

What's on the menu in 2023?

We're unpacking the latest industry trends and innovations set to shape the future of packaging.

Detpak



What's on the menu in 2023?

The world is seeing a regulatory trend in support of the use of renewable and recyclable materials to reduce packaging waste, and responsible brands and savvy consumers are the driving force behind it.

As a leader and innovator in the packaging industry, we are continually monitoring the global markets for new and inventive ways to keep our brand and customers at the forefront of sustainable material use and design. Here, we are unpacking the latest trends and innovations set to shape the future of packaging.

Building on the focus to reduce waste and meet responsible consumer demands, **transparency is key** and a prime factor for conscious consumers. Producing sustainable packaging alone is not enough; there is an essential requirement to meet the need for clear, truthful and reliable information.

In Australia, the future of sustainable packaging looks positive as we draw closer to 2025 National Packaging Targets and good progress has been made thus far. Worldwide, the concept of sustainability is gaining momentum through an increase in **responsible choices** by mindful consumers.

With rising global inflation and the increasing cost of living, consumers are gravitating towards food and drink products that are affordable yet offer additional benefits. Providing **packaging with value** will assist consumers to adapt to financial challenges while meeting their need for products with versatility.

In all areas of the industry, **interactivity is on the rise**, and there is considerable growth in the development of intelligent and active packaging. This trend provides brands with an opportunity to implement technological features into their packaging, giving it real power and lasting impact – a must for any brand looking to stand out from the crowd.

Trends and innovations shaping the future of packaging:



Transparency is key



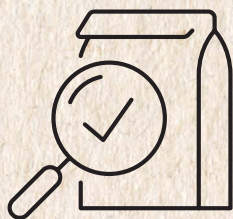
Responsible choices



Packaging with value



Interactivity is on the rise



Transparency is key

In today's world, conscious consumers are increasingly concerned about the impact of their choices on the environment, and as a result, they are seeking to understand where, how and what their packaging is made from. This shift in consumer behaviour will force brands to be more transparent about their practices, including providing straightforward, honest information on pack to enable consumers to make informed selections.



From raw materials to finished product

One of the primary expectations of consumers is regarding transparency in the supply chain. Consumers want easily accessible details regarding certifications and accreditations, which help to verify the sustainability and ethical standards of the products they are purchasing. In addition, sustainable messaging and end-of-life recovery and disposal information on the packaging is becoming increasingly important to consumers.

Moreover, consumers are looking for tools that enable them to measure their environmental impact and change their behaviour. For instance, sustainability indexing measures available through apps can help consumers understand the environmental footprint of their purchases and make informed decisions based on that information.

Build trust and integrity

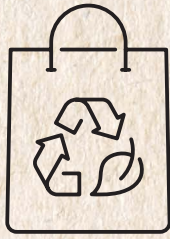
A key aspect of transparency includes being honest about not only achievements but also weaknesses. Consumers want to see brands that are open about their challenges and are actively working to address them. Being upfront about their strengths and limitations gives the brand an opportunity to show its commitment to continuous improvement and innovate through exploring new, improved ways of operating. It also helps to demonstrate its authenticity and relatability, which in turn goes a long way to earning the trust and loyalty of consumers.

Know your values

Consumers are also interested in understanding a brand's position on significant topics such as diversity, inclusion and equity. Brands that are clear about their values and are actively working towards creating a more inclusive and equitable society are more likely to resonate with consumers. It is necessary for brands to recognise the importance of taking a stand on social issues and ensure their messaging aligns with their values and actions. Those that prioritise equity and demonstrate a commitment to making positive social change can generate a powerful impact on their customers and communities.

As consumers become more aware of their choices, they are seeking greater transparency and sustainability in the products they purchase. Companies and brands that are willing to be transparent about their practices, provide clear information on their packaging and take steps to address weaknesses while actively working towards creating a more equitable society will be well positioned to succeed in the marketplace of the future.





Responsible choices

The world is changing and so are the expectations of consumers. Sustainability is no longer just a buzzword but is gaining traction as a critical factor that consumers consider when choosing brands to buy from. Consumers today are more conscious of the impact of their buying choices on the environment and are actively seeking brands that reflect their principles.





Be sustainable

For consumers, sustainability goes beyond just using recyclable materials or packaging. They want brands that demonstrate strong ethics, eco-responsible practices and genuinely sustainably sourced products and materials. They are also more informed about greenwashing, the practice of making false or exaggerated claims about a product's sustainability, and are looking for honest brands that can validate their practices and products' sustainability.

Share your environmental position

Reducing carbon footprint has also become a priority for consumers, and they are looking for brands that have genuine, clear carbon measures that are shared publicly, including on packaging. Consumers want to understand how their purchases impact the environment, and having this information can encourage them to buy a particular product or service.

