PACKAGING TRENDS REPORT (before Covid-19)

WORLDSTAR AWARD 2020
WORLDSTAR AWARD 2020 FACTS & FIGURES

• 52\textsuperscript{nd} edition
• 214 awarded packages
• 321 entries
• 36 countries participating
• 04 countries most awarded
  - Japan (34)
  - China (22)
  - Australia & New Zealand (13)
  - 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
- Household
- Labelling & Decoration
- Luxury
- Medical & Pharmaceutical
- Other
- Packaging Materials & Components
- Point of Sale
- Transit
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)
• Recycled material in the composition of a recyclable packaging/closure
• Unique shapes and textures
• Connection packaging and real life
• Package + cup = convenience
• Unitizing solutions
• Gift packs
• Alternative inks like rice ink
• Returnable bottles
ELECTRONICS

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

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

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

- Devices that help application and use
- Security in terms of hygiene
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)
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 shelve 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
Be inspired!

Thank you!

#newworld #newideas #newmentalmodel
#packagingisgood

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