



PACKAGING TRENDS REPORT WORLDSTAR AWARD

2022





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. WorldStar 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 2022 FACTS & FIGURES



54rd Edition



Top 3 Most Awarded Countries



240 Awarded Packages



Germany (28)



440 Entries



Australia & New Zealand (27)



36 Countries Participating



Japan (23)

THE IMPACT OF COVID-19 IN THE GLOBAL PACKAGING MARKET BY



The global packaging market size, during this pandemic, grew from US\$ 909.2 billion in 2019 to US\$ 1,012.6 billion by 2021, at a Compound Annual Growth Rate (CAGR) of 5.5% as the most likely outcome during the forecast period, with the best-case scenario reflecting 9.2% growth and the worst-case scenario at 2.2% growth.

Acquisitions are the key strategy adopted by the leading players during this period and it accounted for a major share of all the growth strategies. Other strategies adopted are expansions and new product launches to enhance the global presence. The rising demand for packaging is attributed to the increasing health concerns, growing concern with regards to hygienic packaging, and increase in urban population which has led to increase in demand for FMCGs, pharmaceutical supplies and other consumer durable.



GLOBAL PACKAGING TRENDS BY



Food & beverages is projected to be the fastest-growing end-use sector of aseptic packaging.

Track & trace technology held the largest share in the anti-counterfeit packaging market.

Sterile packaging is expected to witness a significant demand from the pharmaceutical & healthcare industry.

Proper communication with consumer - clear and transparent - is the big challenge for sustainability. Consumer must be educated about his importance as an actor in the circular economy model.



TRENDS TO RESHAPE RETAIL AND THAT INFLUENCE PACKAGING BY



1. Accessibility vs. Exclusivity
2. Choice vs. Curation
3. Consumers vs. Companies
4. Consumption vs. Minimalism
5. Efficiency vs. Effectiveness
6. Human vs. Bot
7. Personalisation vs. Privacy
8. Physical vs. Virtual
9. Retailers vs. Brands
10. Value vs. Values

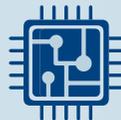




WORLDSTAR AWARD 2021 TRENDS BY CATEGORY



Beverages



Electronics



Food



Health &
Personal Care



Packaging
Materials &
Components



Point of Sale



Household



Labelling &
Decoration



Transit



E-Commerce



Fresh Fruits
& Vegetables



Medical &
Pharmaceutical



Luxury



Toys



Pet Products



Other



BEVERAGES



Beverage (including food) seems to be the fastest-growing end-use sector; aseptic packaging and filling systems are the 'must have' together with:

- Design that makes the difference in the POS
 - unusual shapes
 - attractive colors
 - no labels
- Sustainable materials (recycled from post consumption and bio based)
- Gift packaging
- Convenience to open, drink and carry
- New materials for the category – paper and/or other fibers





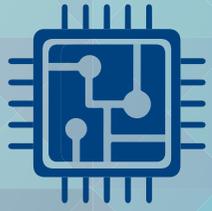
E-COMMERCE



E-commerce industry is always changing and more than ever, merchants are creating and/or improving their e-commerce business to meet customers where they are. And they need packaging aligned with:

- Fill and ship concept
- New categories in e-commerce – water, soaps, etc
- Design that guarantees resistance and versatility
- Design that allows return function
- Cushioning material packaging



