



What's on the menu in 2022?

We've got you covered with the latest in packaging innovation and trends

Detpak



What's on the menu in 2022?

The last two years have brought significant change to the packaging industry, with shifts in consumer behaviour and increased demand for sustainable options driving the development of new solutions.

As an industry leader in innovative packaging, we're here to unpack some of the global trends for 2022 and look at how they are set to influence future materials and designs.

Sustainability remains front of mind as legislative requirements and consumer sentiment drive demand for greener options. However, consumers are becoming tired of misleading, or 'green-washing' claims, and want tangible and credible statements to identify truly **responsible packaging**.

The impacts of COVID-19 are here to stay across the foodservice, FMCG and grocery industries in 2022. Packaging continues to play an important role in food hygiene and **convenience is key** for consumers.

Technology is providing new ways to **engage consumers** and increase brand loyalty. From links on-pack, to innovative new materials which add smart elements to everyday packaging items, digital capabilities are bringing a new level of engagement to packaging.

Given these changing market conditions, increasing numbers of brands are looking for a true **partnership approach** to provide stability and agility across the value chain. These partnerships enable true, holistic, product development and allow businesses to stay ahead of the market and their competitors.

Trends set to shape future packaging solutions:



Responsible packaging



Convenience is key



Engaging consumers



A partnership approach



Responsible packaging

Plastic bans continue to roll out around the world, driving the push towards sustainable packaging across industries. As consumers, brands and governments commit to environmentally friendly options, a subsequent wave of misleading claims and greenwashing is driving a desire for transparency in labelling. For consumers, this means claims need to be supported by facts or reporting, leading to a new preference for truly responsible packaging.

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As customers transition from plastic to paper, labelling schemes are being introduced for easier identification of recyclable or compostable items. Importantly, these systems align with increased scrutiny on eco-friendly claims and encourage compliance and credibility.

*Bertrand Tellier - Regional General Manager
Sales - Europe, Middle East & Southeast Asia*



So, what is being banned?

Over 170 countries around the world have announced bans on selected single-use plastic products¹. These bans have been introduced to address growing concern about the impact of plastic on the natural environment, and the prevalence of microplastics². Many jurisdictions have identified commonly littered items, like plastic bags, straws and cutlery in new legislation aimed to phase out these problematic plastics.

Despite these concerns, the approach, and even the definition of single-use plastic differs across countries and states. Contradictory policies and a lack of enforcement are making it challenging for jurisdictions to tackle the growing problem of plastic waste³. But support is growing for a global treaty to address the issue.

“Fundamentally, governments will not be able to do what they are supposed to do if they can’t count on an international partnership and framework. It is not going to work.”

Hugo-Maria Schally, Multilateral Environmental Co-operation Unit, European Commission

The talk about carbon emissions

In 2021 global carbon emissions took the second largest annual jump in history⁴. Later in the year, COP26 was hosted in Glasgow, a UN Climate Change Conference designed to unite the world and accelerate goals identified in the UN Framework Convention⁵.

This discussion has reignited consumer concern about the carbon footprint of packaging. To manufacture a kilogram of plastic, around 3.5kg of Co2 is emitted into the atmosphere, whereas paper and cardboard items can have a neutral carbon impact, when obtained in an ethical way⁶.

Investing in responsible solutions

Increased demand for paper and board-based options has driven up the cost of raw material. However, a recent global survey found that 74% of respondents would pay more for truly sustainable alternatives⁷.



Choosing truly responsible packaging is a key market trend. Consumers and brands alike are desiring transparent and credible on-pack claims. Paired with growing concerns around climate change, the footprint of packaging production and the importance of investing in responsible solutions remains key in packaging design and supply.



Convenience is key

Convenience is key for the foodservice and grocery industries. Elevated convenience is about standing out from the crowd with a product that supports the lives of busy consumers. Brands are adapting traditional offerings to suit the demand for faster access to ready meals, single-serve portions and healthier options - all without compromising on quality. Also emerging is a new level of interest in virtual communities to facilitate digital engagement.

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The landscape of consumer convenience is changing – we are seeing this evolve through the development of digital channels, including the introduction of virtual communities, where a consumer can shop while interacting across a number of brands, and with other consumers.

*Ron Tremaine –
Group General Manager – Sales*

A change in shopping behaviour

The way consumers shop is changing. Online grocery orders surged by 189% during the pandemic⁸. Consumers are looking for shelf-stable items and aren't afraid to take on more complex cooking challenges, given most are still spending increased amounts of time at home⁹. The food packaging industry has responded, providing portioned ingredients, improved on-pack health labelling and at-home cooking instructions and recipes.