Adhere to legislation

As sustainability becomes increasingly important, it is essential for organisations to stay informed about current and future legislation around single-use problematic plastics, PFAS, and EPR. This is important not only for legal and ethical reasons but also due to the growing demand from consumers for environmentally responsible products and services. Brands that adhere to relevant regulations as they roll out and communicate this to consumers will remain competitive and stand out from their opposition.

The importance of sustainability cannot be overstated. Consumers are making responsible choices when it comes to choosing which brands to buy from, and it is essential for businesses to respond to this shift in consumer behaviour by embracing sustainability in all aspects of their operations. Brands that demonstrate their commitment to sustainability and provide clear information to consumers about their practices will enjoy an advantage over others in the market.



Packaging with value

As the cost of living continues to rise globally, consumers are turning towards affordable food and drinks that provide more than just sustenance. Nutritional benefits have become a priority, with consumers valuing products that offer clarity, nutrition, convenience and versatility.



Price isn't everything

While price has a significant influence on a consumer's purchasing behaviour, it is not the only driving factor. Consumers are also looking for added value, and this trend gives brands the opportunity to present consumers with financial value propositions without compromising on quality. Packaging plays a crucial role in ensuring clear communication of the added value of a particular product, such as labelling nutritional content or highlighting portioned meals within a pack. Clean packaging designs with honest information and highlighted benefits will stand out to consumers.

Keep it simple

Brands must also consider how they communicate with today's consumers, who are fatigued and overwhelmed, partially due to financial strain. Simplifying product communication, making it easy to understand, and streamlining it to the key features and unique selling points that matter most to consumers is important and can help brands to connect with their audience. Consumers want to easily find products that meet their needs while also saving them money.

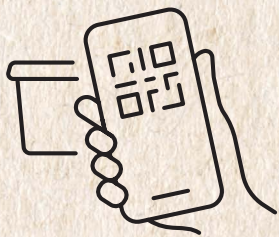
On-pack education is another simple but effective way brands can add value, such as including energy-saving tips. As consumers look for ways to save money, products and packaging that offer this advice can help build brand loyalty.

Stay relevant

Brands must also look for new ways to remain relevant and create enhanced customer experiences that make a difference. Using interactive technologies on pack to add value and bring joy to their customers in everyday life is an excellent way for brands to demonstrate they care about their customers and also differentiate themselves from their competitors.

With rising inflation, consumers are looking for affordable foods and drinks that provide added value. Brands that can communicate this added value clearly and simply, while also offering financial value propositions, will have a unique advantage in the market. Packaging, on-pack education and interactive technologies are all ways brands can enhance customer experiences and remain relevant in a challenging economic climate.





Interactivity is on the rise

The packaging industry is experiencing a revolution as more and more brands adopt active and intelligent packaging solutions to enhance customer engagement. With the integration of technological features, brands can now create interactive packaging that offers numerous benefits to both the consumers and the manufacturers.





Personalise the experience

One of the significant advantages of interactive packaging is its ability to create enhanced unboxing experiences that not only catch the consumers' attention but also provide them with personalised experiences. By utilising digital platforms and technologies, consumers can customise their packaging, select their designs, add initials and even engage with augmented reality and virtual reality features.

Code it

The trend of QR codes is also becoming more popular as a tool for educating consumers about the product and brand or finding more information about the product's origin, ingredients and sustainability practices. Brands can also utilise smart packaging technologies that incorporate sensors or other features that provide consumers with further information about the product.

In addition to providing an interactive experience, leading brands are using technology to communicate key sustainability messages to their customers. For instance, a QR code on the packaging can direct consumers to more information about the company's sustainability strategy or roadmap to achieve Towards 2025 national packaging targets.

It's for everyone

Another important aspect of intelligent and active packaging is accessibility, utilising technologies that allow for inclusivity, considering ranging abilities, languages, cultures, age, gender and more. Brands that make it easy for everyone to access their products, understand the product's purpose/usage and connect with their brand will remain ahead of their competitors. For example, in 2020 for World Sight Day, Kellogg's partnered with the Royal National Institute of Blind People to create Coco Pops boxes designed to assist blind and partially sighted people. The boxes featured a code that, when scanned, played back printed on-pack information.

Intelligent and active packaging is a trend that offers brands the opportunity to create enhanced customer experiences, strong brand connections and trust. By utilising technology, brands can communicate their key messages to consumers, educate them about their products and remain competitive. As the industry continues to evolve, the potential for innovative packaging solutions is endless, and it is essential for brands to stay ahead of the curve to meet the ever-changing needs of consumers.

How Detpak can help you take advantage of these trends

Detpak is a family-owned, Australian business with a worldwide network of manufacturing and sales locations. We design, manufacture and supply the food service, grocery and fast-moving consumer goods industry with world-class packaging solutions.