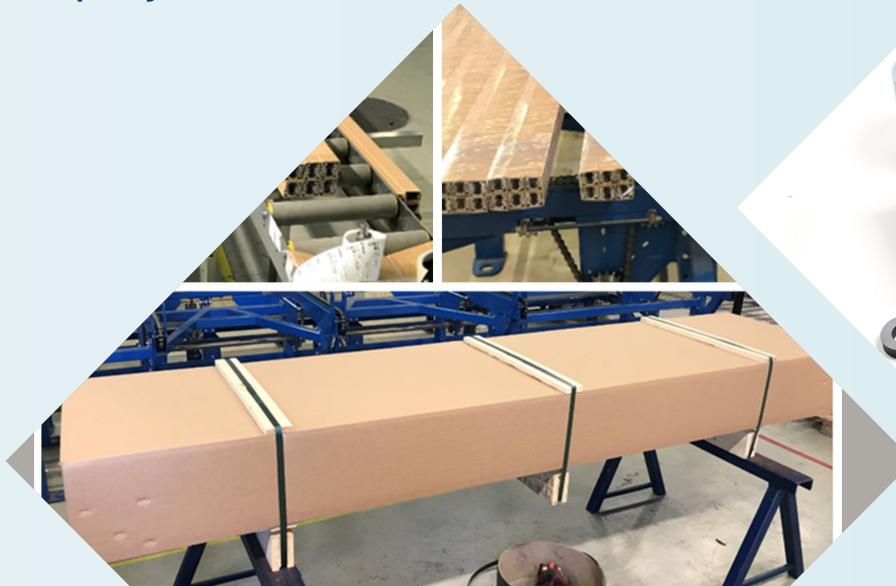


ELECTRONICS



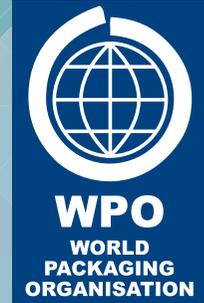
The main trends in electronic product manufacturing include advanced materials, organic electronics, and miniaturization. Packaging must follow them and must offer:

- Mono material packaging
- Recycled material with improved protection
- Redesign to increase space and reduce amount of material
- Optimization of total cost of project
- Multifunctional package





FOOD



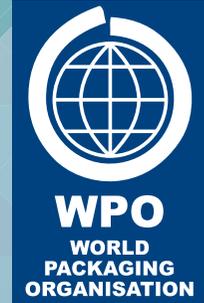
Food (including beverage) is projected to be the fastest-growing end-use sector and aseptic packaging seems to be a strong trend together with:

- Protection (higher barrier) and convenience (spouts, different shapes, windows)
- Alternative materials to plastic
- Avoid 'food waste' and guarantee 'food safety'
- Ready to eat solutions
- Materials that remove accessories like absorbent pads
- Recyclable and recycling materials packages (specially rPET)





FRESH FRUITS & VEGETABLES



Consumer trends like focus on health and longevity, convenience food, pure and organic, quality and sustainability are clearly translated by the packaging trends below:

- Keep it fresh and beautiful
- Protect and guarantee it is easy to carry on
- Portion packaging
- Packaging for a new category





HEALTH & PERSONAL CARE



Due to COVID-19 pandemic, healthcare packaging is one of the fastest-growing segments and there has been a massive effort to add capacity to this system rapidly, including packaging that offers:

- Paper replacing plastic
- Intuitive design
- Sustainability claim (different and innovative materials, less raw material, functionality)
- PCR materials
- Refill and reusable concepts





HOUSEHOLD



Two main trends are detected in this category – ‘Safe home, serene home’ and ‘Humanity begins at home’. They are translated in packaging by:

- Recycled & recycling content
- Reusable & refill
- Newly structural design
- Total convenience





LABELLING & DECORATION



The global packaging printing market size is projected to grow from USD 352.1 billion in 2020 to USD 433.4 billion by 2025. The question is: how the trends below will affect it? Today the market is driven by factors such as strong growth in the packaging industry, along with the growing demand for aesthetic appeal and innovative printing techniques.

- Closed loop solutions
- Attractive aesthetics by printing innovation
- Label and printing effects