Travelability

Consumers want to be able to take their food with them wherever they go¹⁰. The trend is fed by a world that feels busier than ever and requires access to ready-to-go meals and snacks.

Versatile packaging allows for different combinations of portions, flavours and choices to be combined in individual or group serves.

Travelability is broader than FMCG pre-packaged or ready-to-go items – it also applies to the growing segment of food delivery.

While food delivery has been growing in popularity for a number of years, impacts of COVID-19 led to a surge for the segment. Food delivery is growing at more than 9% each year¹¹, with China leading in revenue raised per country in this segment. Online delivery remains dominated by a few key players in this market, including Uber Eats, Just Eat, Meituan Dianping, Delivery Hero and Door Dash¹².

Even the aggregators in food delivery are experiencing disruptions of their own, with virtual communities facilitating engagement not just between a brand and a consumer, but from consumer to consumer – with traditional word of mouth taking on a whole new digital presence¹³. Online channels are enabling consumers to self-educate and make informed purchase decisions from the comfort of their own home.

The role of packaging

The role of packaging in food delivery remains central to maintaining product integrity and heat retention. Food safety and hygiene is key, particularly due to concerns from COVID-19. As such, brands are looking for tamper-proof packaging, or even going as far as using materials which offer protection from pathogens¹⁴.

“Delivery has been a significant focus of product development as we work to further elevate convenience through foodservice packaging innovation. We are always looking for better ways to deliver food; testing different material types to promote heat retention and looking at new ways to tamper proof packaging products.”

Max Hughes – Design Manager – Asia and Strategic Markets



Packaging plays an important role in enabling convenient options for consumers. The popularity of online grocery orders and food delivery has soared, and packaging is crucial for improving travelability of food items. Promoting convenience in response to a change in consumer shopping behaviour requires versatility and adaptability of packaging design.



Engaging consumers

Packaging can act as an extension of a brand, and the development of smart packaging technologies is allowing more interaction than ever before. Now, consumers can use on-pack design elements, such as a QR code, to instantly learn more about a product or interact with content from the brand digitally.

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Never before have we seen such interest in digital capabilities to engage customers. The benefits of increased engagement and brand loyalty are real, and we are seeing a heightened level of creativity used in on-pack promotions – like that of the McDonald’s Monopoly promotion and the Hungry Jack’s UNO promotion.

Daniel Cross – General Manager - Sales

Getting the basics right

One of the key considerations in customer engagement through packaging is consistent brand representation¹⁵, including the appropriate use of colour, fonts, and logos. A consistent message across platforms, including packaging, creates another opportunity for brand recognition¹⁵. In a market of growing choice for the everyday consumer, brands are using packaging to stand out.

When choosing a material, brands should consider durability, functional needs, end of life realities and food hygiene and safety. However, a diverse range of material types, textured elements or sensory additions can lift the immediate engagement with packaging¹⁶. These can be functional, such as assisting someone to identify variations of the product through feel or can be used to draw attention to certain on-pack elements.

Getting smarter

Smart packaging is growing in popularity. This includes incorporating a design element, such as a QR code within packaging artwork which can be scanned or interacted with through a user's own digital device¹⁷. This transformation from physical packaging to a digital platform gives brand more opportunity to engage with consumers either in-store or at home¹⁸.

While QR code functionality has been around for more than a decade, it has seen a recent resurgence. In fact, QR code use and interaction grew by 94% from 2018 to 2020¹⁹ with 75% of brands using QR code generators planning on using these into the future²⁰.

Interaction with smart packaging extends beyond just QR codes, with some brands using other design

elements to encourage consumers to engage with them on a digital platform, such as Hungry Jack's and their UNO campaign. The on-pack promotion enabled consumers to interact with game 'cards' which were removable elements of the packaging, and encouraged engagement by directing consumers back to the Hungry Jack's app.

"The collaboration with UNO delivered a unique brand experience by having compelling packaging for customers to engage with during the promotion, while reminding our customers of the unique, flame-grilled flavour at Hungry Jack's."²¹

Luke Pavan, Marketing Director, Hungry Jack's

Beyond intelligent

Intelligent packaging goes a step further, where the material itself has added functionality. Technology has developed to allow the use of sensors to detect the freshness or temperature of a package's contents²².

