



PACKAGING TRENDS REPORT WORLDSTAR AWARD 2023 WORLDSTAR STUDENT 2022

2023





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 2023 FACTS & FIGURES



55th Edition



228 Awarded Packages



488 Entries



41 Countries Participating



Top 6 Most Awarded Countries



Japan (26)



Australia & New Zealand (19)



Germany



India (18)



Turkey (14)



Austria (13)

WHAT TO EXPECT FROM THE PACKAGING INDUSTRY IN 2023?



Brands and their packaging suppliers will need to become more agile to remain competitive and thrive in the face of new market challenges. Packaging professionals will need to perpetuate and expand the personal relationship between their brands and consumers.

They will need to embrace opportunities for advancing sustainability, maximizing the use of technology, streamlining supply chain operations, incorporating trending packaging design practices, and creating efficiency.

Packaging design, consumer preferences, and technology trends are all interconnected to create the marketplace of the future. Consumer behavior influences how brands operate, and technology fosters connection among brands, suppliers, consumers, and their environments.



2023 GLOBAL CONSUMER TRENDS

MINTEL

Me mentality - after pandemic, consumers are ready to refocus on themselves.

Power to the people - consumers as the creative center of innovation.

Hyper fatigue – consumers are more drawn to brands offering a way to escape everyday life.

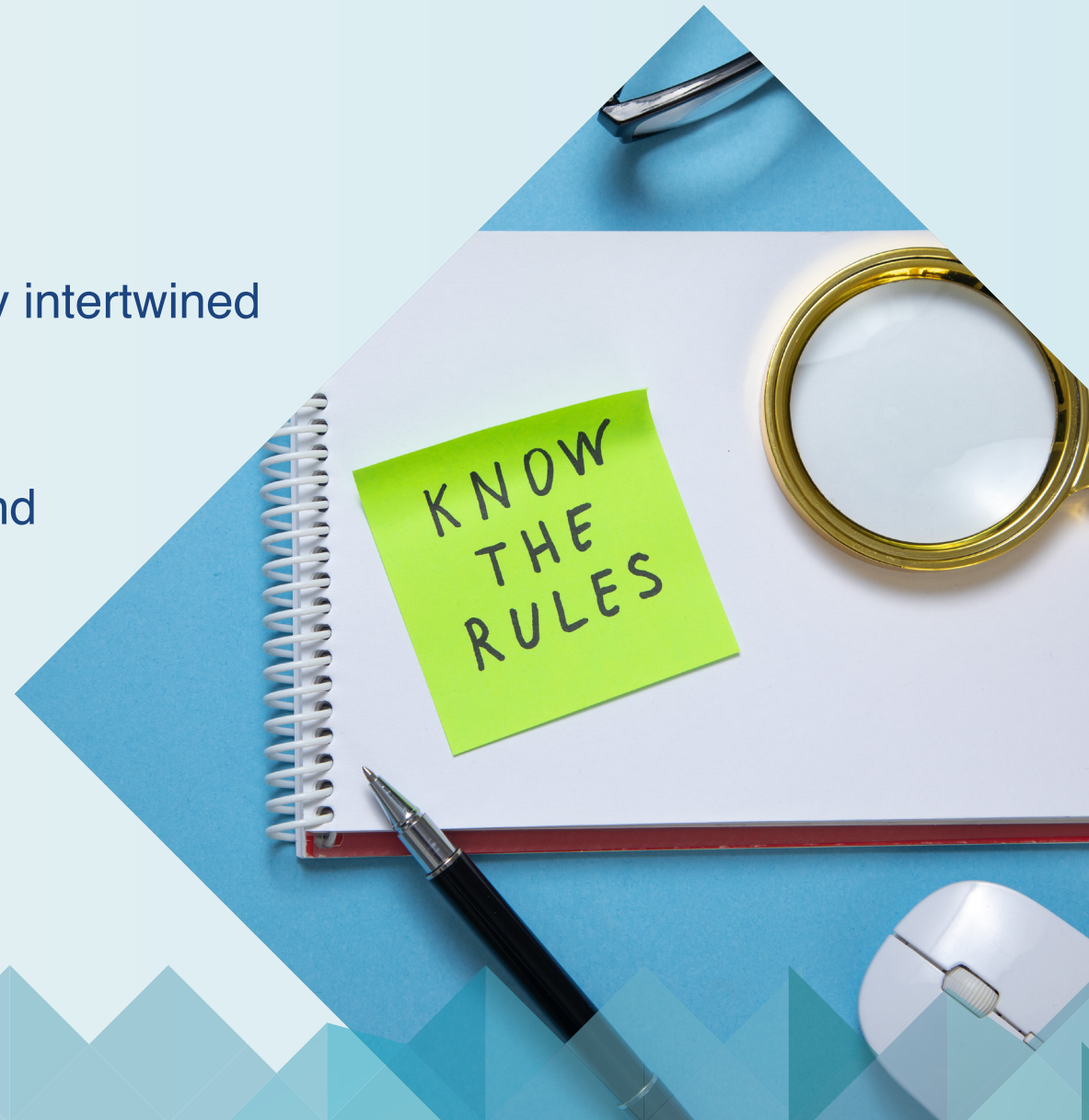
International localism - protect local resources and boost local business.

