



Better quality of life, through
better packaging, for more people



PACKAGING TRENDS REPORT WORLDSTAR AWARD 2021

(02 years of Covid-19)

Produced by Liliam Benzi

WORLDSTAR AWARD 2021 FACTS & FIGURES

- 53rd edition
- 194 awarded packages
- 345 entries
- 35 countries participating
- 04 countries most awarded
 - Japan (26)
 - China (22)
 - USA (14)
 - Australia & New Zealand (13)



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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

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).



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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.

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.

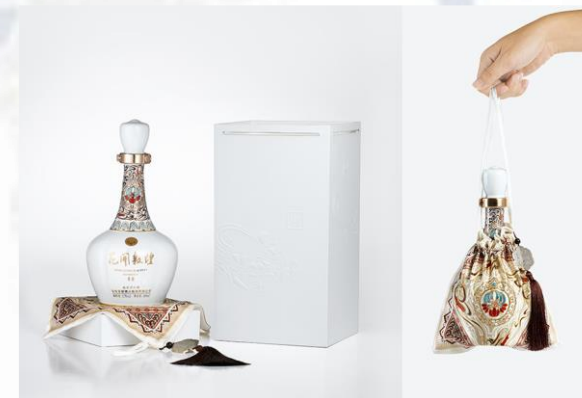
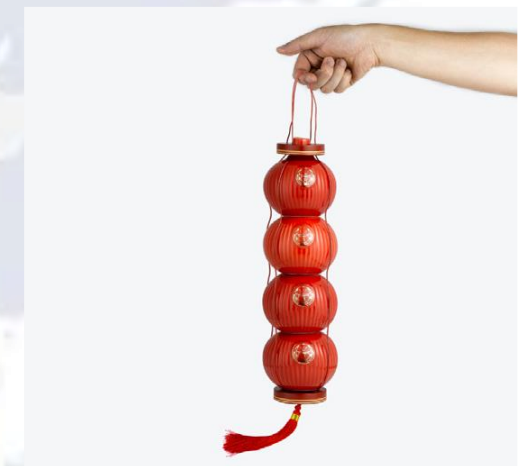
Edible packaging will continue being developed through innovation based in solutions to reduce the consumption of packaging materials.

WORLDSTAR AWARD 2021 TRENDS BY CATEGORY:

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

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)





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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

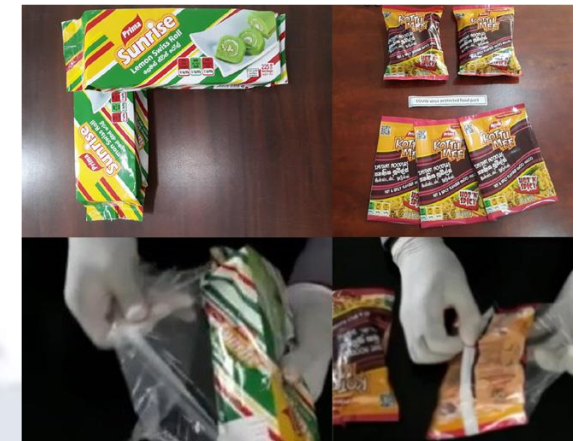
- Redesign to improve sustainability (reusable packages)
- Virgin materials replaced by recycled materials
- Redesign to improve logistics
- Upcycling solution
- Reduce of total cost of project
- Multifunctional package





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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





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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





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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





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OTHER

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





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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)

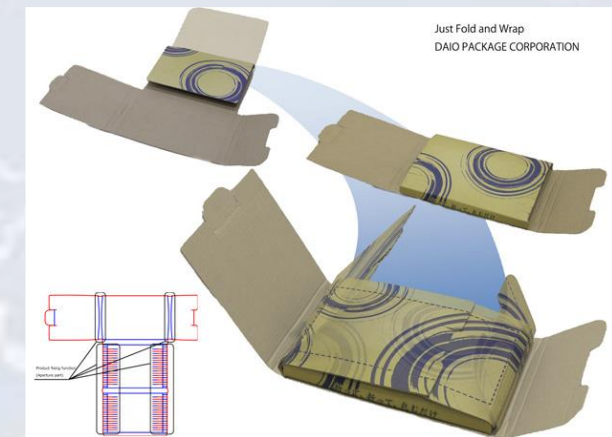




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TRANSIT

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



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 customizable products, as well as those that test and track consumers' changing physical states, offer more reassurance to consumers that 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!



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