Intelligent packaging is also diversifying to a new branch of 'active packaging', where the package itself interacts with its contents. For example, sensors may indicate that a product's freshness has been compromised, and the active packaging can then release antimicrobial agents to prevent bacterial growth through either integration with the packaging material itself, or something which is added as an insert⁷.



In a world of increasing competition, on-pack prints or campaigns are being utilised to engage consumers across multiple platforms to grow brand loyalty. Digital technologies are allowing for interaction with brands from their physical packaging products to a digital sphere. On-pack design promoting this digital crossover is a crucial opportunity to increase engagement with consumers.



A partnership approach

As brands make sustainability commitments, they are partnering with trusted manufacturers to invest in innovative solutions. The waste industry, too, is looking for alignment to reduce contamination and is working with manufacturers and government to understand how this can be achieved. These coordinated approaches are leading to faster and more holistic development of new products, which is needed in a time of fast changing policy for packaging. It is clear that no one company can solve these challenges on their own.

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Our rapid innovation centre, LaunchPad, partners with customers to provide a unique advantage. Our highly skilled global team enable industry and customer partnerships to bring truly innovative packaging solutions to life.”

*Tom Lunn – Group General Manager –
Innovation and Sustainability*

Why work together?

Laws around packaging are changing rapidly. In Australia alone, five out of eight jurisdictions made changes to packaging legislation in just the last year²³. Globally, more than 170 nations have committed to reducing reliance on single-use plastics by 2030, suggesting more change is on its way. As these changes roll out, there is often discrepancy around what is banned between jurisdictions, and leading to confusion around what the true sustainable alternatives are in a given market. This fractured policy creates challenges for brands operating nationally or globally.

More broadly, the need to move toward a circular economy will require the efforts of many. Currently 95% of plastic packaging produced around the world is sent to landfill after just one use²⁴. Moving to a circular system where materials are kept in use for as long as possible is widely regarded as the solution for this waste. However, the reality of achieving regenerative outcomes will require partnership across material suppliers, packaging manufacturers, brands, consumers and the waste industry.

It is not only in sustainability that collaboration can add value. As technology develops, new and innovative materials are challenging traditional manufacturing methods. From greener alternatives to improvements in technology, innovation in packaging is moving at significant pace²⁵.

As more materials and designs hit the market, there is appetite to understand how realistic these options are when sourced, manufactured and used on a larger scale, and whether new innovations will fit within current waste collection and processing methods. This is driving partnerships not only in innovation, but within the waste industry to understand infrastructure and processing limitations and opportunities.

A partnership approach – Case Study – Detpak and Hallmark

An estimated 1.2 billion coffee cups are sent to landfill every year in Australia. They are a huge contributor to waste that needs to be tackled.

As part of the solution, packaging manufacturer Detpak launched RecycleMe™ cups in 2018. Featuring a next generation lining, the cups can be recycled within existing infrastructure in Australia. Already, over two million RecycleMe™ cups have been recycled²⁶.

To realise the true value of these innovative cups, Detpak forged a number of partnerships. This included; Shred-X, whose existing footprint enabled the cups to be collected in a unique waste stream; Opal Australian Paper, who were able to provide a local recycling solution for the cups; and Hallmark, whose wrapping paper created an end-market for the recycled paper fibres, uniquely able to live again in the gift wrap. These industry partnerships were key to enabling the true circularity of this packaging product.

“To move from insight to large scale action, it is clear that no one actor can work on this alone. The public, private sector, and civil society all need to mobilize in order to capture the opportunity of the new circular economy.”

Dominic Waughray, World Economic Forum, on the world needing a plastic “revolution.”



Forming collaborative partnerships across the value chain is leading to holistic packaging design development. Coordinated approaches are proving to be effective in a time of fast moving policy and changing consumer behaviour. Effective industry partnerships are leading to innovative solutions.



The packaging landscape remains diverse with partnerships driving opportunities in development. Uncovering these innovations is key in responding to shifts in consumer behaviour and elevating convenience and opportunities in broader brand engagement. Throughout revolution of packaging design, sustainability remains front of mind thanks to significant demand for truly responsible options.

Detpak is a family-owned business which designs, manufactures, and supplies the global foodservice, FMCG and grocery industries with innovative packaging solutions.

As one of the world's leading manufacturers of paper and board products, and a team of over 2,500 employees globally, Detpak has more than 70 years' experience in bringing innovative, industry-leading solutions to its customers.

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