RESPONSIBLE BY DESIGN

With world leading innovation aligned with the Detmold Group Global Sustainability Targets, we ensure every product is designed to not just meet the world's best environmental, quality and safety standards but remain ahead of them for years to come.



AN INNOVATION EDGE

With LaunchPad, our dedicated innovation studio for concept creation and rapid prototyping, and an agile team of engineering, commissioning and manufacturing leaders, there's no faster way to get new packaging in market.



SUPPLY CHAIN FLEXIBILITY

With owned manufacturing in seven countries, an agile supply chain and a dedicated sourcing team, you can rest assured that when you partner with Detpak, packaging will never be your weakest link.



TRUE PARTNERSHIP

With partnerships of over 50 years with leading global brands, we build trusted relationships that solve the commercial realities of today and can be relied on to deliver on the evolving needs of tomorrow. So don't just choose packaging, choose a packaging partner.





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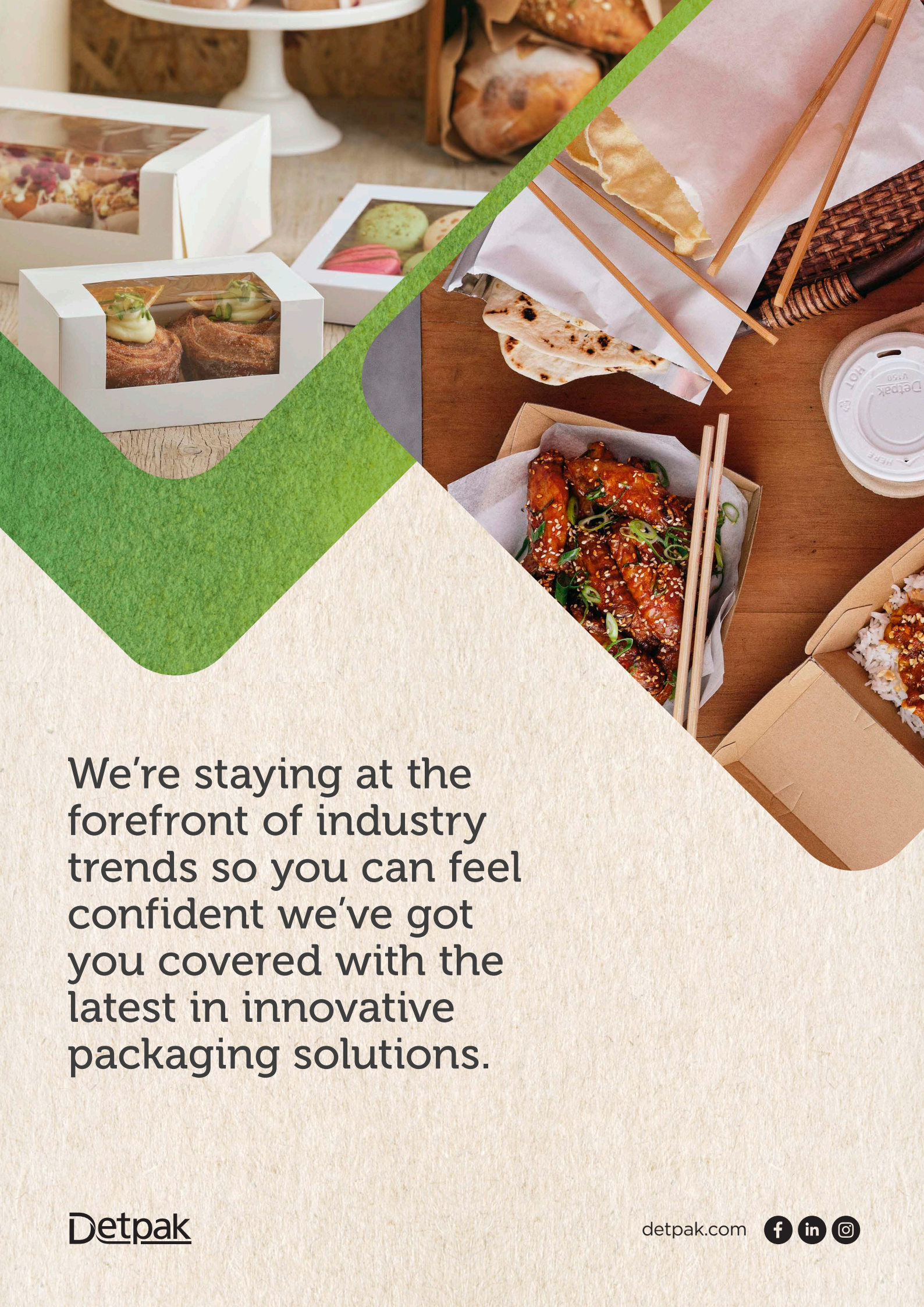
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