

Food & Beverage Packaging

# TREND REPORT

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Global  
Emerging  
Trends

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*Anna Larsson, Bettina Scatamachia & Kristina de Verdier from Tetra Pak® are listing 5 emerging trends within Food & Beverage Packaging, globally.*

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# GLOBAL EMERGING TRENDS

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At Tetra Pak we work for and with Brand Owners to provide outstanding packaging solutions for food. We do our best to earn respect through our profound knowledge of the food industry in every step from market insights to consumption. Every year we launch a range of different trend reports, to give insights and inspire our Customers in their development.

# Green Worriers

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**CONSUMER:** There is a growing awareness of environmental issues. It has become so crucial that an increasing number of consumers now feel guilty when they don't act responsibly. Consumers are also aware that a healthier planet means a healthier me. However, the act of 'good' still needs to be simple in order to make consumers do it, therefore guidance in how to live more sustainably is needed. Responsible initiatives, not only regarding the environment but also people, animals or nature effected throughout the process is expected from the companies and brands involved.

**F&B PRODUCT:** Sustainability is a driving force among many food & beverage producers, providing food that suits Consumers' evolving values

around sustainability. We see innovative approaches like eating insects and edible food packaging, as well as non-dairy protein beverages including soy, rice and oat are becoming increasingly popular. Organic beer, wine, coffee and tea are other categories expected to grow fast as well.

**PACKAGING DESIGN:** Sustainability is no longer an added value, it has become something Consumers expect. Therefore being eco-friendly has evolved from just using brown packaging (even though this is still very popular), earthy colours and textured paper, and becoming more diverse. Brands are moving away from the clichés, daring to build their organic brand range with vibrant, colourful and fresh design cues.

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## Engaged Experience

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**CONSUMER:** Consumers are always looking for new products and experiences tailored to their needs. They are used to being exposed to new things and being emotionally engaged by brands. As a result there is an expectation of an 'added' experience from every purchase. These Consumers are demanding and if they are not satisfied they will not buy the product again. Experiences are important to Consumers as it gives them opportunity to express individuality through purchases, choice and involvement in finding a perfect personal mix.

**F&B PRODUCT:** We are seeing a convergence of categories and cross category growth bringing combinations of different worlds and offering Consumers new experiences. Ice-cream with tomato flavour, juice with milk/lacto-acid drinks, just to mention a few examples. The F&B product development starts from the consumer needs perspective instead of using the traditional industry point of view. This enables companies to stretch their brands across different categories,

merging nutrition with refreshment, traditional with fun and more.

**PACKAGING DESIGN:** It is key for brands to pay attention to details and create memorable experiences. We are seeing packaging designed to become part of our 'lifestyle' and to fulfil our emotional needs, hence they suit our home interior style, they are the perfect gift, there are limited editions and co-creations.

Humour is also used as a great tool to catch people's attention. There are playful approaches to everyday products like hidden messages, mixing illustrations with photography and choices of unexpected materials. Some brands create extremely clean/white simplistic designs, others very bold and unique patterns or typography, therefore shelf stand-out is difficult amongst the clutter of different brands. It is key to find the balance between popping out from the generic design cues on that specific shelf, and still being intuitive and relevant.

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# Food for Health

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**CONSUMER:** Health awareness is going mainstream: Consumers are more aware and savvy as to what is considered healthy and are proactively making choices which brands to believe and buy into. There is a more holistic view of health today, not just thinking of body but also mind. Food, beverages and fitness are all important parts of the equation to maintain complete wellbeing. Consumers feel a pressure to eat healthy and are increasingly interested in food and drink products with health benefits. The opportunity is to make these products become an integrated part of their busy lifestyle.

**F&B PRODUCT:** F&B products are expected to be natural, healthy and tasty at the same time. Beverages are moving away from pure functional benefits (such as 'strong bone' or 'heart health') and becoming more emotionally based with soft claims,

such as 'clarity', 'reduced stress' and 'improved concentration'. New ingredients and flavours are being imported from other cultures to enrich and differentiate the landscape of healthy food and drinks.

**PACKAGING DESIGN:** The design cues for healthy living are continuously changing. In 2014 'health' is no longer conformed into one type of expression. We have the soft, organic, wholesome design on one end and the medicinal and functional food approach on the other end. Brands dare to challenge the established category codes and create new and hip aesthetics to express health in unique way and therefore achieve stand out on the shelf. Some brands don't even use traditional health cues more than the naming of the product. Could this be a reaction to the fact that there are so many health claims, that Consumers are getting confused?

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*“Packaging is designed to give quality assurance through safety seals, and traceability to understand where the milk really comes from.”*



## Safe Choice

**CONSUMER:** When food safety is at risk Consumers feel worried and want to be reassured that they are choosing trustworthy products. In markets that still face fundamental concerns about basic food safety, brands play a key role in offering reassurance, i.e. trust has already been built. Consumers in more developed countries are able to proactively find out about what to buy and information related to provenance, such as where and how the product is manufactured, become key in reassuring the Consumers about food safety.

**F&B PRODUCT:** There are “technologies for goodness”, which means enabling companies to take the products from the farm to the Consumer’s desk in the most natural and trustworthy way. “Local” is one of the most influential product claims in grocery right now.

Locally sourced food not only helps the local economy but the food usually tastes and looks better than those grown in large scale farms. Big Companies are creating smaller spinoff companies to be able to deliver upon this promise (e.g. micro breweries).

**PACKAGING DESIGN:** Packaging is designed to give quality assurance through safety seals, and traceability to understand where the milk really comes from. Design cues such as hand-rendered typography, farm accessories and hand-crafted details are used to give a feeling of the small-scale, local, personal and hand-made. We see brands teaming up with local artists, not only to create outstanding design, but also to tell the story of local product. We see other brands using maps, flags or local symbols, to clearly state where the product comes from.

# 24/7 Lifestyle

**CONSUMER:** Globally, Consumers live increasingly busy and mobile lifestyles, are constantly connected and feel more stressed. Convenient products become a key need for 'on-the-go' consumers looking for instant gratification. Along with the search for convenience comes a broader desire to streamline and simplify life wherever possible; willing to pay more for convenient products and agreeing that fewer choices would make life easier. Convenience food 2014 does not mean that we have to go without culinary and aesthetical indulgence.

**F&B PRODUCT:** We see 'on-the-go' products allowing the Consumer to make the last touch before serving, as if the product was home-made. For a drink it might be the shake of the product before drinking; for food, the 4 minutes boiling of the tortelloni, making them feel involved in the food, as prepared food has quite a negative connotation. These Consumers desire

a variety of flavours and bases to cover the range of different needs during their busy day. These flexible offerings in the F&B segment is an attempt to fulfil as many of the different Consumer needs within contemporary nutrition solutions, an area that is getting more and more relevant in peoples' lives.

**DESIGN:** People are busy and at the same time aspire to eat proper food. We see a wider range of high-quality 'on-the-go' food, and the packaging is designed fit these needs. Design details that tell the story of a home-cooked meal and personalised experiences are often portrayed. As 'On-the-go' products often are enjoyed in front of colleagues/friends or on the bus, the design is even more important in order for them to become lifestyle products. The product name and package format may tell the story of 'on-the-go', while the graphic design supports the aspiration to be more than the usual drink, a lifestyle product with beauty in mind.

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