



PACKAGING TRENDS REPORT (before Covid-19)

WORLDSTAR AWARD 2020

WORLDSTAR AWARD 2020 FACTS & FIGURES

- 52nd 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



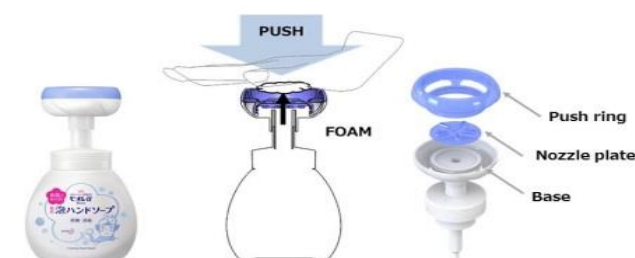
FOOD

- 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 carton 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



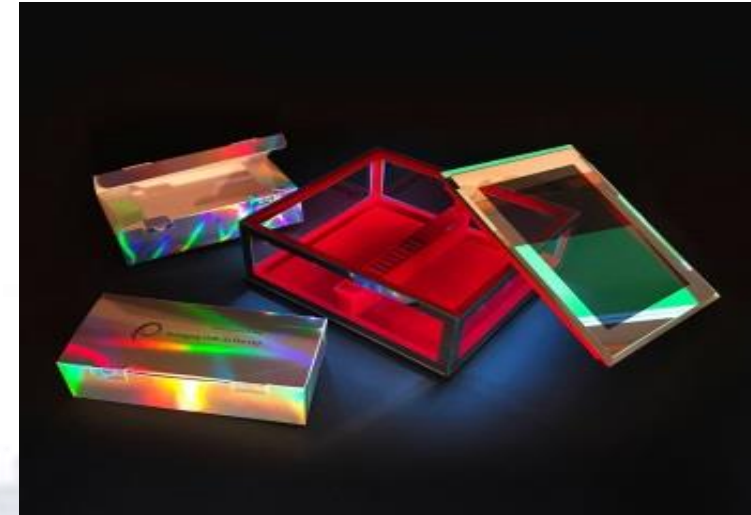
LABELLING & DECORATION

- 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



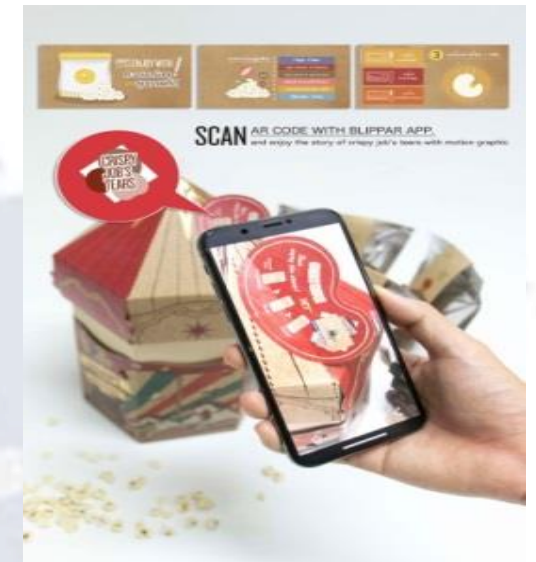
MEDICAL & PHARMACEUTICAL

- Devices that help application and use
- Security in terms of hygiene



OTHER

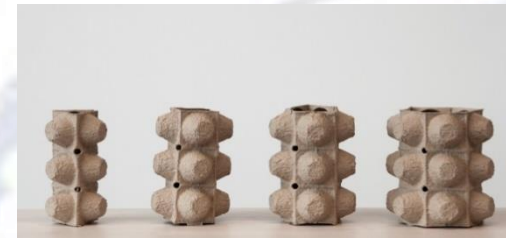
- Resistance
- Different markets (like bee and ceramic transportation)
- E-commerce
- Micro-nano technology (for printing inks for example)
- Different materials for pallets
- New technology (like the 'rollor' technology)
- Cushioning material
- Anti-corrosion systems
- Interaction (virtual reality, 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



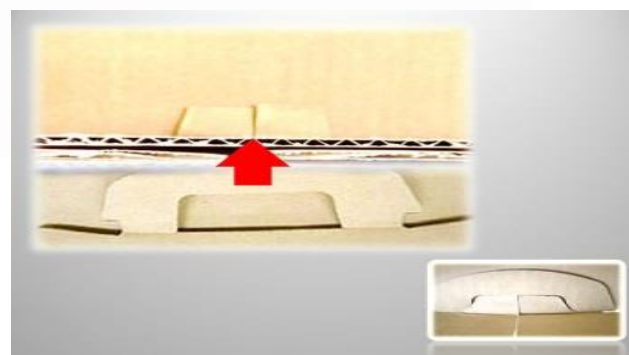
POINT OF SALE

- 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



A light blue world map is visible in the background, showing the outlines of continents and countries. The map is centered and covers the entire slide area.

Be inspired!

Thank you!

**#newworld #newideas #newmentalmodel
#packagingisgood**

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