International spending – consumers want to make smart financial choices without sacrificing their quality of life.



GUIDELINES TO THE PACKAGING INDUSTRY:

1. Retro & Vintage packaging
2. Ubiquity of e-commerce
3. Unboxing experience
4. Digital twin technology
5. The metaverse
6. Packaging and technology are uniquely intertwined
7. ROI considerations
8. Digitalization for converters
9. Sustainable packaging
10. Smart packaging (intelligent, active and connected)



WHAT TECHNOLOGY SHOULD IMPACT MOST THE PACKAGING INDUSTRY IN 2023?



- Automation
- Big Data Analytics
- Robotics
- Smart & Connected Packaging
- Virtual Reality/3D
- Other
- Artificial Intelligence and Machine Learning
- Cloud Computing
- The Metaverse





The only constant is change!

Be inspired by WorldStar and WorldStar Student winners!





BEVERAGES



After 02 years of pandemic, most consumers have shifted their focus to the global cost of living crises. With budgets stretched thin and supplies continuously under strain, food and beverage brands need to understand where consumers draw the line on compromise, and, in turn, create products that meet their demands. And packaging must be:

- Sustainable materials (compostable, renewable and recycled materials)
- Celebration special editions
- Clean packaging
- Stylish design





E-COMMERCE



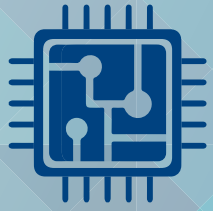
Twenty-seven years later, the e-commerce industry has made more than US\$ 5.5 trillion in sales worldwide and has revolutionized retail. It has evolved to meet the changing needs of people and to make online shopping easier for modern-day consumers. And how packaging can contribute?

- All in one
- Sustainable approach
- New categories
- Safe packaging



**BASICALLY UNIVERSAL
FOR ANY PRODUCT**



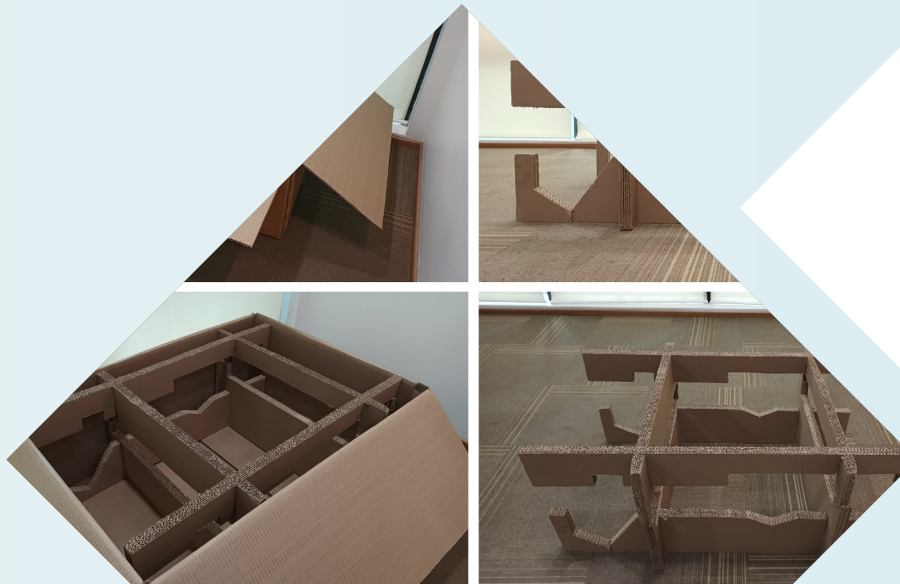


ELECTRONICS



The huge number of new companies have popped up around the world is leading the electronics industry with innovations and new discoveries. The global electronic market reached US\$ 3 trillion in 2020 and packaging for them must be:

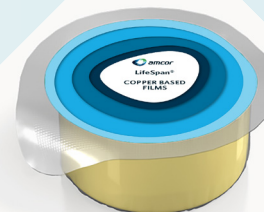
- One piece packaging
- Beyond packaging (corrosion prevention, for instance)
- Mono and less material
- One for all packaging





After 02 years of pandemic, most consumers have shifted their focus to the global cost of living crises. With budgets stretched thin and supplies continuously under strain, food and beverage brands need to understand where consumers draw the line on compromise, and, in turn, create products that meet their demands. Trends in packaging are:

- Eco packaging
- Sustainable materials (compostable, renewable and recycled materials)
- Mono and less material
- Shape with convenience
- From plastic to paper
- Pre cooked / ready to eat/ easy to prepare packaging





FRESH FRUITS & VEGETABLES



The main trends affecting these segments are the ever-changing consumer preferences, global supply chain disruptions and changing trade relations. Packaging must follow them, offering:

- From harvest to table
- Country style
- Handy and easy pack
- Eco and fresh pack





HEALTH & PERSONAL CARE



Virtual health is here to stay, but integration with in-person care is key. In this context, packaging must:

- Be creative and surprise
- Reduce & reuse & recycle
- Multiple functions
- Refill
- Sustainable materials (compostable, renewable and recycled materials)





HOUSEHOLD



Working from home became the new normal and homertainment was accelerated by pandemic. With these two factors in mind, packaging must:

- Reduce & reuse & recycle
- Multiple functions
- Refill
- Sustainable materials (compostable, renewable and recycled materials)
- Combine materials





LABELLING & DECORATION



In this contemporary business world, brands are always looking for some fresh and new ideas to market themselves better. The better the labelling, logo and packaging are, the more brands will have a chance to attract customers and increase their sales. How packaging can contribute on this equation?

- Security and anti-counterfeit systems
- Interactive, intelligent and connected
- Label free





LUXURY



As corporate activity accelerates and startups targeting the luxury sector emerge, some packaging trends are helping to reshape the luxury industry:

- Simplicity
- Packaging is experience



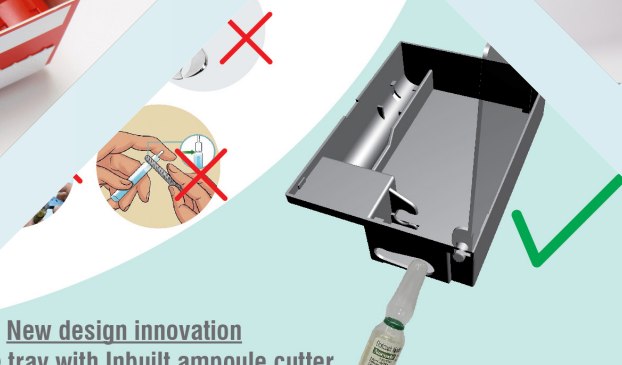


MEDICAL & PHARMACEUTICAL



The challenges presented by pandemic continue to elevate the human experience with products and packages and to reshape the consumers' needs. What packaging can offer in this new world?

- Easy & safe (anti-counterfeit systems)
- The complete treatment (set of packages)
- Eco friendly
- Maximum convenience & information



New design innovation
Ampoule tray with Inbuilt ampoule cutter



PET FOOD



Due to the importance of this market, specially during pandemic, entrepreneurs aren't simply launching variations of existing products, they're creating entirely new pet care product categories with packaging that must offer:

- Mono material solutions
- Private label





PACKAGING MATERIALS & COMPONENTS



Packaging is second only to energy consumption in its role in shaping the current and future state of the earth. As a consequence, packaging processes and materials are undergoing a radical transformation. And the trends are:

- Sustainable materials (compostable, renewable and recycled)
- Optimized processing (less temperature, for example)
- Uncommon materials (ceramic for example)
- Bio and green based materials
- Easy to clean, easy to remove, easy to open
- 100% recycled post consumption





POINT OF SALE



A POS system is an invaluable business tool that has replaced the traditional cash register with constantly evolving, tech-driven solutions. These platforms can track inventory across multiple sales channels, handle employee schedules and clock-ins, and collect data for business intelligence and personalized service. And what to expect from packaging?