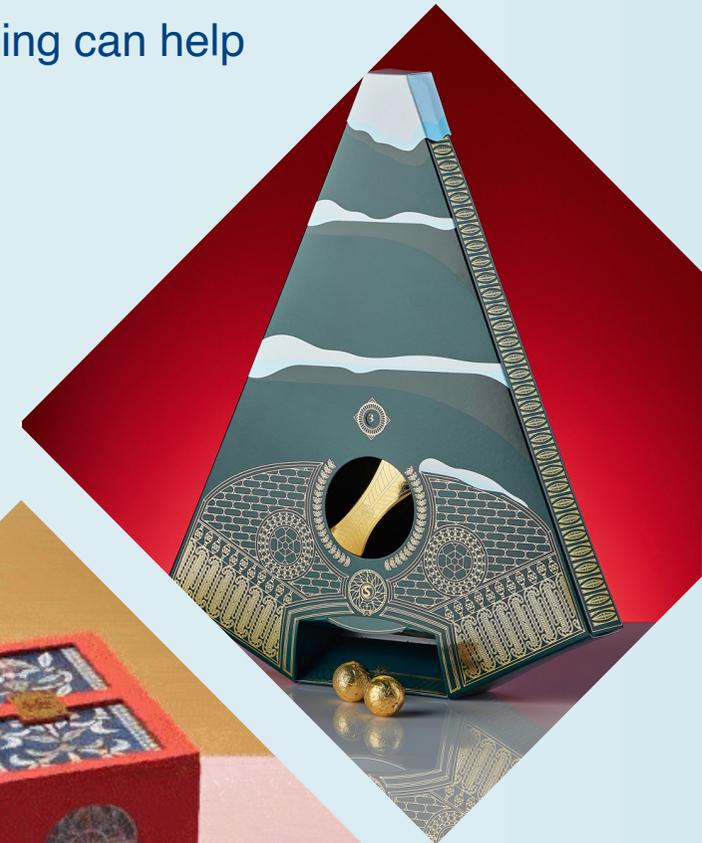


LUXURY



Communicating with personalized precision and embracing technology to translate this personalization are some of the goals of luxury companies. And packaging can help them through:

- Promotional packaging (special dates)
- Gift packaging
- Special shapes and effects (3D effect, holography, etc)
- Packaging as part of the experience with the product





MEDICAL & PHARMACEUTICAL



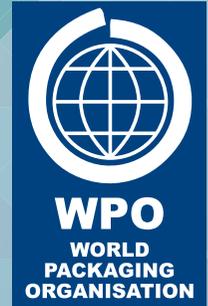
These industries are constantly evolving, with new drugs and therapies being developed all the time. They are also one of the most lucrative and fastest growing industries in the world, expected to grow at a rate of 6.5% from 2016 to 2022, reaching a value of \$1.3 trillion. So packaging is a big issue and is being driven by:

- Compostable packaging
- Biodegradable and biobased materials
- Dispensers with maximum convenience





PET FOOD



The key consumer trends driving the pet food industry include humanization of pet diets, desire for sustainability, health consciousness, elevated treats, and online shopping preferences. 25% of dog or cat owners added a pet to their household in 2020 and they expect packaging to be:

- Mono material solutions
- Packaging for e-commerce
- One box, multiple products





PACKAGING MATERIALS & COMPONENTS



- Mono material
- PCR and compostable materials
- Lighter and thinner materials
- New devices like convenient and functional closing/dosing systems
- User friendly
- Innovative and intuitive design
- Fiber bottles and paper refills
- One bag, multiples uses





POINT OF SALE



The point of sale system is the very heart and soul of any business and it is expected to reach US\$ 125,9 billion in 2027. Packaging must follow this growing movement, offering:

- New solutions for old products (lamps, for example)
- Carry more in one packaging
- Creativity beyond limits





TRANSIT

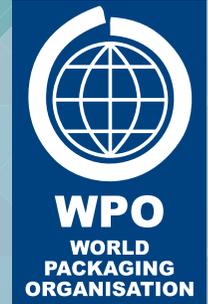


The transit packaging market will project a CAGR of 3.55% for the forecast period of 2022-2029 and is expected to reach the USD 174.83 billion by 2029. And developments are being based on:

- Safety with convenience and good cost
- User friendly (easy to assemble and use)
- Combine: sustainability + innovation + effectiveness
- Changeable/modular packaging



TOYS



Unboxing is described by Forbes magazine as one of the biggest trends in toys and it is consistent with the overall consumer trend favoring experiences rather than products. And packaging must materialize these offering:

- Accurate engineering + thoughtful design +sustainable materials
- Eco friendly solutions
- Open & play



... OTHER



- Eco solutions that minimize the use of natural resources
- Recycled content
- Intelligent and active packaging
- Personalized solutions with new technologies (web2print, for example)
- Be the most creative





CONSUMERS BEHAVIOUR = OPPORTUNITIES FOR PACKAGING

- Mobility is now a priority
- Integrated customer loyalty program
- New ways to improve customer experience
- More businesses are transitioning to cloud-based POS
- Asia Pacific Countries lead the world in using mobile payments
- AI integration
- Better ways to collect data from your customers
- Faster payment processing





PAY ATTENTION TO:

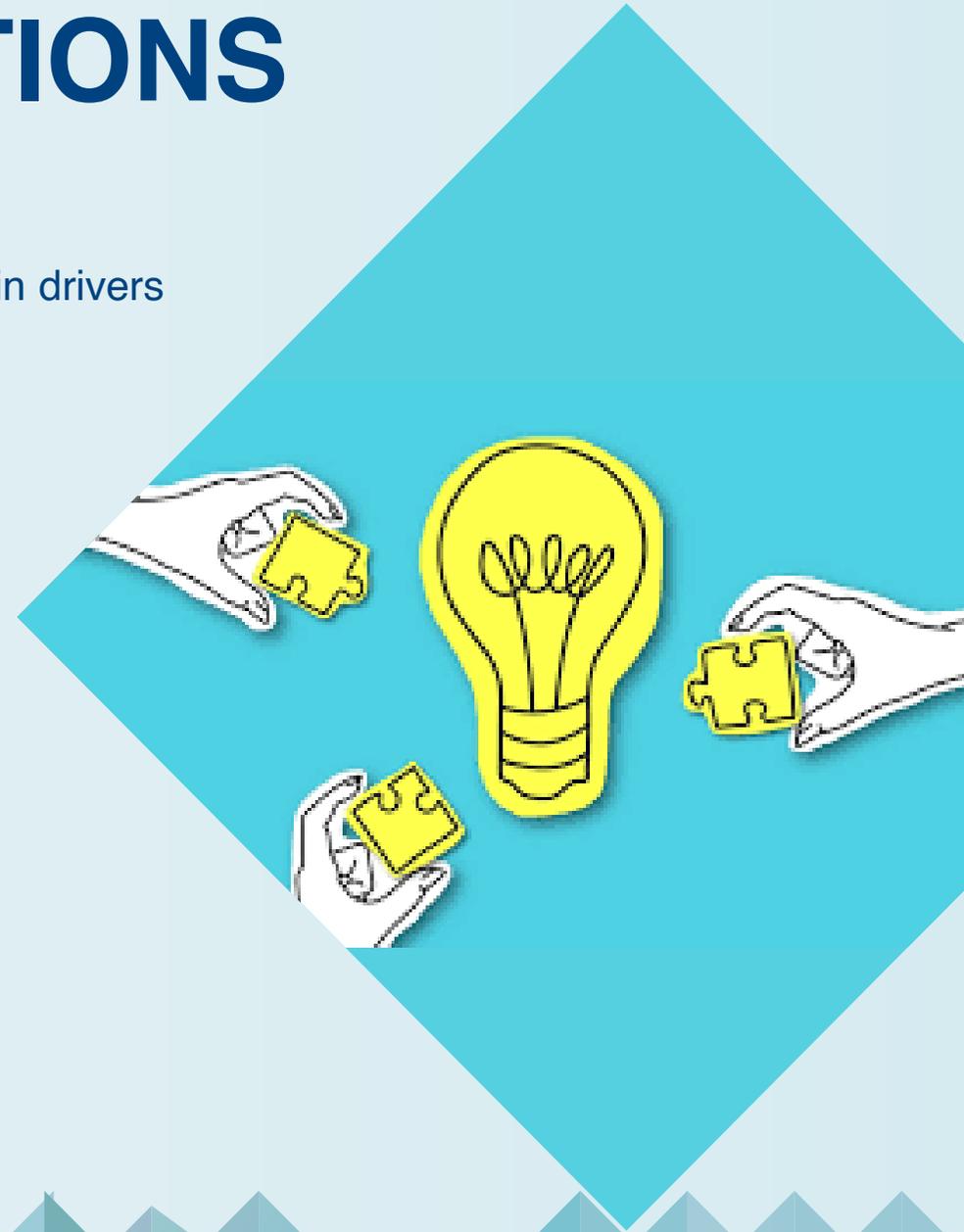
- AR (augmented reality) enhances the reality of online shopping.
- There will be a growing volume of voice search.
- AI (artificial intelligence) helps shops learn about shoppers.
- On-site personalization uses those insights to create individualized experiences.
- Big data plays a big part in creating personalized experiences.
- Chatbots improve the shopping experience.
- Mobile shopping is still on the move.
- More ways to pay.
- Headless and API-driven ecommerce allow continued innovation.
- Customers respond to video.
- Subscriptions keep customers coming back.
- Sustainability is becoming more important.
- Businesses should optimize digital strategy for conversion.
- B2B is growing...and changing



RECOMMENDATIONS

Based on the WorldStar 2022 winners, we should say the main drivers for future packaging projects are:

- IP - Internet of Packaging
- Biodegradable packaging
- Digital printing
- Packaging automation
- Active packaging
- Customized packaging
- Recyclable packaging
- Edible packaging
- 3D printing
- Nanotechnology





Be inspired!



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Written and researched by

Liliam Benzi

WPO Press & Communication

Liaison Officer

Market Intelligence

ldbcom@uol.com.br