
- **All in one kit**





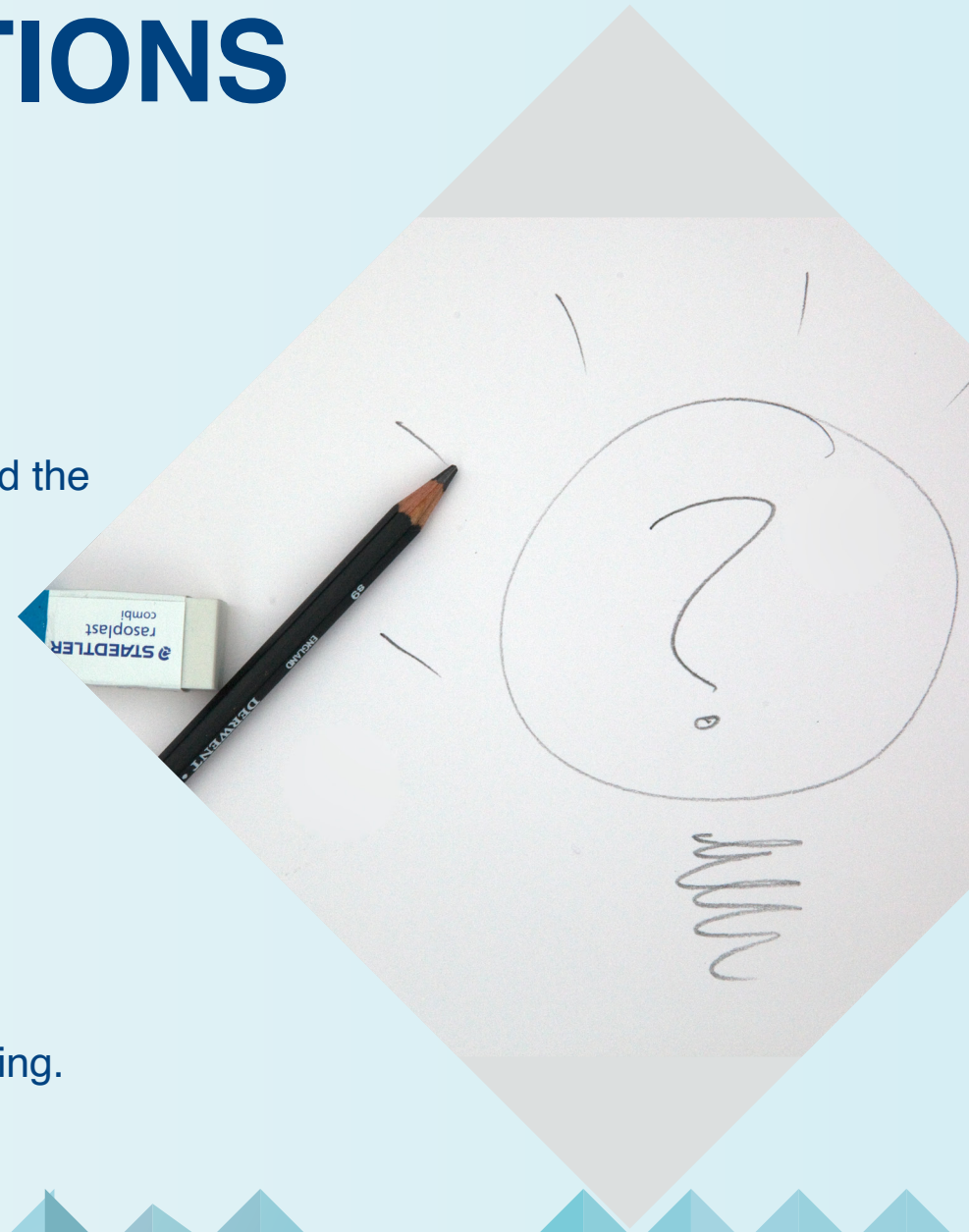
## 4 KEY OPPORTUNITIES FOR BRANDS VIA PACKAGING

- ★ Understanding supply chains and what they mean in terms of ethics and ingredients is growing in importance through technology.
- ★ Packaging can be the 'moment of truth' with clear and simple messaging from brands.
- ★ Consumers are aware of their digital footprints, prompting concerns over who has access to their data and how it is being used and packaging can help with privacy control.
- ★ Brands that offer customized products, as well as those that test and track consumers' changing physical states, offer more reassurance to consumers than the items they purchase and use will serve them.



# RECOMMENDATIONS

- Responsibility is the new sustainability;
- Collaboration in sustainability + circular economy;
- Understand the revolution in changing packaging materials and the supply chain;
- Be in e-commerce no matter what;
- Packaging should trace consumers data;
- The future is digital + sensorial;
- Protect what is good (food, nature and people);
- Recycling + recycled content are together;
- Consumer extended responsibility is key;
- Less story telling and more story doing results in story changing.





# Be inspired!



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



WPO World Packaging Organization



World Packaging Organisation



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