- Gift boxes
- Reverse packaging (two sides two different applications – transport and display, for example)
- Dare to be creative

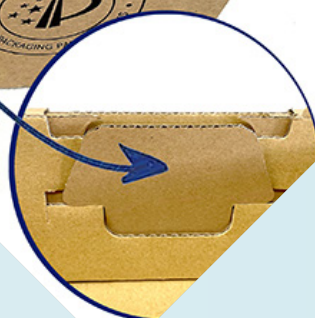
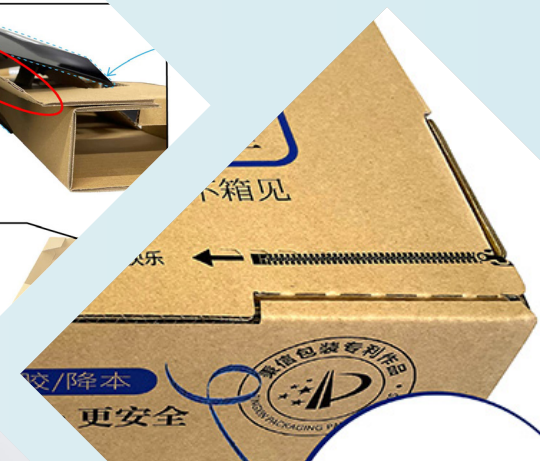
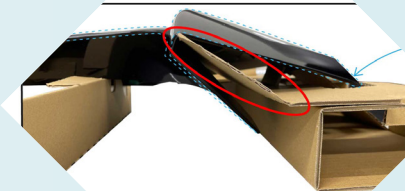


TRANSIT



The global transit packaging market was evaluated in US\$ 62.76 billion in 2022 and should achieve US\$ 102.1 bi by 2026. These solutions account for around 27% share of the global e-commerce packaging market. And the main trends are:

- Reusable
- Ready to pack & go
- Self locking
- Transport & display
- One piece box





The toy industry is an ever-evolving industry that features diverse toys globally based on various movies, series, animes, imaginary creations, and other themes. The toys will keep evolving with time and the demand of the consumers. Innovations in technologies play a major role in tech toys and whatever be the reason, the toy industry has been growing and will continue to grow in the future. And packaging must offer:

- Pack & play
- Extension of the toy
- Reduce space in storage and transport





DIGITAL PACKAGING



Changes that came about over the past two years in response to the pandemic, shifting consumer preferences and supply chain disruptions will remain relevant into 2023 and beyond. Digital transformation in the packaging industry can help deal with disruptions, become more agile, improve operational efficiency and lower costs. With that in mind, what packaging can offer?

- Resources to make art
- Customization & personalization
- Communicate the technology





GIFT PACKAGING



Presents are a beautiful way of expressing love and gratitude. Even though the exchange of gifts is typically confined to holidays and festive seasons, individuals also exchange presents on several occasions. And in all these occasions, packaging must surprise offering:

- From store to hand
- Special dates & celebrations
- Send a message
- Multi pack



... OTHER



- Replace and surprise (new materials, new applications)
- Transform waste
- No matter what, find a solution
- Smart storage
- Modular structure
- Fiber based materials



WORLDSTAR STUDENT AWARD 2022 MAIN TRENDS ARE



WORLDSTAR
GLOBAL
PACKAGING
AWARDS
STUDENT

- Packaging design encourages functionality & creativity
- Packaging against food waste
- Packaging helps to unpack (convenience to use)



FINAL MESSAGE

Besides the multiple functions - protect and conserve the product, transport, provide information to the consumer and sell - the importance of packaging in the marketing mix has become much higher for brands.

The pressure to create a good and positive packaging is now greater than ever. Packaging has to be high-tech, interactive, value expressive, and environmentally relevant experience. Companies must therefore adopt multi-faceted strategies necessary to integrate their products into all aspects of their customers' lives.





Be inspired!



www.worldpackaging.org



WPO World Packaging Organization



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